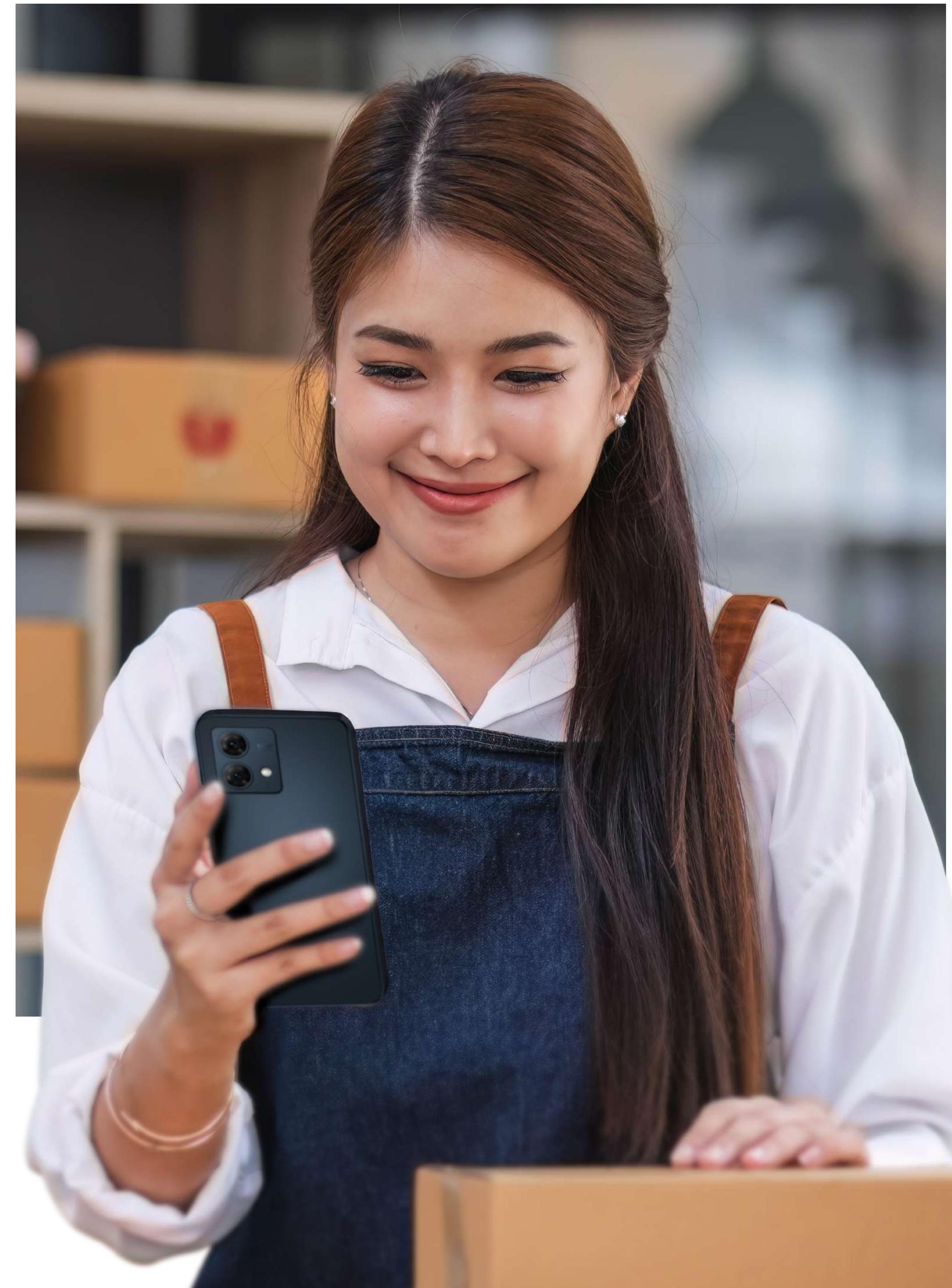




# The right mobility strategy

for omnichannel retail businesses





To meet customer expectations, retail businesses today require an omnichannel approach, including a comprehensive mobility strategy. The right mobile strategy helps retail companies increase operational efficiency, delight customers, and most important, protect personal and business data from rising cyber threats.

### Increase employee productivity

Provide customer service associates with fully managed company smartphones. Improve communication between team members, restock points of sale, connect with suppliers, and provide customer support, all from their phone.

### Business and customer data protection

Protect sensitive customer and business data by implementing endpoint security. Process payments, update inventory, track orders and contact customers with ease.

### Device management and customization

Implement an end-to-end device management system to fully integrate mobile devices with other IT systems. Reduce downtime with remote monitoring and other support solutions.

### Built to withstand

Device durability and protections are critical for reducing downtime and increasing customer satisfaction. Batteries that can last an entire day are crucial to keeping your operation going strong.

# Goals



High productivity and customer satisfaction



Data privacy and security



Smart IT management



Future-proof smartphones

A comprehensive mobility strategy is key to increase efficiency and staff productivity by:

→ empower employees and provide customers with an omnichannel buying experience.

→ Protect business and customers data, including payment information.

→ manage all devices remotely with a single, secure platform;

→ provide durable devices to reduce downtime and increase customer satisfaction.



### High productivity and customer satisfaction

- **Mototalk platform:** allows supervisors to track tasks and location in real-time, enables communication among employees, access team schedules and push clock reports.
- Motorola devices have large **screens** to aid staff with daily tasks, such as order and inventory management.
- Smartphones can be used as barcode scanners or **mobile Points of Sale systems** to accept payments via NFC technology.



### Data privacy and security

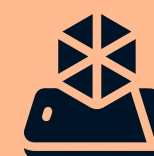
- **ThinkShield** enhances device protection at every level from the factory to the phone. With a suite of hardware and software security features that meet the highest standards, business and customers data is protected end-to-end from malware, phishing, and other threats.
- **Moto Secure** provides anti-phishing and control endpoint permissions, and **Moto Safe** locks and wipes out devices in case they are lost or stolen.





### Smart IT management

- **Moto Remote Control** gives IT admins the ability to support staff fully and remotely from any store or department, avoiding operational unavailability.
- **Zero touch enrollment** allows IT admins to easily deploy devices with company policies implemented right out of the box.
- **Moto Device Manager** enables IT managers to assign policies to the devices, and with **Moto OEMConfig**, hundreds of granular policies can be used for further customization and secure Moto devices.



### Future-proof smartphones

- **Long-lasting battery** and fast charging ensure anytime-availability for retail employees.
- Motorola business-ready devices are built tough to meet **military standards** for durability (MIL-STD 810H), with high IP ratings for **underwater and dust protection**.



⇒ **25.78%** is the expected yearly growth Index of enterprise mobility in retail enterprises between 2022 and 2028, according to Market Watch, owned by the News Corp



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