



# From the loading dock to the cash register... automating store processes for small to mid-sized retailers with the MT2000 Series



The MT2000 Series provides small to mid-size retailers with a single affordable tool capable of automating processes from the front door to the back door. With support for 1D and 2D bar code scanning and EAS security tags as well as support for future RFID\* applications, retailers can streamline everyday processes at the POS, in the aisles of the store, in the backroom and at the receiving dock. The result is an improvement in employee productivity, customer service and satisfaction — and a sharper competitive edge.

## The challenges for small to mid-sized retailers

With brick and mortar stores, catalogs and online shopping, today's consumer has more options than ever before — and as a result, competition in retail is reaching historic highs. In order to compete and retain margins, the small to mid-size retailer must improve efficiency throughout all areas of the operation. Fewer employees need to be able to handle an increased workload to help contain staffing costs. Inventory management must be improved in order to ensure the:

- More timely re-ordering of the right products to prevent costly out-of-stocks — and lost sales
- Increase in inventory turns required to improve your product offering — yet reduce inventory carrying costs
- Prompt restocking of the products out on the retail floor — ensuring that your customers can quickly and easily find what they need on your store shelves
- Prompt markdowns to incent sales of seasonal and other items as well as compete with competitor promotional campaigns

While mobile technology and automated data capture offer compelling ways to effectively improve employee productivity as well as inventory visibility and management, there are numerous technologies, data types and business processes involved. There are 1D and 2D bar codes utilized to track inventory as well as EAS tags for security. In addition, retailers are embracing RFID to enable more granular inventory management and real-time inventory tracking.

To maximize the benefits of these technologies, employees must be able to scan bar codes, deactivate EAS tags and read RFID tags throughout the retail environment — from the warehouse and receiving dock to the aisles of your store and the point of sale (POS). But with this multitude of job functions and data types, how can small to mid-sized retailers afford storewide automated data capture?

## KEY BENEFITS

- Offers rapid return on investment (ROI) — capable of capturing multiple types of data, eliminating the need to purchase multiple devices
- Increases productivity and streamlines processes throughout retail operations — from the front to the back door
- Improves inventory management, increasing and protecting profitability
- Enhances customer service — and increases sales
- Lowers the cost and complexity of mobile device deployments with an industry-standard platform and support for Motorola's Mobility Services Platform (MSP)



## The solution: door-to-door versatile data capture with the MT2000 Series

The MT2000 Series resolves this issue by providing retailers with a single family of devices that is capable of scanning whatever bar codes are in use in your operations and deactivating EAS tags. In addition, the RFID ready device is ready to support future RFID deployments with the addition of a snap-on RFID module\*, helping future proof your investment. The MT2000 Series from Motorola brings a new level of versatility and value to retail operations. By marrying the simplicity of a bar code scanner, the brainpower of a mobile computer and comprehensive wireless LAN connectivity, your workers have the technology they need in hand to streamline and error-proof virtually every key process right at the point of work throughout the retail environment.

The MT2000 Series provides all the features retailers need to enable affordable front door-to-back door automation, improving employee productivity and customer service and satisfaction levels:

- **Comprehensive data capture:** The MT2000 Series is capable of capturing the data types in use in your environment today and in the future — from 1D and 2D bar codes to the ability to deactivate EAS tags and built-in future RFID\* support through the simple addition of a snap-on module. This versatility brings true value — the need to purchase multiple devices to support multiple data types is eliminated, reducing capital as well as operational expenses.
- **Flexible deployment modes:** Comprehensive connectivity options — including wireless, cordless, corded and batch — provide the flexibility to seamlessly meet application requirements anywhere in the retail environment. For retailers with a wireless LAN, the MT2090 model offers integrated 802.11a/b/g connectivity, giving workers the freedom to use the device anywhere in the store — no cords required — maximizing flexibility as well as improving employee safety. Integrated Bluetooth® supports a convenient, cord-free connection to a host device up to 300 ft./91.44 m away, such as a POS or workstation. Your cashiers have the freedom to walk around the cash wrap to scan large or heavy items, saving customers the time and trouble of picking up bulky purchases.

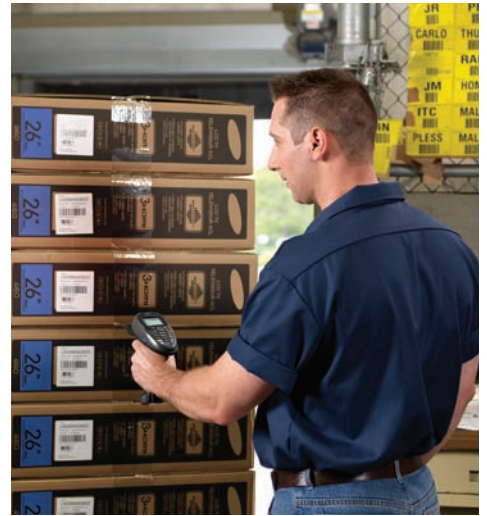
- **Superior scanning technology:** When you choose Motorola, you choose industry-leading scanning technology. Your workers enjoy the first-time rapid and accurate capture of bar codes required to increase productivity. A choice of scanner models allows you to best meet the data capture needs in your store. The 1D laser scanner offers extraordinary range, enabling the capture of even damaged or poor quality bar codes from as close as one inch/2.54 cm to as far as 50 inches/12.7 cm away. For retailers that either utilize 1D bar codes today with future plans for 2D, or utilize both 1D and 2D symbologies today, the 2D imaging model decodes 1D and 2D bar codes in milliseconds, resetting the bar for imaging technology — eliminating the need to sacrifice scanning performance for 2D versatility.
- **All-day comfort:** Scanning is a constant activity in the retail store. Purchases are scanned at the POS. Items in the aisles of your store are scanned to check price or inventory for a customer. Shelf and item tags are scanned to execute price management activities. Incoming shipments are scanned into inventory. Regardless of how much of the workday your workers spend scanning, the forward-scanning ergonomic pistol grip of the MT2000 Series will prevent fatigue and provide all day comfort.
- **Motorola's signature rugged design:** The MT2000 Series is built for the tough retail environment, delivering reliable performance whether the device is dropped on carpet, tile or out on the loading dock. Its wide temperature range can survive outdoor areas in extreme winter cold or summer heat, while IP54 sealing allows the device to operate dependably despite dusty environments, accidental spills and frequent wipe downs.

## Exceptional versatility from door to door

The MT2000 Series streamlines data capture and improves efficiency everywhere in your retail environment.

### ...in the aisles of your store

With an MT2000 in hand, store associates can answer customer questions quickly and effectively — even the newest employee is empowered to provide the prompt, personal service needed to keep your customers happy. With the press of



The versatile MT2000 Series provides small to mid-size retailers with a single tool with the versatility to streamline and automate processes throughout retail operations — from the POS to restocking the shelves to reconciling and processing incoming shipments in the back room.

a button, employees can scan the bar code of the merchandise or shelf tag to check pricing or inventory stock in seconds. Most importantly, associates can access key information without ever leaving the customer's side, so your customers stay engaged and ready to buy.

Offering a real-time connection to the Pricing Look Up (PLU) database, the MT2000 Series enables associates to conduct any price management activity right in the aisles — from shelf labeling and shelf tag audits, to markdowns for sales and special promotions and markups for regional price fluctuations. While price management has typically been a heavily manual process, the addition of the MT2000 and a Bluetooth-enabled mobile printer brings new mobility and efficiency to the task — eliminating the need to run back and forth between the sales floor and backroom to check pricing on a desktop computer and print labels. Associates simply scan an item or shelf tag to verify price. If the price requires updating, the right label instantly and automatically prints out on a compact mobile printer worn on a belt. Tasks that took minutes can now be executed in seconds — and you can be sure that items retain their proper pricing until purchased.

#### ...at checkout

With the MT2000 Series, small and mid size retailers can enjoy the same high levels of cashier productivity as large chain stores. Motorola's superior scanning technology keeps lines moving with first time scanning success. By optimizing

throughput at the POS, the MT2000 helps minimize long lines and wait times to protect customer satisfaction — and sales. And even untrained and seasonal employees can master the MT2000's intuitive scanning, making it ideal for high turnover environments.

The MT2000 supports Checkpoint EAS, enabling cashiers to deactivate theft prevention tags and scan bar codes in one easy step. The ability to combine these two steps into one increases cashier productivity — and eliminates customer embarrassment and wasted time when an overlooked EAS tag accidentally trips the alarm. In addition, cashiers and customers no longer need to lift heavy or unwieldy items out of the shopping cart. Wireless LAN and Bluetooth cordless connectivity allow cashiers to walk around the cash wrap to scan items, enabling hassle-free scanning of large and bulky items — and reducing the potential risk of injury for your employees and your customers.

In addition, the shiftable alphanumeric keyboard and an easy-to-read display screen allow cashiers to rapidly capture purchases at the register. For example, cashiers can enter quantities or specify the length of wood or amount of fabric purchased — improving cashier productivity and inventory accuracy.

#### ...in the backroom

The MT2000 Series streamlines inventory management in the backroom, eliminating nearly all of the traditional inefficiencies and costs associated

With the MT200, small to mid-size retailers enjoy the simplicity of single tool to automate storewide processes — from the sales floor to the POS, backroom and receiving dock. The resulting efficiency gains reduce costs, improve productivity and increase revenues, providing real competitive advantage.

with paper-based inventory practices. The ability to scan bar codes on items for putaway helps ensure inventory accuracy and provides real-time inventory visibility. In addition, cost-effective more frequent inventory takes are now possible, providing visibility into inventory levels, best-selling items, slow moving products and more. The result is the granular inventory data required to enable more inventory turns, reduce carrying costs, avoid costly stockouts and ensure that your customers find the right item on your shelves at the right time — protecting revenue and preventing lost sales.

In addition, the MT2000 Series helps ensure accuracy when workers are picking products to fill orders or locating products for customers who are in the store. A quick scan enables workers to automatically verify that the right items have been selected — avoiding the high costs of re-ships and customer frustration caused by errors in order fulfillment.

### ...at the receiving dock

At the receiving dock, the MT2000 Series enables the instant verification and reconciliation of shipments. Within moments of arrival, a quick scan can automatically update inventory and accounting systems. Incoming goods can be staged for putaway in seconds, instead of hours or days. As a result, merchandise reaches your store shelves faster, helping to prevent lost sales from false stock-outs and maximizing shelf time for seasonal items and special promotions.

In addition, the MT2000 also enables the capture of a photograph. Now, if damaged goods are received, workers can snap a quick picture, providing indisputable proof of condition.

## End-to-end retail solution for an outstanding return on investment (ROI)

The multi-function MT2000 Series helps retailers achieve key business initiatives that provide a rapid ROI:

- **Reduce capital expenditures.** The ability to purchase a single device to capture virtually all the types of data found in the retail environment eliminates the need to purchase multiple types

of devices. In addition, the MT2000 can take the place of multiple 'point-style' dedicated devices — the same device used at the POS during the day can be used after hours for inventory and re-stocking. Last, better inventory management translates into more inventory turns and reduced inventory carrying costs, freeing up valuable working capital for other business initiatives.

- **Reduce operational expenses.** Since employee productivity is increased, the same number of workers can now handle more tasks, increasing staff utilization. And compatibility with Motorola's Mobility Services Platform (MSP) substantially reduces one of the largest costs associated with any mobility solution — day-to-day management. MSP enables centralized and remote staging, provisioning and day-to-day monitoring of all your MT2000 devices, regardless of where in the world they are located.
- **Increase revenues.** Real-time inventory visibility increases the velocity of your supply chain. Prompt re-ordering of the best-selling products helps ensure that the right product is available for the right customer at the right time, preventing lost sales.

In addition to an outstanding ROI, the MT2000 Series also offers a low total cost of ownership (TCO). The rugged device is built for all day use, ensuring maximum lifecycle despite all day everyday use. And Motorola's Service from the Start with Comprehensive Coverage support plan completes this business-critical solution by maximizing device uptime. This support plan sets the standard for post-deployment support by including normal wear and tear as well as accidental damage to internal and external components — to dramatically reduce unforeseen repair expenses.

The result is a cost-effective investment that delivers value throughout your entire operation — a true front door-to-dock door solution.

## For more information

For more information on how the MT2000 Series from Motorola can improve your retail operations, please visit us on the web at [www.motorola.com/mt2000](http://www.motorola.com/mt2000) or access our global contact directory at [www.motorola.com/enterprise/contactus](http://www.motorola.com/enterprise/contactus)

\* NOTE: The RFID module is a future option and will not be available for all countries. Please contact your local Motorola representative regarding availability.

## Choose Motorola for your end-to-end retail mobility needs

When you choose Motorola for your retail mobility solution, you choose the strength of an industry leader — and the power of tested and proven end-to-end solutions. Motorola offers virtually everything you need to deploy a warehouse mobility solution that offers the reliability, security, manageability and superior uptime that your mission-critical applications demand.

Regardless of whether you need mobility inside or outside the enterprise walls, there is a Motorola device that is right for the job — from bar code scanners to rugged or PDA style handheld integrated voice and data devices to vehicle-mount workstations and notebook computers. Our indoor/outdoor WLAN portfolio offers a robust wireless connection, regardless of the size of your facilities or physical challenges in your environment — such as the presence of metal as well as fixtures and other equipment that can create RF blind spots, or the need to provide coverage in outdoor areas, such as the loading dock or yard. Our wireless broadband portfolio enables cost-effective networking for distributed locations. Our comprehensive RFID solutions include fixed, mobile and handheld RFID readers. Our world-class business partners provide best-in-class applications that integrate easily with your existing environment to minimize deployment costs and disruption of day-to-day business procedures. Robust management solutions provide centralized control of your entire mobility solution — from your mobile devices and the applications and data resident on those devices to your wireless LAN and wireless broadband infrastructure. And when you choose one of Motorola's Service from the Start programs, you'll enjoy multiple years of repair coverage with protection that begins from the date of purchase, protecting uptime and your return on investment.



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