Services Best Practices

1. **Discuss services with *every* customer**
2. **Add services to *every* quote — upfront with the product**
3. **Lead with Service from the Start programs:**
   a. **Provides the best value for the customer**
   b. **Results in an easier sale**
   c. **Results in a higher attachment rate and increased revenue and margin protection when sold alongside the hardware**
4. **Sell to your existing customers first**
5. **Don't forget about renewals**
6. **Motorola products + Enterprise Mobility Services = success, loyalty, ease and profitability**

Targeting Your Customers

In Discussions With…	Lead With…
Scanner Customers	**Service from the Start Advance Exchange Support** *provides the next-business-day replacement customers need to keep their businesses running smoothly and productively; also includes Comprehensive Coverage at no additional charge for all handheld and MiniScan products*
Mobile Computer Customers	**Service from the Start – Bronze with Comprehensive Coverage** *includes Comprehensive Coverage at no additional charge for MC1000, MC17XX, MC3000 Family, MC35XX, MC50XX, MC70XX EDA, MC9000 Series, VC5090 and WT4090 Series mobile computers*
Mobility Services Platform (MSP) Customers	**MSP 2.X System Support** *delivers both software and MSP server hardware support* **MSP 3 Software Support** *gives customers full access to technical support resources and rights to download entitled software releases*
RFID Customers	**Service from the Start Premium RFID On Site System Support** *provides around-the-clock coverage for the entire RFID system — from readers to antennas and cables*
Wireless Customers	**Service from the Start Advance Exchange Support** *provides the next-business-day replacement customers need to keep their businesses running smoothly and productively* **Wireless Infrastructure Device Software Support** *ensures the wireless infrastructure continues to run at optimal efficiency*

HOW TO SELL

Key customer messages

- **Comprehensive Coverage is included at no additional charge with select service agreements for eligible mobile computers and scanners:**
- Offers more complete coverage at a lower cost — truly more for less
- Provides an additional layer of investment protection that goes far beyond normal wear and tear
- Includes coverage for internal and external components damaged through accidental breakage — significantly reducing customers' unforeseen repair expenses
- Gives customers service peace of mind
- Differentiates Motorola from the competition
- "You're covered"

Services complete the solution by:

- **Providing increased performance.**
  - Protect product uptime
  - Reduce impact on productivity and revenue
- **Delivering price-protected, fixed costs.**
  - Decrease financial risk with prepaid repair costs
  - Put it in the budget and forget it
- **Helping to ensure peace of mind.**
  - Investment protection
  - Covers much more than warranty
  - Unparalleled repair capabilities

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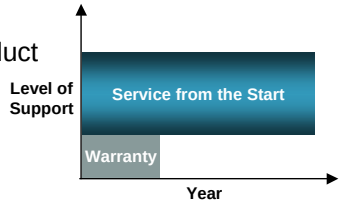
Handling Customer Objections

1. **The customer does not have budget for services.**
   - Educate your customer about the value derived from an Enterprise Mobility Services agreement — along with the risks associated with not purchasing one.
   - Ensure your customer views your involvement as a long-term partnership:
     - Articulate the value of services and you will be seen as a partner in the complete technology solution — the trusted advisor.
     - Discuss services early in the qualification process so that they are considered as a budget line item.
2. **The customer prefers to use flat rate repair.**
   - Motorola takes the financial risk for product failures:
     - Service costs can be expected and budgeted.
   - Enterprise Mobility Services agreements have a faster turnaround time than flat rate repairs:
     - Protected uptime = better return on the technology investment.
   - Flat rate repair models typically involve more internal administration and management and can detract from business focus.
   - There are no service options available with flat rate repair.
3. **The customer wants to use a third-party maintainer (TPM).**
   - There are no Motorola-authorized or certified repair providers within the U.S. or Canada.
   - TPMs are unable to purchase Motorola hardware (non-open) and cannot provide a complete solution.
   - TPMs do not have access to Motorola engineering changes.
   - TPMs do not have access to Motorola's engineering organizations and can have difficulty troubleshooting issues.
   - Because TPMs do not have direct access to qualified parts or manufacturer knowledge and experience, the products they repair could experience increased failure rates — which may lead to increased customer downtime.

Value of a Service Agreement over Warranty

Warranty is the assurance of manufacturing quality. It provides repair or replacement if a product is found defective. Warranty is *not* service.



The chart below illustrates the important differences between a customer's entitlement under warranty and the benefits provided by a service agreement.

Feature	Warranty	Service from the Start – Bronze with Comprehensive Coverage
Level of Coverage	Covers manufacturing defects only	Covers normal wear and tear
Comprehensive Coverage: Normal Wear and Tear, plus Accidental Breakage	No	Yes[3] – included at no additional charge for eligible Motorola mobile computers and scanners
Telephone Support	Basic phone support, as available, 8 a.m.– 5 p.m. customer's local time	Priority telephone response with a defined escalation path
In-House Turnaround Time	10-day (on average)	3-day, maximum (faster turnaround times available)
Reports	Standard portal reports	Enhanced by entitlement
Engineering Changes and Required Updates	No[1]	Yes
Known Annual Repair Expenses	Repair costs not covered under warranty are unpredictable	Service agreement rates are known up front and are not exceeded[2]
Fault Repair	Yes, if due to defects in materials or manufacturing quality	Yes, provides protection beyond the scope of warranty, long after the warranty expires
Other		• Multiple years of coverage • Greatest value when purchased up front with the hardware

1 When not determined mandatory
2 Except when repairs for abuse are determined
3 includes Comprehensive Coverage at no additional charge for MC1000, MC17XX, MC3000 Family, MC35XX, MC50XX, MC70XX EDA, MC9000 Series, VC5090 and WT4090 Series mobile computers, PD470x and PD870x payment transaction terminals, RD5000 mobile RFID reader, and select Motorola scanners

For complete details, please visit www.motorola.com/enterprise or http://compass.mot.com/go/embservices

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