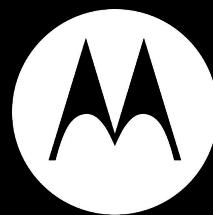
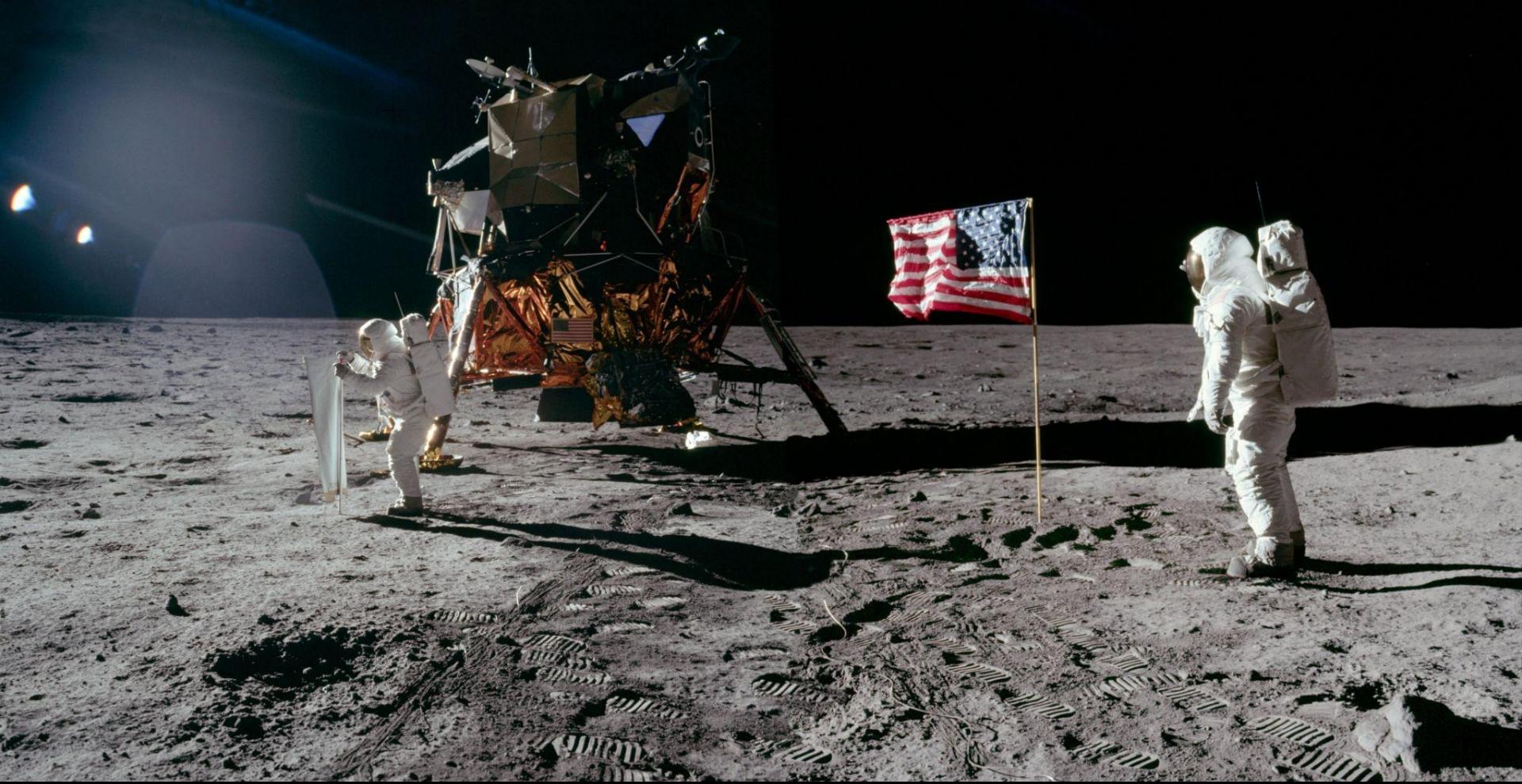


# Motorola





THAT'S ONE SMALL STEP FOR MAN. ONE GIANT LEAP FOR MANKIND.

# The Motorola Miracle



1929

Created  
the first  
car radio



1942

Connecte  
d the  
Allies in  
WWII



1969

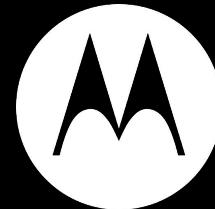
Sent men  
to the  
moon



1983

Launched  
the first  
commercial  
cell phone

**Motorola's loss of market share in  
the phone industry has eroded its  
reputation as a reliable company,  
posing challenges in reclaiming  
its identity.**



# Growth Story



## Motorola and S&P 500 Index Comparison



# Strategy Overview



## Expand Cybersecurity

- Aligns with current offerings
- Untapped market
- Impact: NPV of 20 billion USD

## Acquisitions

- Increase cyber foothold
- 40% increase in revenue from acquisitions

## Healthcare

- Integrate cybersecurity into healthcare solutions
- Increase partnerships

# Company Analysis



**\$9.98 Bn**

Revenue

**\$56.42 Bn**

Market Cap

**\$4.97 Bn**

Gross Profit

**Motorola Share Pricing**



— Motorola Solutions, Inc. (NYSE:MSI) - Share Pricing

# Industry Analysis



## Specializations

- 5G/IoT Networks
- Reliability
- Diversity
- Software-defined networking

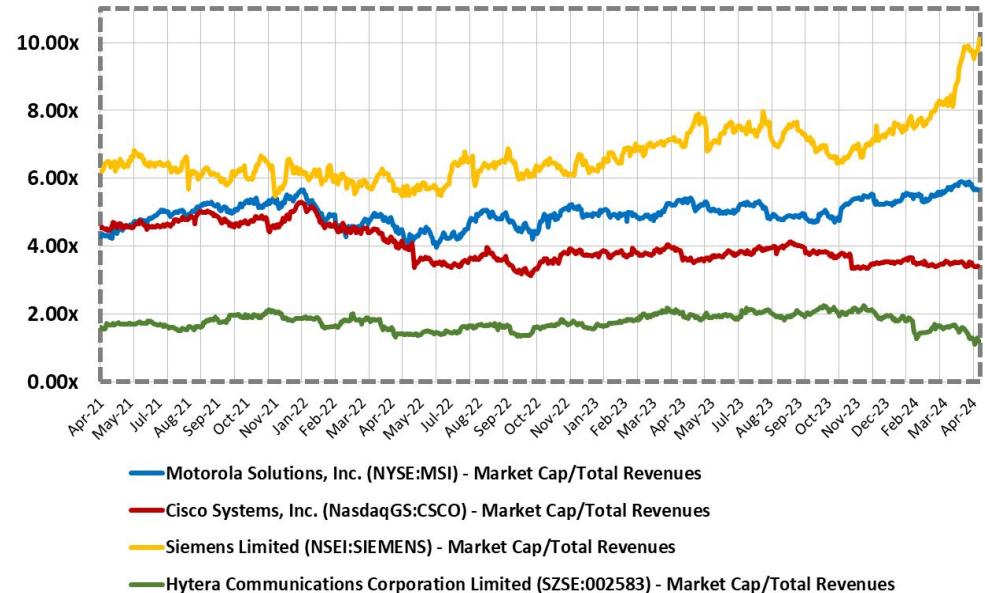
### Government and Public Safety

Providing reliable communication, software, access control, and support services

### Enterprises

Offers a range of wireless communication to fit business needs

## Competitor Price-to-Sales Ratios



**Recommendation 1:  
Expand  
Cybersecurity  
Services.**



A photograph of the MGM Grand Las Vegas building. The building's facade is dark blue with a grid pattern. On the left side, the letters "MGM" are prominently displayed in large, white, block letters. To the right of "MGM" is a square logo featuring a stylized lion's head. Further to the right, the word "GRAND" is written in large, white, block letters. Below "GRAND" is a large digital screen displaying a black and white image of a Formula 1 race car. Overlaid on the image is the text "LIVE THE IMPOSSIBLE" in white, and below that, "DAVIDCO" in large, white, block letters.

In 2023, MGM was held for ransom and lost \$100 Million USD

## **Multiple services were disabled:**

- Online reservation systems
- Digital room keys
- Slot machines
- Websites

***Exposed 10.6 million customers personal information***



# Cybersecurity Risk Strategy



**According to Motorola's Final Year Report (February 2024), its risks and uncertainties included:**

1. Changes in laws regarding privacy, data protection, & cybersecurity
2. Increased cybersecurity threats which disrupt Motorola's IT systems

**\$4.45  
million**

The global average cost of a data breach in 2023

**51%**

51% of U.S. firms are investing into security as a result of a breach

**Cybersecurity market is expected to grow from \$73Bn in 2023 to \$108Bn in 2028**

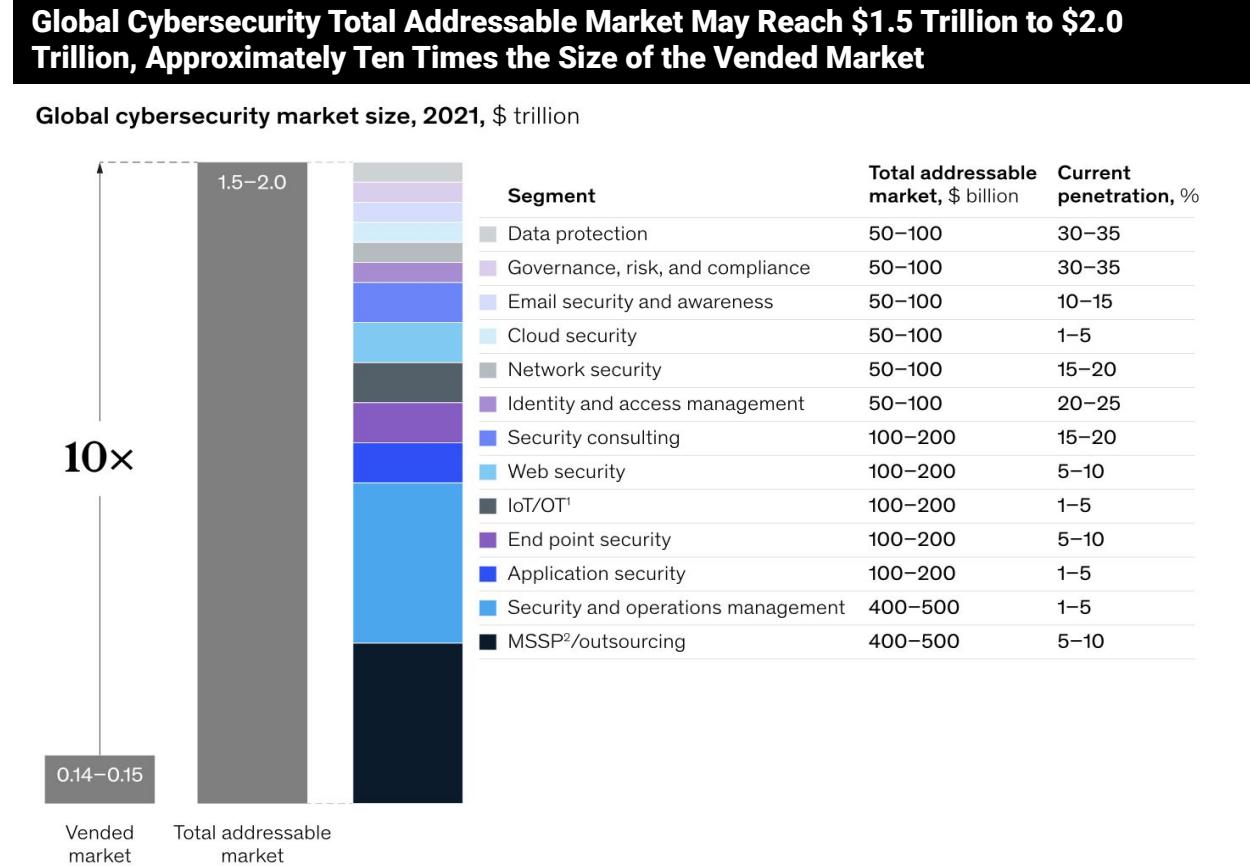


# Security & Operations Management

- Addressable market: \$400Bn
- Currently, 1-5% market penetration

## OUR GOAL:

- Motorola should capture 5% of the market
- This would be at least \$20 billion



# Cybersecurity Risk Strategy



**Motorola should invest into their cybersecurity offerings so they can maintain a competitive advantage**

## Intrusion

### Detection

- This detects and alerts the user when there are potential security intrusions

## Intrusion Prevention

- This is a tool that blocks and prevents malicious activities and unauthorized access attempts

## Advisory Services

- Evaluating systems for vulnerabilities & recommend enhancements

# Cybersecurity Risk Strategy



## Benefits of Expanding CyberSecurity

### Long-Term

- Threats will continue to evolve and intensify
- Demand for cybersecurity is growing

### Brand Image

- Enhances Motorola Solutions' reputation
- Trusted provider of mission-critical solutions

## Expected Impact

Opportunities to expand into other sectors

Partnerships with Top Cybersecurity players

Growth Rate of 15% per year.

# **Recommendation 2: Growth through Acquisitions.**





# Acquisition Strategy

Motorola has steadily acquired emerging and established technology companies, and we would like to see them continue to acquire companies that build up their cyber and safety technology

## Why Continue?

- Reduce barriers to entry in cyber/defense
- Increase product portfolio

## What Industries?

- Defense and security technology
- Surveillance tech for multiple markets
- Safety technology

## What Sizes?

- Small to midsize companies, \$500M to \$1Bn
- Pay in cash and equity

# Recent Acquisitions



**Motorola has invested over \$5 Bn acquiring over 30 companies since 2015, primarily in video surveillance, public safety/security, and enterprise technology**

## Avigilon

- \$1.2 Bil acquisition
- Long range surveillance cameras
- Video analytics

## IPVideo

- Halo Smart Sensor
- Built for smoke, gunshot, and emergency detection

## Silent Sentinel

- Specializes in thermal cameras
- Has military and aviation uses

## Watch Guard

- Safety for police
- Capture, storage, and reviewing of video evidence



# Recommended Acquisitions

## Spotter Global

Spotter Global has similar applications to the Silent Sentinel acquisition, but with different technology, and could help win government contracts for mobile defense

### Industry/Product

- Surveillance radar detectors
- Management software
- Military applications

### Value Added

- Increase offerings in defense
- Expand from video to radar detection
- \$13.5 Mil in yearly revenue





# Recommended Acquisitions

## Verkada

Verkada may be larger than the usual Motorola acquisition with a \$3Bn valuation, Verkada tech has been powerful yet misused, and could use new direction under Motorola

### Industry/Product

- Cloud based command center software
- AI analytics, access control video security

### Value Added

- Utilizes cloud and AI analytics
- More civilian and business usage
- \$130M yearly revenue





# Recommended Acquisitions

## Blumira Cyber

Blumira is a cybersecurity firm specializing in intrusion detection and prevention, which we hope can bolster our product offerings in cybersecurity

### Industry/Product

- Cybersecurity and threat detection/prevention
- Services like DUO verification

### Value Added

- \$6.7 mil in yearly revenue
- Existing partnerships with Microsoft and AWS

The screenshot shows a software interface titled "Responder Dashboard". It displays "224 Unresolved Findings" from the past month, sorted by newest first. One specific finding is highlighted: "Suspect: Suspected Cobalt Strike Service Execution Lateral Movement on Mar 9, 2023 3:03 PM EST". The analysis section notes that a potential Cobalt Strike beacon was observed on WS003.miratime.org executed by user jake. It describes Cobalt Strike as a commercially available post-exploitation framework used by penetration testers, with cracked versions available. The interface also shows the next workflow step, which is reviewing the host WS003.miratime.org.



# Recommended Acquisitions

## Unitrends

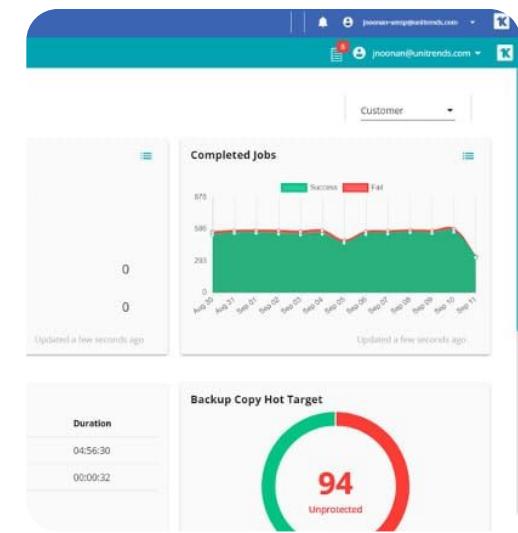
Unitrends is an IT/cybersecurity company focused on disaster recovery with cloud solutions, aimed at helping companies restore and recover information after a cyber attack

### Industry/Product

- Cybersecurity and disaster recovery
- Cloud based file and document storage

### Value Added

- \$27M in yearly revenue
- Integration with Microsoft 365 and Google Workspace



# Acquisitions Summary

---



**Increasing acquisitions will position Motorola to dominate the security technology market with its diversified portfolio of companies**

**40% Increase**

in Yearly Revenue from  
Acquisitions

**\$50 Bn Increase**

in addressable market and  
potential clients

**7% Increase**

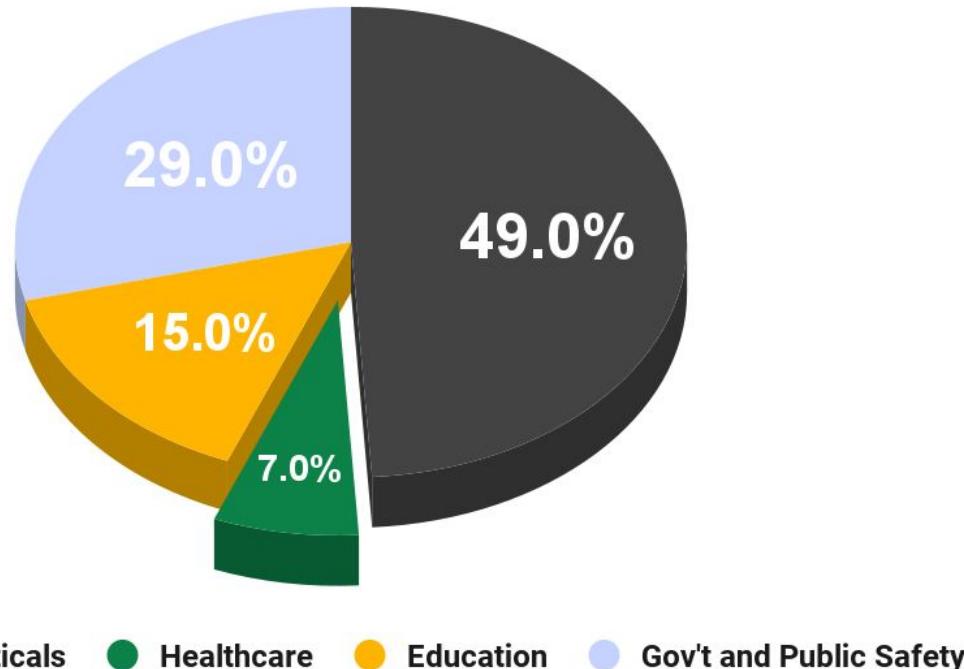
in yearly stock prices

**Recommendation 3:  
Integrate  
Cybersecurity into  
healthcare  
solutions.**



# Motorola Revenue by Segment (2023)

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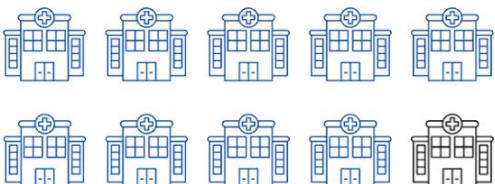


# Healthcare Statistics

More than

90%

of healthcare organizations have experienced a data breach in the past 3 years



Hospitals account for

30%

Of all large data breaches



34%

of healthcare data breaches come from unauthorized access and disclosers

88% of healthcare workers open phishing emails

More than  
133 Million

Patient Records were breached in 2023  
increasing 156% from 2022





# Lurie Hospital Case Study

- At Lurie Children's Hospital, a cybersecurity breach halted hospital operations
- Ransomware group Rhysida purported the sale of stolen data on the dark web for \$3.4 million
- Froze scheduling systems, stalling vital medical procedures and leaving families in distress.
- ***Systems down for 2 weeks!***



# Safe Hospitals Tech Ecosystem



## Two-way radios

Communicate instantly with MOTOTRBO™ two-way radios for clear, robust communication to increase safety and efficiency.



## PTT applications

WAVE™ keeps your teams connected with instant communications across any network or device.



## Incident management

Access incident information and dispatch management with Ally™ web-based security software.



## Video management and access control

Avigilon™ trusted security solutions keep your assets, patients and staff safer.



## Device and network Services

Enhance and protect your communications investment with MOTOTRBO Essential Services.

## What's Missing? Cyber Security Solutions.



### Threat Detection



### IoT - Internet of Things



### Cloud Security



### Critical Infrastructure Security



# Strategic Partnerships

## Advocate Aurora Health

Nonprofit  
Healthcare System

Dual HQ: Milwaukee  
WI  
Downers Grove IL

Hospitals: **26**  
Sites of care: **500**  
Employees: **75K**

2022 Data Breach  
Settled: **\$12.25m**



# Financial Projections and Impact



Coupling current hospital services with cybersecurity will strengthen current hospital partnerships and bring additional revenue to solutions

**27% Increase**  
in Yearly Revenue from  
Healthcare  
Partnerships

**\$30 Bn Increase**  
in addressable market and  
potential clients

**12% Increase**  
in yearly stock prices



# Implementation Roadmap

## Q3-Q4 2025

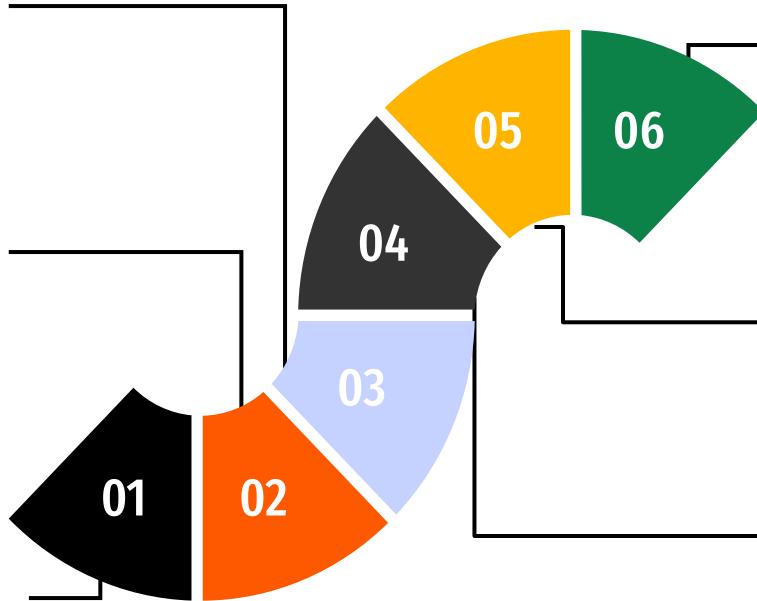
Develop a specialized healthcare cybersecurity product suite and initiate pilot testing

## Q1-Q2 2025

Form alliances with healthcare technology providers and gain industry insights

## Q3-Q4 2024

Evaluate Motorola's current capabilities in cybersecurity and begin strategic hiring and training



## LONGTERM

Aim to become a market leader in healthcare cybersecurity through continuous innovation

## Q1-Q3 2027

Expand market reach through increased sales efforts, and additional partnerships

## Q1-Q2 2026

Officially launch healthcare cybersecurity solutions and begin targeted marketing to healthcare providers.

# Thank You





# Appendix | Table of Contents

Main Deck

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[M2: Strategy Overview](#)

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[M4: Industry Analysis](#)

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M6: Recommendation 1: Case Study

M6: Recommendation 1: Risk Strategy

M7: Recommendation 1: Impact

M8: Recommendation 1: Case Study

M9: Recommendation 1: Strategy

M10: Recommendation 1: Strategy

M11: Recommendation 2: Acquisitions

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M13: Recommendation 2: Overview

M14: Recommendation 2: Acquisition 1

M15: Recommendation 2: Acquisition 2

M16: Recommendation 2: Acquisition 3

M17: Recommendation 2: Acquisition 4

M18: Recommendation 2: Acquisition Summary

M19: Recommendation 3: Healthcare

M20: Recommendation 3: Market Share

# Appendix | Overview of Motorola Solutions Inc



## Background:

- Founded in 1928
- HQ: Illinois
- NYSE: MSI

## Net sales 22-23:

\$2.4B → \$2.6B

## Operating earnings 22-23:

\$373M → \$639M

## Net Earnings 22-23:

\$279M → \$464M.

## Main Product Offerings:

- LMR two way radios
- Command Centers
- Video Surveillance

**MSI faces intense competition which could lead to price wars.**

Sector regulations pose risks to operations and profitability.

## Industries Served

- **Public services**
  - Police
  - Fire
  - Emergency medical
  - National security
  - Critical infrastructure
- **Enterprises**
  - Utilities
  - Hospitals
  - Schools
  - Manufacturing
  - Hospitality/Retail
  - Stadiums

# Appendix | Porter's Five Forces



## Threat of New Entrants: Low

- High capital and technology barriers.
- Established Motorola brand and expertise deter entry.
- Regulation compliance complexities.

## Threat of Substitutes: Moderate

- Established player in the security and tech solutions industry
- High-level integration limits substitutes' viability.

## Rivalry Competition

- Intense competition with key players like Cisco and Honeywell
- Aggressive marketing and technological advancement by rivals
- Focus on long-term contracts for customer retention and strategic acquisitions to enhance market share and capabilities

## Buyer Bargaining Power

- Main buyers have large-scale purchasing power.
- High switching costs fortify Motorola's position.
- Government and enterprise clients demand high service levels.

## Supplier Bargaining Power: High

- Dependence on specialized component suppliers.
- Limited number of key suppliers.
- Partnerships essential for supply chain stability.

# Appendix | Risk and Mitigant

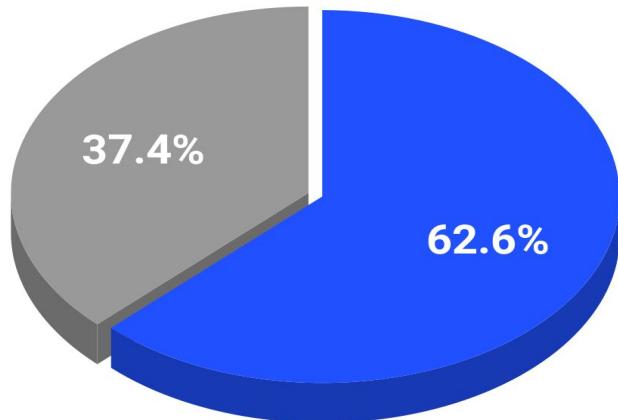


Risk	Proposed Mitigation Strategy
Customers reluctant to use Motorola for Cybersecurity due to market perception and established competitors.	Strengthen cybersecurity offerings through R&D, highlighting unique value propositions and reliability.
Potential acquisition targets may resist buyout offers, hindering growth strategy.	Create appealing acquisition proposals with clear strategic synergies and flexible terms.
Integration into the healthcare ecosystem may face barriers such as stringent regulatory compliance and established incumbents.	Forge strategic partnerships within healthcare and leverage existing solutions like Avigilon to penetrate the healthcare sector.
Expansion into cybersecurity might overshadow Motorola's core public safety focus.	Balance new ventures with consistent innovation in public safety, ensuring core areas remain a priority.

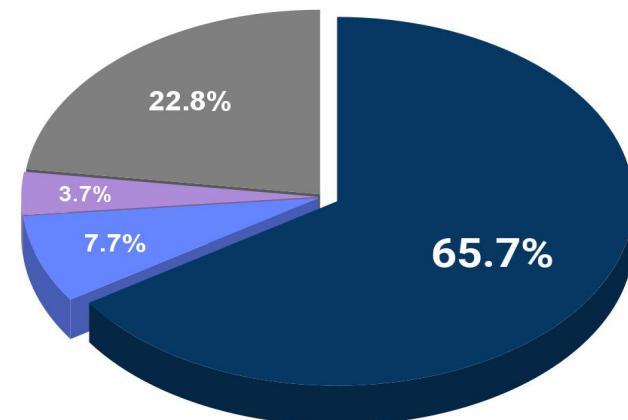


# Appendix | Revenue Analysis

Revenue by Business Segment



Revenue by Country



● Products and Systems Integration ● Software and Services

● United States ● United Kingdom ● Canada ● Other

# Appendix | Debt Reconciliation



	(\$ in millions)				
	Q1 2023	Q2 2023	Q3 2023	Q4 2023	TTM
GAAP Net earnings attributable to Motorola Solutions, Inc.	\$ 278	\$ 371	\$ 464	\$ 595	\$ 1,709
Interest Expense, Net	54	57	53	52	216
Income Tax Expense	79	114	127	111	432
Depreciation Expense	43	44	47	45	179
Intangible Amortization Expense	55	43	39	40	177
EBITDA	\$ 509	\$ 629	\$ 730	\$ 843	\$ 2,713
Share-based Compensation Expense	55	53	52	52	212
Reorganization of Business Charges	13	3	6	7	29
Other Above OE Highlighted Items***	10	24	5	33	72
Below OE Highlighted Items***	2	(13)	15	—	3
Adjusted EBITDA	\$ 589	\$ 696	\$ 808	\$ 935	\$ 3,029

## Net Debt Calculation

	Q4 2023
Long-term Debt	\$ 4,705
Current Portion of Long-term Debt	1,313
Less Cash and Cash Equivalents	1,705
<b>Net Debt</b>	<b>\$ 4,313</b>

## Net Debt to Adjusted EBITDA Calculation

	Q4 2023
<b>Net Debt</b>	\$ 4,313
Trailing Twelve Months ("TTM") Adjusted EBITDA	3,029
<b>Net Debt to TTM Adjusted EBITDA</b>	<b>1.4</b>