The Motorola ES400

Empower your mobile managers to be more effective with pocket-sized mobile voice and data

Motorola's ES400 Enterprise Digital Assistant (EDA) puts the tools of the desktop and more into a pocketable and lightweight mobile computer that will keep store management connected to the information, applications and people they need to achieve the utmost in efficiency.

The challenge: maximizing the efficiency and effectiveness of the retail manager

Regardless of whether mobile managers supervise a single store or are out on the road visiting multiple stores, they need to keep their fingers on the pulse of the business throughout the workday. These knowledge workers typically spend half of their time on the sales floor, where they can directly manage the physical store, and the other half in the back office, accessing the computer and deskphone to monitor and respond to sales data, scheduling issues, inventory levels, supply chain issues and more as well as incoming communications via email, phone and text messaging. When managers are out on the sales floor or traveling between stores, they are unaware of critical business data that may require attention, reducing response times. Yet when managers are in the back office, they are out of touch with what is happening in the most crucial area of the store — the sales floor. The result is a negative impact on the efficiency and effectiveness of the management of your stores.

The solution: the Motorola ES400 — all the tools of the desktop in a pocket-sized device

Maximize manager efficiency…

Motorola's ES400 Enterprise Digital Assistant (EDA) puts the tools of the desktop and more into a compact and lightweight mobile computer that will keep store management connected to the information, applications and people they need to achieve the utmost in efficiency. With the ES400, store managers can go beyond just monitoring and receiving information — they are empowered to take immediate action, with:

- Access to business-critical back-end applications — from sales and inventory to scheduling — as well as personal productivity applications such as email and calendars

The ES400 empowers your store supervisor and district managers with a pocketable office, providing constant access to information and tools required to:

- Increase sales

- Improve customer service, the brand experience and customer loyalty

- Maximize the productivity of the associate workforce

- Reduce stockouts — and the associated lost sales

- Ensure that the sales floor shelves are always properly stocked with properly priced items

- Access and instantly respond to competitive information to protect sales

- Maximize the success of promotional programs

- Comprehensive data capture — the ability to capture 1D UPC and 2D GS1 data bar codes and documents as well as videos and richly annotated detailed color photographs

- A voice connection to virtually anyone over the 3.5 GSM/CDMA networks out in the field or any available 802.11a/b/g wireless LAN inside the enterprise

…with a durable device offering enterprise functionality and a unique business-focused user interface

While accessing complex capabilities on a small device can be a challenge, Motorola's ES400 offers a unique custom and customizable user interface built for business users — the Motorola Enterprise User Interface (MEUI). The MEUI makes accessing enterprise features and back-end business applications as easy and intuitive as using any cellphone. A convenient pop-up menu allows users to instantly switch to any open application, while customizable screen buttons allow users to launch the most frequently used applications with a single tap. All critical personal productivity information is presented on the home screen to help users stay on top of the workday, including: the number of new voicemails, missed calls, emails and text messages that have been received; the next appointment time; and the number of open tasks. Managing the device itself is simple. Device settings are logically grouped into tabs that are available on the home screen — and users can create custom setting profiles that can be activated manually or automatically.

…a constant connection store management can count on

A mobile device is only as good as its connection. Regardless of whether store managers spend the day inside the retail environment or out in the field traveling to areas that may be better served by different cellular carriers, they will remain connected — period. The network-agnostic device offers the first dual user-selectable 3.5G WWAN connections. This feature enables the ES400 to be activated at any time on either the 3.5G GSM HSPA or CDMA EVDO Rev A wireless networks, or both — and users can easily toggle between networks in seconds.

As a result, retailers can standardize on a single device for all managers, anywhere in the world. In addition, when managers enter the retail store, the ES400 can switch the data connection to the available wireless LAN (Wi-Fi), ensuring cost-effective access to business applications — without in-building coverage issues.

…and the low TCO your business demands

In addition to enabling this valuable workforce to manage your stores more effectively, the ES400 also offers true enterprise security, durability, manageability and lifecycle — the features required to deliver a low total cost of ownership (TCO) and high return on asset (ROA).

A day in the life of the new mobile manager

With the ES400 in hand, district managers and store supervisors can:

Access real-time business critical information in back-end applications

Regardless of whether the ES400 is connected via the WWAN or WLAN, with the press of a few buttons, your managers can access a wealth of information. This robust EDA can support a wide range of applications, allowing managers to monitor and update information in the most demanding applications, as well as run multiple simultaneous applications. The development of a dashboard can keep key store or division metrics in sight at all times — including real-time sales data from the Point of Sale (POS) system, inventory levels, task management, order status and sales trending data — yet enable managers to drill down to needed details in seconds.

Better manage promotional programs

The multimedia capabilities of the ES400 allow managers to maximize the success of promotional programs and prevent lost sales due to competitive campaigns. The ES400 provides access to rich real-time competitive intelligence. Managers can monitor competitive web sites and view high-resolution photos and videos of competitive displays sent by merchandisers, able to respond instantly with promotions and price cuts to protect revenue.

The ES400 provides store supervisors and district managers with everything they need to manage your stores as effectively as possible. Your management team can access and act on sales, inventory, promotional and competitive data; critical phone, text and email communications; work schedules; alerts and more. In addition, the same device can also provide access to the tools and applications utilized by sales associates, allowing managers to directly assist customers as needed out on the sales floor.

In addition, the integrated high-resolution color camera allows managers to capture, annotate and instantly transmit a photo of a highly successful store display to other managers. Sharing this key business information in real time allows managers to rapidly 'spread the word', enabling the rapid deployment of successful initiatives throughout all retail locations.

Execute highly efficient task management

With the ES400, managers can spend more time on strategic activities — yet more easily direct the workforce to complete more tasks per day. Managers can delegate tasks through a task management system, email or text messaging, as well as receive real-time notification when tasks are complete. In the event associates have a task-related question, they can easily reach

managers via phone, email or text. And written communication provides an automatic audit trail that improves accountability.

Receive crucial real-time alerts

The ES400 supports applications that enable the receipt of automated real-time alerts from back-end systems, ensuring that managers are notified the moment a key established metric is breached. For example, when an item reaches its preset low inventory threshold, an automated alarm can allow managers to react swiftly, preventing an out-of-stock situation that could result in lost sales. With the press of a few keys, managers can access the order entry system, place an order and call the supplier to confirm delivery times — regardless of whether they are in the store, in the car, at lunch or at home during off hours.

Better schedule and manage the retail workforce

Anywhere anytime access to labor schedules and employee contact lists allows managers to ensure proper scheduling at all times. If changing conditions in the store require additional staff to adequately serve customers, managers can see which associates are already in the store, identify which associate to contact and call or text that associate — without ever leaving the sales floor.

Instantly access and rapidly respond to urgent communications

Your managers might be on the move most of the time, but they are never out of touch. The ES400 offers a unique user interface that presents an overview of all categories of business-critical personal information — no scrolling required — with one tap access to voicemails, missed calls, emails, text messages, upcoming appointments and open tasks. Store management can easily monitor, prioritize and respond to any type of communication in a timely manner — regardless of whether store associates, management, merchandisers, suppliers and customers prefer to communicate by phone, email or text message.

Improve inventory management

Since the high-resolution camera can scan bar codes, managers can use the ES400 to conduct a spot audit of shelf tags to ensure pricing is accurate. And if a shelf on the retail floor is nearly empty, a manager can scan the bar code on the item or the shelf tag to check inventory levels and issue a task for instant replenishment or place an order.

Assist customers

In the event a manager needs to directly assist a customer, the ES400 provides access to all the information and applications associates can access. For example, with the quick scan of a bar code, the manager can check pricing and availability, request the delivery of an oversized item to the POS or reach out to a department manager to answer detailed questions.

Benefits — better store management increases customer loyalty and sales

In a recent survey of what drives customer loyalty, brand experience won by a landslide 58 percent.[1] The majority of shoppers — 75 percent — who have a great brand experience will return to the store. And in addition, those loyal shoppers will provide one of the most valuable marketing initiatives available — word of mouth. Nearly 80 percent will tell at least four to five other people.[1]

Store managers are responsible for the top criteria cited in brand experience — a level of service that makes customers feel special, properly priced products, consistent product quality and the store environment. With the ES400 in hand, store managers, district managers and store supervisors alike have the information and tools required to deliver the consistent and differentiated brand experience required to increase customer loyalty — and improve sales.

For more information on how Motorola's ES400 will transform store management from informed to empowered, please visit us on the web at www.motorola.com/ES400 or access our global contact directory at motorola.com/enterprise/contactus

1. Discovering "WOW" – a study of great retail shopping experiences in North America; the Verde Group, The Jay Baker Retailing Initiative at the Wharton School of Business and the Retail Council of Canada; June 2009

The Motorola ES400: the ultimate retail manager tool

Motorola's ES400 EDA can transform your managers from informed to empowered. Your managers will have access to not only the right information, but also the toolset required to act on the spot. The result is the consistent and differentiated service that increases customer loyalty — and profitability. Key features include:

The power to support all your retail applications

The open architecture, running Windows Mobile 6.5.3, combines with a powerful processing platform to enable easy integration with your back-end applications. The ES400 offers a 600 MHz ARM 11 processor, an extra large memory footprint (256MB RAM/1GB Flash) and a user accessible micro-SD slot supporting up to 32GB of additional storage.

Wireless connectivity your managers can count on — inside and outside the four walls

The ES400 offers the most comprehensive wireless coverage — period. The carrier-agnostic device can be activated on either or both the 3.5G GSM HSPA or CDMA EVDO Rev A network at any time. If both networks are activated, users can change the network connections in seconds. And 802.11a/b/g support eliminates in-building cellular coverage issues and provides cost-effective voice and data inside the store environment.

Enterprise-class durability

Unlike most consumer-class devices, the ES400 offers comprehensive durability testing. MIL-STD and IEC drop, tumble and sealing specifications ensure reliable operation despite 4 ft./1.22 m drops; 300 consecutive 1.6 ft./0.5 m hits; and exposure to dust and moisture.

A custom and customizable enterprise-class user interface

The Motorola Enterprise User Interface provides easy access to business applications and device features.

Superior security

A comprehensive suite of solutions addresses one of the biggest mobility concerns — security. The built-in biometric fingerprint reader ensures that only authorized workers can use the device. Rich support for WLAN security protocols and compatibility with Motorola's optional Mobile Security Suite add robust protection for both the device and the data in transit to and from your ES400s, helping retailers ensure compliance with Payment Card Industry (PCI) and other regulations.

Enterprise class lifecycle — 3 year availability

The ES400 eliminates the issues associated with short consumer-class product lifecycles. Your IT department can deploy a single model for years instead of months, simplifying and reducing the cost of support and protecting application development investments.

World-class flexible enterprise support plans

Two programs keep your devices up, running and in the hands of your users. With Motorola's Managed Device Service, day-to-day support of your users is offloaded to our multi-lingual help desk. Motorola Service from the Start with Comprehensive Coverage goes far beyond the standard warranty, covering normal wear and tear, internal and external components damaged through accidental breakage and even select accessories that ship with the ES400.

Standardize on one device for global deployments

The ES400 offers support for virtually any cellular network in the world plus a choice of three keypads — QWERTY, AZERTY and QWERTZ. As a result, large retail organizations can standardize on a single device for deployment anywhere in the world, simplifying and reducing the cost of mobility.

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