MOTOROLA *SOLUTIONS*

A SIMPLER BRANCH NETWORK.
A MORE ENGAGING SHOPPING EXPERIENCE.

THE NX SERIES INTEGRATED SERVICES PLATFORM. THE NEXT-GENERATION, END-TO-END RETAIL SOLUTION

KEY BENIFITS

- Deliver advanced mobile applications to improve workforce efficiency, drive customer behavior and build loyalty.

- Simplify deployment and management of branch office networking and communications

- Significantly reduce the TCO of delivering services at the branch

SIMPLIFY YOUR NETWORK AND PUT YOUR FOCUS BACK ON THE SHOPPER

Today's retailers face more challenges than ever—delivering reliable network communication, providing actionable, real-time information that increases revenue, and making sure associates always have the tools they need to stay productive. Increasingly, IT is also being asked to deliver the applications and services that seamlessly link online and in-store shopping, and to create the innovative experiences that drive shopper loyalty.

With all these concerns, a complex set of servers and appliances to manage and maintain is the last thing your IT team needs. More boxes to manage leads to a cumbersome network management system, which means more training and troubleshooting, and less efficiency. This takes time and energy away from one of your most important resources — your IT team.

A simpler branch management network solution empowers your IT team to move beyond troubleshooting, and become a business partner who can help you create the innovative shopping experiences that truly engage your shoppers.

A SIMPLE SOLUTION FOR A CLUTTERED IT CLOSET

The Motorola NX Series Integrated Services Platform delivers a next-generation, end-to-end solution for retail enterprises.

The NX 9500 is a centralized management system for your entire network. This cloud-based management solution allows you to control all your branches remotely, from one centralized point. The NX 4500/6500 is Motorola's branch office solution. It's a single box that each store location can use to consolidate their cluttered IT closet, saving space, energy and time.

This solution is also upgradeable and flexible so you can choose the services you want to deploy without having to replace, and re-replace, as your business grows. Above all, it's easier to manage so your IT team can spend more time working with you to deliver the seamless shopping experiences that drive shopper loyalty.
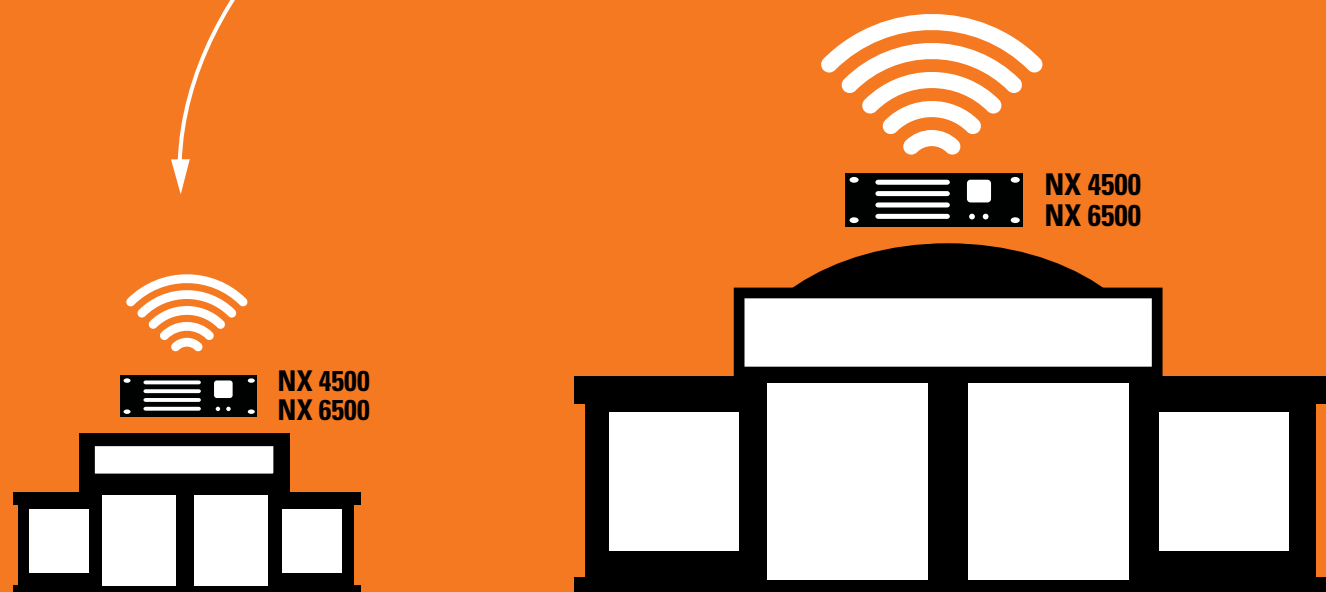
NX SERIES

The NX 9500 has a cloud-based, open architecture, which allows for centralized management of each branch network.

NX 9500

**NX 4500
NX 6500**

**NX 4500
NX 6500**

NX 4500/6500 SOLUTION

The NX 4500/6500 consolidates several existing products into one box. That means less training, troubleshooting and up-keep for IT, which gives them back the time and resources they need to help you develop breakthrough shopping experiences.

WORKFORCE MANAGEMENT

REAL-TIME LOCATION SYSTEM

GUEST ACCESS

APPLICATION DELIVERY AND DEPLOYMENT

VIDEO AGGREGATION AND DELIVERY

IP TELEPHONY

SERVICES THAT EMPOWER YOUR WORKFORCE AND ENGAGE YOUR CUSTOMERS

WORKFORCE MANAGEMENT

With innovative applications, managing your workforce is easier than ever. The NX 4500 and 6500 can host the functionality that small-to mid-sized businesses may have previously considered out of their reach. And larger businesses can stay ahead of the technology curve, making IT and your associates more efficient and more capable than ever.

REAL-TIME LOCATIONING SERVICES

Location-Based Services help you find your customers, and track where they've been, by connecting with their Wi-Fi enabled smart devices. Motorola Solutions' Proximity Awareness and Analytics Solution supports Location-Based Services and works seamlessly with the NX Series Integrated Services Platform. So whether you want to send a shopper a welcome note when they enter your store, send an associate to assist them with what they're looking for, or track shopping patterns over time to optimize your layout, you have the capabilities you need to accomplish it all without adding bulky appliances to your IT closet.

GUEST ACCESS

Providing a fast, reliable network that your shoppers can access is essential. Not only do your shoppers expect it, but the data you harness from it can play a vital role in the success of your business. The NX Series can host solutions like Motorola's Proximity Awareness and Analytics—a solution that collects data from Wi-Fi enabled devices, like smartphones, and transforms that information into intelligence you can use to connect with your shoppers.

APPLICATION DELIVERY AND DEPLOYMENT

Whether you engage 3rd parties to deploy applications, or write your own, the Integrated Services Platform is a simplified network solution that hosts the applications you need to grow your business. Options like Rho Mobile allow you to develop apps that are simple to deploy, manage and evolve. Networking and app delivery converge in a single powerful device that gives your IT team the capabilities they need to help you deliver seamless shopping experiences.

VIDEO AGGREGATION AND DELIVERY

Next-generation retailers rely on the intelligence delivered by video services. The NX Series Integrated Services Platform has the capability to host video aggregation, and the processing power to support the data heavy applications that turn information into insight. When you can see what your shoppers need and when they need it, you can deliver a better in-store experience and drive long-term loyalty.

IP TELEPHONY

The Integrated Services Platform can connect your associates in countless ways, but often the most efficient way to communicate is voice. With features like mobile extension to the PBX, push-to-talk, or enterprise texting, over WLAN or cellular networks, associates can reach each other at any time, wherever they are. And because IP Telephony uses your store's Internet connection, it's easy to integrate mobile convergence features that take advantage of Real-Time Locationing Services. So your associates can be in the right place at the right time to make sure every shopping experience is a great one.

LESS REQUIRED.
MORE DELIVERED.

THE NX SERIES—BUILD BREAK-THROUGH SHOPPING EXPERIENCES

The NX Series Integrated Services Platform is a simpler network solution that lets your IT team spend less time keeping the parts connected and more time creating experiences that connect you with shoppers. With a single appliance for your branch, IT closets are clutter-free and your workforce is more productive than ever.

REDUCED TCO AND A GREENER NETWORK SOLUTION

The NX Series Integrated Services Platform significantly reduces the total cost of delivering services at the branch with a 50% lower capex and 75% less appliances. Fewer appliances mean less training and maintenance, and more time for IT to create engaging shopping experiences. Plus reduced power consumption saves you money and makes your business greener.

ADVANCED MOBILITY APPLICATION DELIVERY

Connecting with your shoppers quickly and efficiently has never been easier. With the NX Series Integrated Services Platform, you can deliver applications that drive the shopping behaviors you want, and build the loyalty that keeps your shoppers coming back.

LESS COMPLEXITY
LESS HARDWARE
LESS COST

- Simplifies management of branch office communications with a single interface and a modular approach to adding services

- Converged platform delivers secure wired and wireless networking and telephony.

- Consolidation drives lower acquistion and upgrade cost—less staff to manage with less space and power requirements

FOR MORE INFORMATION ON THE MOTOROLA NX SERIES INTEGRATED SERVICES PLATFORM VISIT →
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