



MC35 Partner Brief

Executive Summary

Help reduce your customer's equipment complexity with Motorola's MC35 Enterprise Digital Assistant. Packing complete functionality for the on-the-go professional in a single, easy-to-carry device, the MC35 puts mobile voice and data, image capture, and bar code reading capabilities right in the pocket of mobile workers. As a result, employees can stay connected to co-workers, clients, and business systems while away from the office — without having to juggle multiple devices. And enterprise organizations no longer have to manage and maintain separate vendors, devices, operating systems, and carriers.

The MC35 offers all-in-one voice & data WWAN connectivity for field managers and other employees who are frequently away from the office. In addition, the device provides WLAN* connectivity for inside the four walls data connectivity and applications. A built-in 2 MP camera* with bar code reading enables real-time data capture for higher productivity and accuracy rates. And embedded GPS technology supports a host of location-based services.

The MC35 extends Motorola's leading Enterprise Digital Assistant (EDA) class with a value-based option — offering improved performance, reliability, durability, and functionality at a price point closer to the consumer product range. The MC35 targets communication-centric and WWAN (outside the four walls) applications.

Where many consumer-grade PDAs fall short in durability, the MC35 is purpose-built to endure all-day, every-day use in a wide range of enterprise applications.

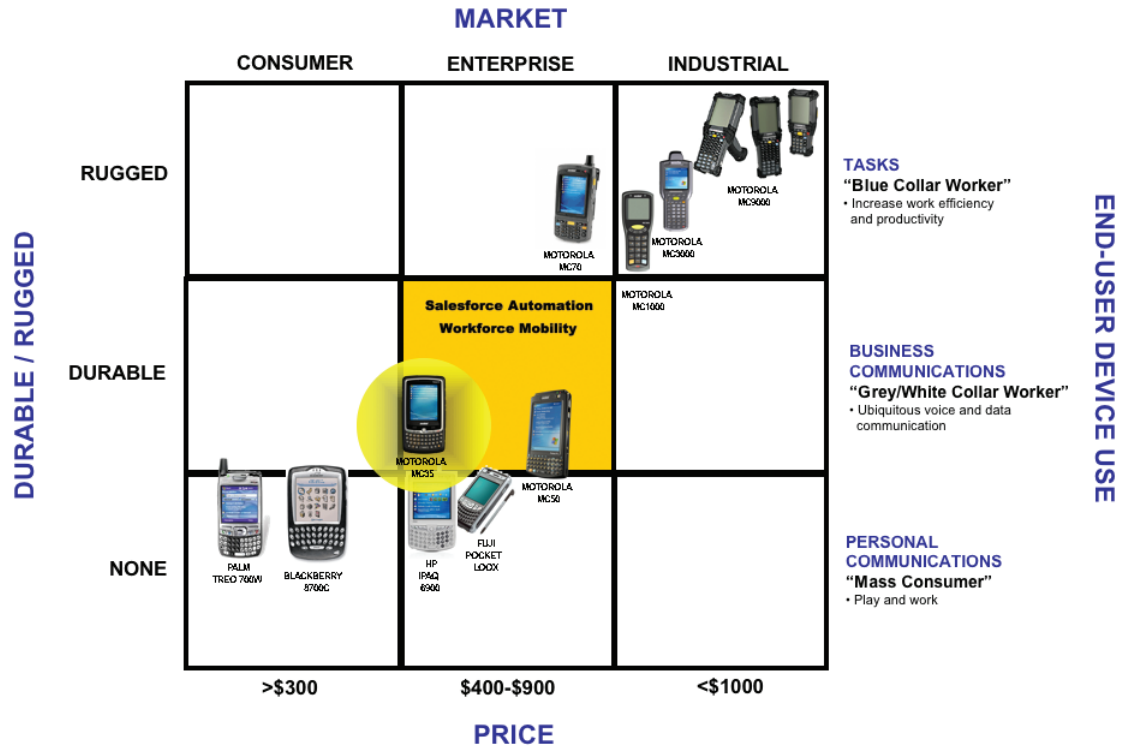
Motorola's industry-leading impact testing, industrial connectors, internal radios, and more ensure the MC35 delivers dependable performance day after day — lowering repair costs and device downtime. And enterprise organizations can enjoy further peace of mind with Motorola's best-in-class service and support, as well as longer product lifecycle.

As a key differentiator, the MC35's advanced architecture delivers desktop-like performance to support the richest enterprise applications. Supporting multiple enterprise applications provides robust functionality "out of the box" with minimal application development time and costs. And support for Motorola's centralized management solution enables customers to reduce the time and cost associated with day-to-day management. With Motorola's Mobility Services Platform, IT staff can remotely deploy, provision, monitor, and update devices around the world at the press of a button.

Target users for the MC35 are enterprise mobile professionals requiring real-time location-based applications and voice connectivity outside of the office. Target vertical markets for the MC35 include field sales/service, retail, transportation/logistics, and manufacturing.

The MC35 is a Class 2B product that is available for purchase and sale by all DMAR's distributors and authorized resellers. While training and certification are not required, training is available online along with additional marketing collateral to support your MC35 sales opportunities.

The MC35 Leads the Enterprise Durable EDA Marketplace



The market opportunity

Following is an assessment of the total available market, as well as the product positioning by market application, geography, company size and more.

What the experts are saying

The number of mobile workers in the US and abroad continues to grow, as enterprise organizations look to take advantage of mobility's numerous strategic benefits, including increased worker productivity, improved customer response and field service times, and reduced costs. A 2005 report from IDC expects the mobile worker population to increase approximately 30% from 2004 to 2009 — growing from an estimated 650 million mobile workers worldwide in 2004 to more than 850 million in 2009¹. Each of these workers will need to communicate and stay connected with their corporate headquarters.

Mobile workers are defined as employees who spend 20% or more of their work hours away from

the office. IDC also sees strong growth in mobile field workers, such as field service personnel and other employees who travel from job site to job site. IDC projected this group to increase from 11.6 million in 2002 to 13.3 million in 2006. This growth presents an excellent opportunity for the MC35's data capture and location-based applications.

In addition, the use of wireless data applications is on the rise across multiple applications and vertical market segments. According to a 2006 In-Stat survey, 75% of all U.S. businesses now use at least one wireless data application². And IDC believes that the market for mobile enterprise data applications will nearly triple by the end of the decade, from \$1.2 billion in 2005 to \$3.5 billion in 2010. While email continues to be the dominant wireless data application, In-Stat believes the next "killer app" after mobile email will be sales force automation, followed by field force automation.

¹ IDC, This IDC study, *Worldwide Mobile Worker Population Forecast and Analysis 2005-2009*, Oct 2005

² In-Stat, *In-Depth Analysis: Wireless Data in the Enterprise: The Hockey Stick Arrives*, Dec 2006

The rising adoption and enterprise interest in mobile field force applications offers a strong opportunity for the MC35, as organizations will look to avoid the pitfalls in consumer-grade PDA use — namely policy management, device management, security, and durability issues.

Market positioning: competitive products

As shown in the following chart, the MC35 fills a market need between low-end consumer PDAs and rugged industrial mobile computers. While the MC50 targets inside the four walls voice applications (WLAN), the MC35 is designed for outside the four walls use (WWAN). Unique differentiators that place the Motorola MC35 ahead of competitive devices in this category include:

- Durability for everyday business use — Unlike consumer-style competitive devices
- All-in-one enterprise functionality — packs voice, data, image capture, bar code reading and GPS capabilities into a small easy-to-carry device.
- Superior voice quality and functionality — Unlike consumer style competitive devices designed for data first and voice secondarily, the MC35 is designed from the ground up to support both voice and data.
- Enterprise architecture — The MC35 technology architecture is designed to power enterprise applications.
- Designed for enterprise manageability — compatible with Motorola’s Mobility Services Platform enabling unprecedented management efficiencies through centralized remote control over provisioning, updating and troubleshooting.
- Battery options — Extended battery option ensures power for a full shift.
- Product lifecycle — While the product line for consumer models may change and result in product support issues, Motorola offers investment protection for this enterprise mobility solution by offering a two year product availability plan with five additional years of product support.
- Superior support offers — Service from the Start with Comprehensive Coverage is a unique service that goes beyond “normal wear and tear”

to cover accidental damage to displays, internal components and more, helping your customers keep their MC35 devices in “like new” condition for a minimal cost.

More details on these differentiators can be found in the ‘Differentiators’ section of this document.

Applications by theater

The MC35 is available in TASS and Europe. Target applications in those theaters for the MC35 are as follows:

Market (Technology)	Applications
Field Sales/Service (802.11 b/g and WWAN) Users: Mobile field force	Voice Signature capture Collect on delivery Door to door servicing Mobile email and messaging Asset management Report materials used Report failure reasons Send automated messages – report activities, time and attendance Location based service Track field force location – assign jobs based on location Warranty entitlements Repair/ call history
Retail (802.11 b/g) Users: Supervisors, Hospitality	Voice Price verification Price management: price changes, in store ticketing, price verification, label replacement, competitive price check Managerial administrative tasks: employee timesheets Mobile email and messaging Order taking and CRM Mobile POS Task management
Utilities/Telecom (802.11 b/g and WWAN) Users: Field service personnel	Voice Signature capture Imaging Location based services, turn-by-turn directions Work orders Repair/call history
Transport/Logistics (802.11 b/g and WWAN) Users: Drivers, delivery personnel	Voice Pickup and delivery confirmation Verification and tracking Routing and dispatch Signature capture Imaging Location based services, turn-by-turn directions



Market by company size

Primary target customers are small sized business. Price points of basic configuration can meet the needs of small to medium sized business, which are often more sensitive to price. Our many partnerships with ISVs enables us to offer many ready-to-go field service, field sales and standard location-based applications at launch, providing a complete end-to-end low cost enterprise solution suitable for any size business.

Midsized and large organizations will have the opportunity to utilize the centralized management options available with the Motorola's Mobility Services Platform, allowing IT to rapid deploy multiple units as well as easily and cost-effectively provision and manage devices and resident applications remotely after deployment.

Target customer: prospect titles

During the MC35 sales cycle, you can expect to interact with any of the following individuals:

- IT Manager
- Directory of IT
- CIO

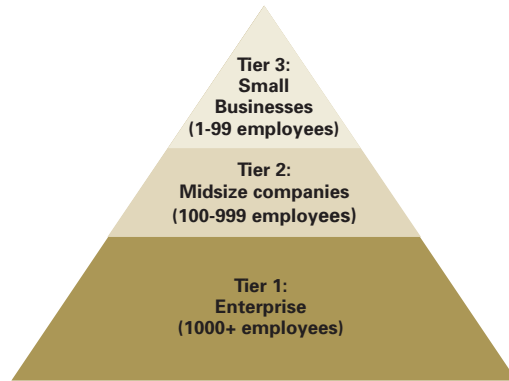


Figure 3 Market Pyramid for MC35

Business proposition

This section outlines the investment required to sell the MC35, the revenue opportunities associated with the hardware and accessories, and the incremental revenue opportunities associated with software application development, integration and support services, and management solutions.

Your investment

The investment required by Motorola business partners to sell the MC35 is summarized in the following chart:

Description	Approximate Cost
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Training Costs	\$500 (2 hours of training at an hourly productive cost to a Partner of \$250/hr)
Cost for Demo Units	\$962 (2 demo units at an estimated price of \$481 per unit)
Total investment	\$1,500 (approx)

The many revenue opportunities

Hardware revenue: product and accessories

The following charts list the available MC35 product configurations and available Motorola accessories and peripherals, illustrating the revenue potential from the hardware portion of a Motorola-based MC35 enterprise solution sale.

Software revenue

Application development provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software, or the ability to extend existing business applications to the MC35. For example, software partners will have the opportunity to develop and integrate vertical applications for field service/sales and transportation/logistics markets.

Integration and enhanced services revenue

Enterprise Mobility Services provides you with a significant opportunity to earn more revenue and increase your profit margin by enabling you to provide your customers with a complete solution. Motorola's flexible, channel-ready services are designed to meet your customers' needs and create a positive customer experience. Enterprise Mobility Services contracts deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. When you resell Enterprise Mobility Services, you ensure your customers will get the services they need — when they need them.

Customer Order P/N	Description	List Price	Discount Category
Motorola Activated Configurations			
MC35-B-1-E	Basic	\$642	1B
MC35-C-1-E	Camera	\$765	1B
MC35-L-1-E	WLAN	\$710	1B
MC35-CL-1-E	WLAN, Camera	\$765	1B
English Configurations			
MC35-B-0-E	Basic	\$642	1B
MC35-C-0-E	Camera	\$691	1B
MC35-L-0-E	WLAN	\$710	1B
MC35-CL-0-E	WLAN, Camera	\$765	1B
FIGS Configurations			
MC35-B-0-F	Basic, French	\$642	1B
MC35-B-0-I	Basic, Italian	\$642	1B
MC35-B-0-G	Basic, German	\$642	1B
MC35-B-0-S	Basic, Spanish	\$642	1B
MC35-C-0-F	Camera, French	\$691	1B
MC35-C-0-I	Camera, Italian	\$691	1B
MC35-C-0-G	Camera, German	\$691	1B
MC35-C-0-S	Camera, Spanish	\$691	1B
MC35-L-0-F	WLAN, French	\$710	1B
MC35-L-0-I	WLAN, Italian	\$710	1B
MC35-L-0-G	WLAN, German	\$710	1B
MC35-L-0-S	WLAN, Spanish	\$710	1B
MC35-CL-0-F	WLAN, Camera, French	\$765	1B
MC35-CL-0-I	WLAN, Camera, Italian	\$765	1B
MC35-CL-0-G	WLAN, Camera, German	\$765	1B
MC35-CL-0-S	WLAN, Camera, Spanish	\$765	1B

Industry research shows that customers are more likely to select service plans when they're bundled with a hardware quote. As our partner in selling Motorola products, it benefits you, as well as the customer, to bundle Motorola's industry-leading customer services into each sale, providing expert technical support and repair services to maximize product uptime.

Management solutions revenue

Motorola's Mobility Services Platform (MSP) represents yet another incremental revenue opportunity for Motorola's partners. MSP delivers real value for your customers, enabling easy and cost effective centralized remote management of all MC35 devices, significantly reducing the management costs typically associated with mobility solutions — as well as the total cost of ownership.

MC35 Accessories			
Part Number	Description	List Price	Discount Category
KT-93761-01R	Travel Charger	\$30	1B
BTRY-MC35E-ABOE	Battery 1X	\$50	1B
BTRY-MC35EABO2	Battery 2X	\$75	1B
50-11G55-001R	USB charge / sync	\$5	1B
SG-MC3521215-01R	Belt Holster Leather	\$20	1B
KT-93762-01R	Boot (protective case)	\$15	1B
KT-17C06-001R	Stylus 3 pack	\$15	1B
KT-93673-01R	Vehicle Kit	\$50	1B
25-12005-001R	Auto charge cable (cigarette lighter)	\$25	1B
90-17C06-001R	Headset	\$10	1B
KT-93764-01R	Vehicle mount kit	\$30	1B
KT-93765-01R	Screen protector	\$15	1B

Key selling points

In this section, we take a look at the value proposition the MC35 delivers to your customers, the key product differentiators and questions that can help you qualify a MC35 solution opportunity.

The value proposition

The MC35 Enterprise Digital Assistant delivers a number of strategic business benefits that will help your customers improve productivity and reduce cost.

- Maximizes mobile workforce productivity:** Gives on-the-go workers the tools they need to do their job quickly and accurately — with reliable connection to email, messaging, Internet, and business systems, as well as data capture and PDA functionality. And the MC35's integrated wireless voice and data keep mobile employees connected to co-workers and clients for improved response times and customer service.
- Reduces costs and complexity of mobility:** Eliminates capital and monthly service costs associated with purchasing multiple devices for mobile workers (cell phone, PDA, scanner, digital camera).
- Lowers management costs:** Provides the simplicity of managing a single platform for voice and data — one operating system, one network and security configuration, one wireless carrier. And Motorola's Mobility Services Platform (MSP) reduces the time and costs associated with day-to-day management, enabling IT staff to roll out or update thousands of devices at the press of a button.
- Protects product uptime and customer investments:** Motorola's durable construction translates into less breakage, lower repair costs and less employee downtime. The MC35 is eligible for Service from the Start with Comprehensive Coverage, providing an additional layer of investment protection that goes far beyond normal wear and tear. This unique service:
 - Includes accidental damage to displays, keypads, and other internal and external components at no additional charge

- Significantly reduces unexpected repair charges
- Provides service peace of mind and investment protection
- Differentiates Motorola from the competition

Differentiators

The MC35 offers a number of strategic and technical product differentiators including:

- **Business essential durability:** Unlike consumer PDAs, the MC35 provides the convenience of a small lightweight form factor with industry leading construction to endure the rigors of all day every day use in a wide variety of enterprise environments. The device has passed Motorola's industry-leading double drop impact testing, which traditionally exceeds competitive drop specifications in number and height of drops as well as temperature range at which drops are conducted.
- **All-in-one functionality in a compact design:** The MC35 packs a new level of enterprise functionality into a sleek, compact design — voice and data applications, tri-mode WWAN/WLAN/WPAN, GPS, and data capture. As such, it eliminates the need to carry and manage multiple devices (smart phone, PDA, digital camera, and GPS device).
- **Superior voice quality and functionality:** High-quality speakerphone, microphone and transducer, complete with headset and push-to-talk modes.
- **High-performance hardware architecture:** The MC35 is designed to support rich next-generation enterprise applications through:
 - The *latest operating system*: Built on the Windows Mobile 2005 Premium Phone Edition, the MC35 offers significant business advantages over other devices built on the Windows Mobile Smartphone Edition.
 - o Emulator, designers and integration with SQL server
 - o Enhanced Application Programming Interfaces (APIs)

- o Office applications (Microsoft office, music, video and notes)
- o Multiple data entry options including touch screen, navigator and keypad
- o Other capabilities (enhanced security support, spell check, device search, editing – copy/paste)

- The latest processor: [Marvel] XScale PXA270 @ 416MHz — Designed from the ground up for wireless devices with the latest Intel advances in mobile technology, this processor re-defines the capabilities of wireless handhelds. Regardless of how demanding an application is, including multimedia applications that require desktop-like performance, the PXA27x family of processors offers lower power consumption — critical in integrated voice and data devices to eliminate erosion of standby and talk-time.

- **Support for Motorola's Mobility Software Platform (MSP) for unprecedented simplicity in managing mobile devices:** The addition of Motorola's Mobility Software Platform (MSP) enables enterprises to provision, upgrade, troubleshoot and often repair mobile devices, regardless of where in the world they are physically located, from a centralized remote location.
- **Product lifecycle:** Motorola plans to keep the MC35 available for at least 2 years, with 5 additional years of product support. Enterprise organizations can be assured they can complete corporate-wide rollouts with the same configuration and maintain a consistent platform throughout their organization.
- **Motorola Service from the Start with Comprehensive Coverage:** Motorola's Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Now they can rely on the most complete service program Motorola has ever offered. Service from the Start with Comprehensive Coverage goes beyond "normal wear and tear" to cover accidental damage to displays, internal components and more. There's no better way to give your customers total peace of mind and lower the cost of ownership.



Qualifying your customer

The following questions will help uncover underlying needs that can be addressed with the MC35 EDA.

Uncover the business problem:

- What business problem are you trying to solve through use of a mobile device?
- Do you need or want to increase productivity and responsiveness for your mobile workers inside and outside the four walls — without increasing costs?

Uncover the specifics of the opportunity, and areas where the strengths of the MC35 are key selling points:

- Who is the intended user group (for example, field repair personnel or managers)?
- What applications are you looking to create (new) or mobilize (existing)? (for example, email and CRM/ERP)
- Are your mobile workers currently using PDAs? If so:
 - Which manufacturer and model?
 - Is the device performing to your enterprise standards from both a processing power and durability point of view?
 - What do you see as the benefits and drawbacks of this device?
 - How easy is it to manage the mobile devices (initial provisioning, updating of firmware and configuration, troubleshooting)? Does management of the mobile devices create any internal issues?

- Do your mobile workers have both a cell phone and a PDA for voice and data communications?
- Do your mobile workers ever use a digital camera and/or bar code scanner?
- Whose handheld application are you using today? Are you working with a solution provider?
- In what type of environmental conditions will the devices be used?

Uncover the technical environment:

- What security protocols are currently in use?
- What security protocols are required in your mobility solution?
- What back-end systems will you need to integrate?
- What are your expectations with regard to EDAs/PDAs?

Service-related questions:

- How many years do you expect to use the devices?
- What level of post-sales service and support do you expect?
- How long can you afford to be without your product?
- Is turnaround time flexible? Is cost more important than turnaround time?
- What is the impact of downtime on your business?

Enterprise Mobility Services opportunity

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes our industry-leading Enterprise Mobility Services. Selling services up front results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

- Providing expert product repair and telephone technical support
- Protecting product uptime
- Ensuring they get the most value from their Motorola investment
- Protecting their investment in our technology

Motorola’s flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Motorola services benefit your customers’ businesses by:

Motorola MC35 Customer Services opportunity

Motorola service center facilities are equipped with the latest tools and applications to deliver the highest level of technical service and expertise. In addition, Enterprise Mobility Services ensure maximum performance throughout the lifecycle of the MC35:

	Service Level	Time of Purchase	Length of Coverage	Details
Service from the Start with Comprehensive Coverage	Bronze, Gold	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	<ul style="list-style-type: none"> • Three years of seamless coverage at a one-time, upfront cost • Depot repair with 3-day in-house turnaround time for Bronze service <ul style="list-style-type: none"> - Not only covers normal wear and tear, but also accidental damage to internal and external components • Advance replacement from a customer-owned spares pool for Gold service • Telephone technical support <ul style="list-style-type: none"> - Monday–Friday, 8 a.m.–5 p.m. • Automatic application of engineering changes <ul style="list-style-type: none"> - Not available for warranty or non-contract repair
Service Center Support	Bronze, Gold	Purchase at any time	One year	<ul style="list-style-type: none"> • Best for customers who did not purchase service up front with the hardware as an annual term offer • Seamless coverage, renewable in one-year increments • Depot repair with 3-day in-house turnaround time for Bronze service • Express service for Gold service • Telephone technical support <ul style="list-style-type: none"> - Monday–Friday, 8 a.m.–5 p.m. • Problem resolution and recovery of the covered Motorola network



Service Center options

Part numbers and pricing are also available for two options that can be ordered alongside the above service agreements:

- **Commissioning Service option:** combines Application Loading and Configuration Management options into a single offering:
 - Application Loading archives and reloads software applications onto terminals at the time of repair

- Configuration Management loads site-specific information, such as IP addresses, wireless identifications and frequencies, onto products under contract at the time of repair

- **Express Shipping** option provides for next-business-day delivery of a repaired product(s) that is covered by a Motorola service agreement

	Service Level	Time of Purchase	Length of Coverage	Details
Commissioning Option	Service from the Start – Bronze with Comprehensive Coverage			Three years
	Service Center Support – Bronze			One year
Express Shipping Option	Service from the Start – Bronze with Comprehensive Coverage – OR – Service from the Start – Gold with Comprehensive Coverage			Three years
	Service Center Support – Bronze – OR – Service Center Support – Gold			One Year

You have an excellent opportunity to upsell Service from the Start programs with the MC35. Service from the Start guarantees a specific level of support or your customers’ mission-critical mobility operations. They can pay a little now” for extended services or pay “a lot later” in the event of a repair and lost downtime. And new, lower, competitive pricing means your customers receive premium support for only a few dollars per unit per year.

Sales tools

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Product classification

The MC35 is a Class 2B product that is available for purchase and sale by all DMAR's distributors and authorized resellers. While training and certification are not required, training is available online along with additional marketing collateral to support your MC35 sales opportunities.

Sales and reference materials

Sales support materials for the MC35 can be found in the following locations:

MC35 Product Home Page: <http://www.motorola.com/mc35>

Motorola Partner Hallway: <http://www.symbol.com/partner-reception>

Solution Builder: <http://sb.symbol.com/SB641/en/US/partnerMkt/SB>

Services: <http://www.symbol.com/services>

Training: <http://edu.symbol.com>

Training and certification

While there are no required product specific certifications for the MC35, the following training courses are available to assist in your sales efforts:

Product Sales Presentation will be available on Partner Hallway

Key dates

First book date: beginning of February 2007.

Public launch: March 27, 2007 (CTIA)

Orderable through channel: March 2007

English WAN/PAN/GPS & camera versions available January 2007.

English WAN/WLAN/PAN/GPS & camera versions available April 2007.

French, Italian, Spanish, and German versions (all configurations) available in May 2007.

Why Motorola

When it comes to delivering mobility solutions

your customers can depend on, turn to the

company chosen by enterprises around the

world in nearly every industry — Motorola

Technologies. Every day, companies of

nearly every size — from a majority of the

Fortune 500 companies to small to medium

size organizations — count on Motorola

to streamline processes and maintain a

competitive edge. When you choose Motorola

enterprise mobility solutions, you choose a

leader that offers over 30 years of experience

in bar code reading, mobile computing and

wireless infrastructure technology development

and deployment — including a long history of

industry firsts. When you choose Motorola's

mobility solutions, you give your customer the

power to drive inefficiencies out of business

operations — and productivity and profitability in.

Contact information

For more information on how the MC35 and other Motorola EDA and enterprise mobility solutions can help your customers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at motorola.com

PARTNER BRIEF

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