



# The Motorola MC9500-K mobile computer

## Re-defining field mobility — even in demanding environments



The Motorola MC9500-K is packed with the features and functionality required to achieve peak efficiency field service operations. The rugged design is built for life out in the field. The real-time connection to your line of business applications and telephony system combines with advanced data capture capabilities, allowing workers to perform virtually any task, anywhere, all on one device.

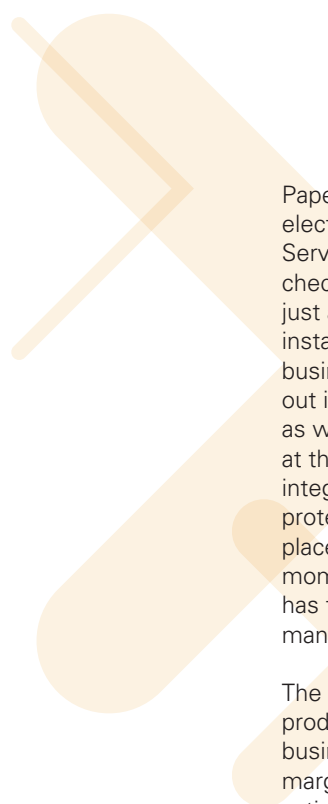
### The challenge: the cost of a disconnected field workforce

The productivity of your field workforce is tied directly to the bottom line of the business — regardless of whether your field teams interact directly with your customers or are focused on maintenance of crucial business infrastructure such as pipelines and cable or telephone networks. If workers do not have access to everything they need to complete the service call on the first visit — from maintenance history to the parts database and equipment schematics — the cost of doing business increases and future sales may be lost. If timely maintenance is not scheduled or multiple truck rolls are required to complete a work order, not only is the cost of day-to-day operations increased, but also infrastructure downtime increases the cost of your products and services — reducing margins and customer satisfaction.

In order to protect the health of your business, your field workers need to operate at peak efficiency — yet they are out in the field, disconnected from the customer and equipment information required to act in real time. Paper forms must be used to collect information for a wide variety of transactions — and that information must then be entered into the computer upon return to the office. As a result, time is inserted into your business processes, creating lag times that reduce service levels, employee productivity, cash flow and overall profitability. The need to touch the data twice increases the opportunity for costly errors that again impact business efficiency. In addition, field workers are forced to phone the office for simple information requests — such as pricing, inventory and invoice information, directions and more — again injecting time and cost into business processes. And if cell phones, standalone GPS devices, cameras and more are utilized out in the field, the enterprise must purchase and manage multiple mobile devices per worker, increasing costs — and life for the field becomes more complex, reducing productivity.

### The solution: a real-time field workforce for real business advantage

Field mobility addresses these issues by eliminating the gap between the voice and data networks in the office and your workers out in the field — with just a single device. With an integrated voice and data mobile computer in hand, your workers have what it takes to achieve maximum productivity — the tools required to automate every day processes as well as act in real time. End-to-end field service cycle times are reduced — out in the field as well as for the tangential processes inside your four walls.



Paper work orders and more are replaced with electronic forms. The necessary information — from Service Level Agreements (SLAs) to an inventory check of parts to step-by-step repair routines — is just a few key presses away. All technicians have instant access to the information that resides in your business systems back in the office while they are out in the field — including customer information as well as maintenance history. Simple checkboxes at the start and end of each job can leverage the integrated clock to automatically track billable hours, protecting against lost revenue. Orders can be placed in real time. Payments can be processed the moment services are rendered. And the enterprise has the real-time information required to better manage the business.

The result is real competitive advantage: employee productivity and utilization is increased, the cost of business is reduced, cash flow is improved, product margins are protected and customer service and satisfaction are increased.

## The Motorola MC9500-K: designed to meet the needs of your users — and your business

Field mobility can be one of the most challenging solutions to deploy. The most successful field mobility deployments need to meet the distinctly different needs of your users as well as your IT and finance/operations. The MC9500-K addresses all these needs with the Motorola Mobility Architecture eXtensions (MAX) feature set — a set of capabilities designed to maximize the value of Motorola mobile computers by driving ease-of-use, ease-of-management, flexibility, modularity and lifecycle to new heights.

### The field workforce: give your users ‘all the right stuff’

The right device offers the features your users need to act as efficiently as possible and achieve maximum process automation, as well as the rugged design required to survive the extreme stress of everyday life in the field — even when exposed to the elements and inevitable drops day in and day out. A portfolio of keypads allows enterprises to select the right keypad for the application, maximizing data entry simplicity. Information indicators that display remaining charge and whether the battery is healthy

enough to hold a full charge are now integrated into the battery itself, allowing users to head out into the field knowing that battery power won't be an issue during the day. And since the MC9500-K offers MAX *Rugged* and MAX *Data Capture*, your users enjoy one of the most rugged and feature rich mobile computers on the market today:

### MAX Rugged: built for all day everyday outdoor use in the toughest conditions

The embodiment of Motorola's next generation rugged design, the MC9500-K offers the most rugged specifications in this device category, providing the dependable performance your workers need every minute of every workday. The robust list of specifications includes:

- The ability to survive multiple 6 ft./1.8 m drops to concrete throughout the entire operating temperature range
- The ability to survive 2,000 3.2 ft./1m consecutive tumbles in Motorola's highly unique tumble test, which replicates the stress of a potentially common occurrence — the tumbling that occurs when the device is inadvertently left on the bumper of a vehicle
- IP67 sealing, providing the highest level of dust protection plus the ability to survive submersion in water
- A unique Monocoque housing — a unibody design that substantially improves structural stability; complete internal integration of all antennas (WWAN, WLAN and GPS)
- A polycarbonate touch panel for increased impact resistance

### MAX Data Capture: capture more types of data for richer business intelligence

With Motorola-quality data capture, you can count on the ability to accurately capture bar codes, photographs, signatures and more the first time, every time — all in a single Motorola mobile computer. For example, you can integrate either a 1D laser scanner or 2D imager and a 3 megapixel auto focus color camera. The autofocus capability with user-controlled flash provides maximum flexibility, allowing users to take close-up as well as standard range photos. In addition, Motorola's best-in-class scanning functionality delivers superior performance for first-time accurate capture of virtually any bar code. Our 1D laser scanners provide best-in-class 1D bar code scanning performance, including the ability



### Put a truckful of manuals in the MC9500-K

The high-power MC9500-K delivers superior performance for the most demanding applications, allowing technicians to access detailed schematics and product photos in online manuals. As a result, technicians no longer need to hunt for product manuals before heading out in the field, and spend time leafing through manuals at a customer site for the information they need. Instead, technicians can search through electronic manuals quickly and easily. With the press of a few keys, the needed information is on screen in seconds, improving efficiency and ensuring that maintenance and repairs are always performed

to capture even damaged and poor quality bar codes — and Motorola's revolutionary 2D imager provides an industry first, delivering stunning performance on both 1D and 2D bar codes as well as omnidirectional scanning simplicity (no need for users to align bar code and scan element).

### IT management: drive device mobility management to a new high

Since mobile devices are always out in the field, day-to-day device management presents a major challenge — the cost of the additional time required to deploy and update devices as well as troubleshoot user issues can rapidly erode the financial gains afforded by mobility. Motorola's Mobility Services Platform (MSP) addresses this issue with powerful remote and centralized management capabilities.

### MSP: powerful centralized and remote management of devices — and the applications and data resident on your devices

Compatibility with Motorola's Mobility Services Platform (MSP) management solution allows enterprises to simplify and reduce the cost of managing all Motorola mobile computers by enabling anywhere, anytime end-to-end visibility and control not only of Motorola mobile computers, but also the mobile applications and data resident on those

devices. This highly scalable solution is ideal for any size environment — from a single corporate office to many locations around the world, and from hundreds to thousands of handheld computers, bar code scanners and more. A comprehensive feature set includes:

- Remote staging of devices for true out-of-the-box operation
- Remote provisioning of mobile devices with the latest operating system, firmware, applications and software updates — complete with configuration, settings and even dynamic content, such as user ID and password
- Remote device management for rapid troubleshooting and resolution of end-user issues, providing IT with completely control of the devices in the field — including the ability to drag and drop files between a desktop computer and the MC9500-K, view key mobile device statistics and much more

## Finance: achieve the ultimate return on investment (ROI) and total cost of ownership (TCO)

Mobility solutions are a major investment — your finance department will be focused on the search for the mobile device that provides the best return. The MC9500 is a multi-use, feature rich field crew tool that is not only easy to use, but also offers a modular architecture that provides the flexibility to change as your company needs change. A series of industry first features put the device truly in a class of its own, substantially extending product and accessory lifecycle, improving user uptime and increasing device utilization to deliver an unsurpassed ROI and TCO:

### **MAX FlexWAN: finally — true WAN technology and cellular carrier independence**

MAX FlexWAN provides complete WAN and cellular technology independence, providing today's businesses with the freedom to deploy and redeploy

a single pool of devices on the cellular network that will provide the best coverage for users in different geographies — or a different part of town. The groundbreaking design of the MC9500-K provides true WAN technology independence. Enterprises can purchase the device with or without a WWAN radio, and add or change the WWAN subsystem to enable connectivity to the desired cellular network as needed, right in the back room — no need to send the device to a Motorola service depot.

### **MAX Keypad: Tailor the M9500-K to meet application needs today and in the future with our portfolio of customer-swappable keypads — and custom keypads**

The MC9500-K offers a complete portfolio of keypads designed to meet virtually any data entry requirement — from heavy text entry to calculator-style numeric data. In addition, the modular keypad architecture enables the swapping of keypads in minutes, right in your backroom, allowing:

## The MC9500-K Keypad Portfolio

### **A truly rugged mobile computing system: the next evolution in design, comfort, features, functionality and performance**

At Motorola, we've made it our business to understand your business. With the new Motorola MC9500-K rugged mobile computer system, it shows. The MC9500-K leverages the flagship features and functionality of Motorola's signature MC9000 Series rugged mobile computers, while introducing many new capabilities defined through extensive research and field testing in logistics, parcel/post, direct store delivery (DSD), field service, public safety and sales force automation applications in some of the world's leading organizations. The result is a device that is as different on the inside as it is on the outside — a groundbreaking product with an unsurpassed feature set that takes rugged mobile computing innovation to a new level. With the MC9500-K, you can simply expect more: a more rugged design, more data capture options, more intelligence, more processing power and better ergonomics, all in a sleeker, lighter and easier-to-use form factor that offers a completely new approach to accessories, battery and backroom management. Truly in a class of its own, the innovative MC9500-K offers a best-in-class experience for end users as well as peace of mind for backroom managers.



#### **Alpha Numeric**

Designed for users who will be entering heavy text and numeric data, this keypad offers a full set of both alpha and numeric keys on the primary layer.



#### **Alpha Primary**

This keypad offers a full alpha keypad on the primary layer with shifted numeric keys, ideal for users who primarily need to enter text.



#### **Numeric Calculator**

This keypad is designed for users who will enter primarily numeric data.



#### **Numeric Telephony**

Designed to support heavy phone use as well as a small amount of numeric data

modification of the MC9500-K to meet the needs of new applications; re-deployment of MC9500-K devices in other areas of the business; and the ability to replace the keypad in the event of keypad damage. Finally, for larger deployments, this patented feature enables the cost-effective manufacture of custom keypads, allowing enterprises to tailor key size, placement, color and text to best complement applications.

#### **MAX Battery: Groundbreaking new battery display for better battery management**

Your workers spend the bulk of every day out in the field — continuous battery power is critical to worker productivity, business continuity and maximum utilization of this business asset. The MC9500-K offers the only battery on the market with information indicators that display current charge level and general battery health (if battery is capable of holding a full charge). This patent-pending feature allows backroom managers to easily identify and remove batteries that can no longer hold a full charge from the battery pool — and users to easily identify whether the battery in their device at start the day is capable of providing power for a full shift.

#### **MAX Backroom Management: unprecedented universal accessories for game-changing backroom management**

When you choose Motorola's MC9500-K, you get more than the industry's premier rugged mobile computer — you get an elegant system designed to simplify and reduce the cost of mobility. The first of its kind, the Motorola Universal Accessory System provides an unprecedented level of flexibility that maximizes backroom density and enables migration to future generation Motorola rugged mobile computers — without requiring an upgrade of the backroom infrastructure. The form-factor agnostic cradling approach ensures that the backroom infrastructure you buy today can live beyond one generation of mobile computers and can even accommodate popular existing Motorola mobile computers (via an adapter available in the near future). As a result, the need to 'rip and replace' accessories with the purchase of every new mobile computer is eliminated, substantially simplifying and reducing the cost of backroom management — and enabling enterprises to achieve a superior return on investment (ROI) and total cost of ownership (TCO) for the entire MC9500-K ecosystem.

#### **MAX Sensor: true enterprise-class motion sensing extends battery cycle time and improves user accountability**

The MC9500-K offers an integrated accelerometer that starts where typical consumer-style accelerometer integration ends, allowing businesses to achieve real value from motion sensing technology. Right out of the box, the device supports dynamic screen orientation and offers an array of power management features. For example, with just a few presses on the touchscreen, devices can be configured to enter power-saving mode when movement has not been detected in a defined time period or when the device is placed screen-side down. In addition, the ability to access and integrate accelerometer data into customized applications allows businesses to more fully leverage the value of motion sensing technology. For example, for field service workers in remote areas, the ability to detect longer free-falls with no device movement after the drop can indicate a potential 'man-down' situation, sending an instant alarm to supervisors — improving employee safety.

### **The MC9500-K at work: the re-engineering of field service into a best-in-class real-time operation**

The comprehensive feature set of the MC9500-K enables a broad range of functionality, allowing you to streamline almost every aspect of your field service processes today and tomorrow. In addition, real-time information visibility extends the benefits of field mobility beyond the field-based task worker, deep inside the enterprise walls.

#### **Real-time management of electronic work orders**

The ability to send electronic work orders directly to the MC9500-K eliminates the need for workers to spend time in the office each morning collecting and organizing paper work orders, providing more time for more stops per the day. Idle time wasted waiting for verbal dispatches is eliminated — along with the need to spend time capturing information in the verbal dispatch on paper. And since the MC9500-K is also a cell phone, field technicians can call ahead to confirm appointments and arrival windows, improving professionalism and customer perception of your company.

## Mobility is helping best-in-class field service organizations achieve metrics that are well above industry standard:

	Service profit margins	Workforce productivity	Mean time to repair
<b>With mobility</b>	<b>+26%</b>	<b>+18%</b>	<b>-17%</b>
Without mobility	+16%	+9%	-8%

Source: Trends in Mobile Field Service, Sumair Dutta, Aberdeen Group, June 2009; Page 5-6

After arriving at the customer site, technicians have access to all the information they need to create a highly accurate work proposal, able to include part numbers, pricing and more. The electronic form performs all calculations, eliminating errors that can reduce revenues. In the event the customer approves the bid, the technician can capture the customer's signature for proof of approval. Technicians can print out the approved work order on a compact and lightweight mobile printer — or for customers who keep electronic files, an electronic copy of the work order can be emailed to the customer in seconds.

### Real-time tracking and dynamic routing

All day long, customers are calling for service. With the MC9500-K in the hands of your field workforce, dispatchers can easily manage incoming requests for service, and are able to easily prioritize to ensure compliance with customer Service Level Agreements (SLAs).

GPS allows dispatch to monitor the location of all vehicles. Since technicians can scan the parts and tools in the vehicle at the start of each day, dispatch can also see real-time inventory in each truck. With this combination of information, as customer calls are answered, dispatchers can now:

- Identify the technician with the right knowledge that is closest to the job, with the right parts and tools on board to handle the repair
- Instantly send the new work order to the technician and re-prioritize remaining open jobs
- Determine the estimated arrival time for the customer

...all in real-time, on the phone with the customer.

The ability to choose the technician who is closest to the job helps minimize vehicle mileage and wear and tear — as well as the related fuel and maintenance costs. And the ability to select the technician with the right materials on board increases the likelihood of a first time fix, reducing truck rolls and operating costs — and increasing customer satisfaction.

### Real-time automated completion of work orders

Bar code scanning, signature capture and the ability to auto fill fields in the electronic work order improve accuracy and processing speed. For example, the ability to scan parts as they are used ensures the capture of all billable materials. Simple check boxes for start and stop can use the system time clock to record start time, stop time and total time on the job for highly accurate job costing. Signature capture capability enables workers to obtain undisputable authorization of the job performed as well as acknowledgement that the job was completed to the customer's satisfaction. And with a real-time connection to your back-end computer application, a press of the button can transmit the completed order directly into your billing system in seconds.

### Real-time inventory management

The MC9500-K enables field operations to better track and maintain adequate parts inventories.

Technicians can scan parts and tools as they are loaded on the truck in the morning; inventory that is purchased out in the field (for example at a local store); and any inventory that is exchanged with other field technicians. The result is accurate real-time visibility into the parts and tools inventory. Now:

- Stocking inventories can be reduced, without risking costly out-of-stocks that could impact the ability to meet service level agreements.

- Inventory carrying costs are reduced, freeing capital for other business initiatives.
- Management of inventory — from tracking to re-ordering — is heavily automated, reducing administrative efforts.
- Warehouse space requirements are reduced, freeing valuable real estate, for example, to expand manufacturing facilities.

### **Real-time access to business intelligence**

With a real-time connection to multiple business systems, field service personnel can access whatever information is required to act as efficiently and effectively as possible. For example:

- Access to SLAs allows technicians to identify work that is covered, ensuring that any and all billable work is captured — protecting revenue.
- Access to asset and service history provides the knowledge required for better decision-making and better troubleshooting.
- The ability to access the parts database allows technicians to determine if the part is in stock. If so, the press of a button can reserve the part for the customer, while another press of a button can schedule the next visit. If the part must be ordered, a few keystrokes can notify the purchasing department, ensuring the rapid processing required to complete the work order in a timely fashion.
- Access to comprehensive electronic product documentation — including schematics and maintenance/repair routines — eliminates the need to maintain the many large manuals in the office and in the trucks. Workers no longer need to locate and load required manuals at the start of the day, and there is more space available in the truck for the additional parts and tools to support additional stops.

### **Real-time training and rich on-the-job help desk support**

The combination of 3.5G broadband wireless connectivity, fast processor and large memory footprint provides support for demanding multimedia applications. Trainees can access and watch full-motion training videos, right on the screen of the MC9500-K, ensuring timely training without requiring technicians to spend time in the office. Technicians can snap a photo of a damaged piece

of equipment and transmit it in real time to an experienced technician back in the office to obtain needed guidance. And if the cellular carrier provides support for simultaneous voice and data, a new technician in the field can initiate a video call with another technician either in the field or back at the office on the help desk, enabling both parties to talk, review the video feed and even mark up the screens as needed. As a result, field service organizations can best leverage the knowledge of seasoned personnel to support and train new and less knowledgeable workers.

### **Real-time proof of service and proof of condition**

The integrated high resolution 3 megapixel color autofocus camera eliminates the need for disposable or other cameras and the associated capital expenses, plus the cost of managing the physical images — which must be printed and filed in the appropriate place. Now, technicians can snap a detailed photograph to document proof of service or proof of condition and instantly attach it to the right electronic record. For example, a worker who is responsible for inspecting utility infrastructure in the field can snap a close-up picture to capture the details of a damaged meter. The photograph then becomes a part of the inspection record, providing the intelligence required to allow dispatch to send the right service technician with the right parts to handle the repair. In addition, GPS enables geostamping of any photo — the integration of latitude and longitude with the image. Workers can now snap a geostamped image after repairing equipment, providing proof that the right asset was repaired at the right time.

### **Real-time issue resolution – voice**

Since the MC9500-K also functions as a cell phone, technicians can easily reach whoever is needed to resolve customer and other issues on the spot — from a supervisor to a product expert or accounts receivable as well as the warehouse, parts department and the tool crib.

### **Real-time payment processing**

With the addition of a snap-on magnetic stripe reader, field workers can process payments in the field, right at the customer's location. The addition of a lightweight mobile printer allows on-the-spot printing of receipts. As a result, technicians no longer need to create written paper receipts that must be entered into the computer at the end of the day. The ability to invoice and process invoices on the spot reduces the needs for billing administrators.

*Mobility is driving productivity and service profitability up. As a result, mobility has rapidly become a best practice, with field service operations embracing mobility at a rapid pace. In a June 2009 Aberdeen Group survey, 67 percent of respondents reported having a mobility solution in place, compared to 59 percent in 2008 — nearly a 15 percent increase in just one year.*

Source: Trends in Mobile Field Service, Sumair Dutta, Aberdeen Group, June 2009; Page 5-6

Highly accurate invoices reduce the high cost of resolving disputes — from delays in payment to administrative hours. And the billing cycle time is reduced to minutes, dramatically reducing the cash-to-cash cycle, increasing cash flow and improving profitability.

#### **Real-time fleet management**

GPS provides a number of capabilities that help reduce fleet-related costs, improve technician productivity and increase fleet utilization. Breadcrumbs allow dispatch to automatically capture the travel history of each vehicle, providing the historical information required to perform route analysis. Dispatch can then identify and correct route inefficiencies as well as any inappropriate out-of-route travel, minimizing mileage and vehicle wear and tear. Geofencing provides real-time alerts whenever a technician strays off of the designated route, allowing dispatch to better manage the fleet in real-time.

#### **On-the-spot cross-selling**

Post sale, your field service technicians become your primary source of contact with your customer. A list of products that are appropriate for cross selling can be automatically compiled and presented to a technician during a service call — from after-market add-on accessories to an extended service contract. The result is a win-win for your customers and your company. Customers receive added value with the ability to purchase desired products or extend warranty service contracts on the spot. And the enterprise is able to leverage the service call as a sales call, increasing revenue.

#### **Real-time asset tracking**

For utility and other companies with infrastructure installed in a vast geographic location, asset tracking for tax and other purposes can prove challenging. The ability to either scan the bar code on an asset and append a geostamp (via GPS) or snap a geostamped photo dramatically automates and reduces the cost of asset tracking — and compliance with asset accounting rules.

#### **Proof of delivery**

Whether your drivers are delivering construction materials or packages, the MC9500-K offers multiple features that combine for indisputable proof of delivery. Interactive Sensor Technology (IST) and signature capture capability work hand-in-hand to allow recipients to sign regardless of orientation of the device — the signature screen can rotate 360°. Signatures can then be transmitted in real time back to the office systems, triggering immediate invoicing, which in turn reduces the invoicing cycle time — and days sales outstanding (DSO). A geostamped photo of the items delivered can be attached to the delivery record, providing proof of condition at delivery as well as documenting the time and physical location of the delivery.

#### **Real-time navigation**

If your technicians arrive on time, the service visit starts with a positive first impression. GPS helps keep your technicians on time by providing turn-by-turn real time directions to a customer location in the event the technician is not familiar with the area or the fastest route to the next destination. Directions can even factor in recent road closings and allow workers to find alternate routes around traffic jams.

In addition, real-time navigation can provide other valuable information, such as the nearest gas station, nearby restaurants, parts stores and more.

## **Benefits of the MC9500-K: re-defining the value of field mobility**

The many applications and attributes of the MC9500-K provide a multitude of benefits for field service organizations that deliver an unsurpassed ROI and TCO, including:



- **Increased productivity:** The same number of workers can complete more work orders per day, increasing workforce utilization and containing staffing costs. According to Aberdeen, the integration of location intelligence (GPS) alone into service fleet management improves workforce productivity by 23 percent, and overall workforce utilization by 25 percent<sup>1</sup> — without factoring in the productivity gains from bar code scanning, auto-completion of work order fields and more.
- **Increased revenue:** The ability to accurately capture time worked and material used combines with the ability to allow technicians to double as sales people, increasing revenue — and service margins.
- **Improved customer satisfaction — and retention:** Technicians now arrive on time, with the right tools and materials, able to access the right information and any needed on-the-job support to complete the job quickly, easily and on the first visit.

- **Reduced capital costs:**
  - The MC9500-K offers the functionality of five separate devices — a cell phone, a mobile computer, a camera, a bar code scanner and a GPS unit — substantially reducing the number of devices you need to purchase.
  - Since the backroom infrastructure is now form factor agnostic, the backroom accessories you purchase today will continue to serve your needs in the future, eliminating the high cost of 'rip and replace' to update device cradles and battery chargers.
  - The maximum rugged specifications expand device lifecycle, eliminating the more frequent replacement required for consumer style devices.
  - Device utilization is maximized through the rugged design, the ability to change the WWAN subsystem to deploy the device on different cellular networks as well as the keypad to support new application requirements — right in the backroom.



### Simultaneous voice and data for superior collaboration in the field

Simultaneous support for voice and data enables rich collaboration between technicians in the field and engineers back in the office. Technicians in the field can transmit live video and discuss the best course of action at the same time, providing superior support for even your most junior technicians.

- GPS enables better vehicle utilization, extending the lifecycle of these expensive assets.
  - Mobile device repair costs are contained and reduced with Motorola's Service from the Start with Comprehensive Coverage support program. This exceptional service is truly comprehensive, providing technical software support as well as end-to-end protection for your device. Normal wear and tear, internal and external components damaged through accidental breakage and select accessories that ship together with the MC9500-K are all covered — at no additional charge.
- **Reduced operational costs:**
    - Improved vehicle utilization substantially reduces wear and tear, mileage and fleet costs. According to Aberdeen Group, the use of GPS in field service and fleet management yielded an average of a 22 percent reduction in fuel costs, a 21 percent reduction in vehicle operating costs and a 31 percent reduction in daily mileage.<sup>1</sup>
    - The ability to scan the inventory in the truck at the start of the day and automatically cross-check inventory with the day's work orders allows drivers to ensure that the right parts and tools are loaded onto the truck before they leave the depot. The need for multiple dispatches to the same location is significantly reduced. Considering that the average cost of a truck roll in North America is \$276, the result is a substantial reduction in costs.<sup>1</sup>
    - When field mobility solutions are fully integrated into the enterprise, the free flow of information from the field service function to other business functions allows enterprise-wide cost savings. For example, when technicians scan parts as they are utilized, inventory is adjusted in real time, enabling tighter order management, a reduction in inventory stocking levels and inventory carrying costs. And the ability to electronically submit real-time payments reduces data entry requirements and cost — and the opportunity for data entry errors.
  - By consolidating the functionality of multiple devices into one, there are fewer devices for employees and IT to manage.
  - Centralized and remote mobile device management dramatically reduces the demand on IT time — and management costs
- **Cost effective compliance:** Mobility enables the automated collection of real-time information required to cost-effectively comply with a variety of industry regulations — from accounting for assets on the corporate tax return to infrastructure uptime requirements in the utility industry.
  - **Improved cash flow and profitability:** More work orders can be executed per day with the same staff, improving service profit margins. In addition, the ability to instantly process accurate invoices complete with customer authorization out in the field:
    - eliminates the time and cost associated with resolving disputes
    - reduces invoicing cycle time from days or weeks to minutes
    - substantially improves cash flow
    - improves financial agility
    - frees capital for additional business initiatives

*For more information on how you can reap the benefits of the MC9500-K in your field service workforce, visit [www.motorola.com/mc9500](http://www.motorola.com/mc9500) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)*

## Featuring Motorola Mobility Architecture eXtensions (MAX)

Motorola Mobility Architecture eXtensions (MAX) allows Motorola mobile computers to deliver extraordinary value — a truly unprecedented return on investment (ROI) and total cost of ownership (TCO). This unique set of Motorola features turbo charges Motorola mobile computers, driving ease-of-use, ease-of-management, flexibility, modularity, lifecycle and overall system performance to new heights. Features in the MC9500-K include...



### MAX Rugged

With MAX *Rugged*, you can count on a device built for the most demanding business environments. A minimum of three specifications — industry leading mechanical stress and endurance tests plus environmental sealing — insures dependable performance and maximum lifecycle.



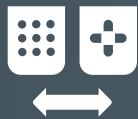
### MAX FlexWAN

Customer upgradeable 3.5G WAN offers true WAN technology independence. Purchase the MC9500-K with or without the WAN subsystem and add or change WAN technologies (GSM/CDMA) as needed right in the backroom — no need to return the device to a service center.



### MAX Backroom Management

This game-changing backroom management approach eliminates the high cost of 'rip and replace' in the backroom with a future-proof Universal Accessory System that supports the Motorola MC9500-K, popular existing Motorola mobile computers as well as future generations of Motorola mobile computers.



### MAX Keypad

A modular keypad architecture allows the exchange of keypads in minutes, right in the backroom, allowing the mobile computer to adapt to changing application requirements and enabling instant on-site replacement in the unlikely event of keypad damage.



### MAX Battery

Information indicators integrated into the battery itself, displaying the state of charge and the state of health. Users can be sure that they start the day with a battery capable of lasting a full shift — and backroom managers can more efficiently manage the battery pool.



### MAX Sensor

Offers true enterprise class Interactive Sensor Technology (IST), including dynamic screen orientation, power management, free fall detection and the ability to integrate motion-related data into customized applications.



### MAX Secure

MAX *Secure* provides the security features required to ensure secure data transmissions over either the WLAN or the WWAN — including highly sensitive applications in government and public safety.



### MAX Data Capture

Integrate best-in-class advanced data capture functionality, including: 1D, 2D and DPM bar code scanning; signature capture; high resolution image and document capture; RFID and more.



### MAX Locate

Best-in-class implementation of locationing technology, such as GPS, for line-of-business applications that further increase user productivity and ensure business continuity.

## About Motorola: End-to-end mobility solutions for deployment simplicity and success

Every day, organizations of all sizes all over the world count on Motorola Enterprise Mobility Solutions to maximize personnel effectiveness, improve services, and increase revenue potential. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size organization in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; rugged two-way radios for always on voice communications; private wide area and local area wireless networks for true inside and outside wireless connectivity; comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers; a partner channel delivering best-in class applications; software solutions that enable centralized and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.

#### References:

1. Service Workforce and Fleet Management: Driving Utilization with Location Intelligence, Sumair Dutta, Aberdeen Group, May 2009; Page 22



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