CASHING IN ON THE MOBILE BAR CODE REVOLUTION

RETAIL

RETAIL MOBILE BAR CODES — A MORE PERSONAL CUSTOMER CONNECTION WITH A BIG PAYOFF

Over five billion mobile phones are in service around the world. That number represents over 70 percent of the world's population, making the mobile phone most likely the most common personal consumer device on the planet.[1] It is the one device that virtually all your customers of all ages carry, all of the time. Your customers are always looking for new ways that this little device can make their lives easier. And one of the many technologies they are embracing is the mobile bar code.

WHAT IS A MOBILE BAR CODE?

A mobile bar code is an electronic bar code that can be stored on a mobile phone. Retailers of all sizes can use mobile bar codes to create innovative marketing programs that benefit customers and the business. Mobile bar codes can be used to create virtual loyalty cards, gift cards and coupons that shoppers can carry right in their mobile phones — no more plastic credit-card style cards and paper coupons to manage. And since today's shopper is already looking for ways to use their mobile phone to simplify their life, many will opt-in to marketing programs that allow you to send offers right to their mobile phones, establishing a powerful direct-to-customer channel for highly targeted promotional campaigns that are extraordinarily cost-effective — with extraordinary redemption rates.

CUSTOMER-DRIVEN ADOPTION OF THE MOBILE BAR CODE — A NEW CHALLENGE FOR TODAY'S RETAILERS

Mobile bar codes provide a challenge that is unlike any other marketing initiative. Your customers can actually embrace mobile bar code technology before you do. As a result, while you may not have launched mobile bar code-based marketing programs, your customers may still present mobile bar codes on their mobile phones at your POS.

For example, you might only offer physical loyalty cards today, but available mobile phone applications allow your customers to create a mobile bar coded version of your physical loyalty card. When your customer presents the mobile bar code on the display of their mobile phone at your register, if your POS technology cannot scan the mobile bar code, your customers experience a loss of convenience — and you may lose that customer to a competitor who can.
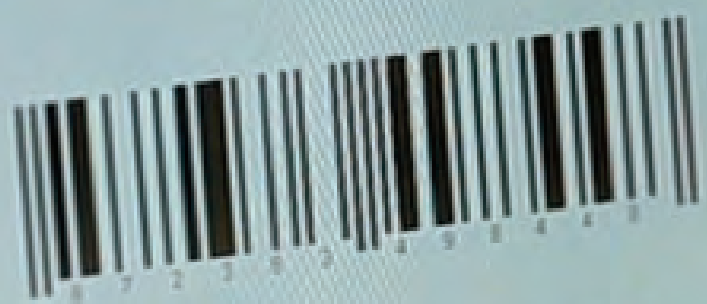
CUSTOMER AND RETAILER-DRIVEN MOBILE BAR CODE APPLICATIONS

How can you fully leverage mobile bar codes in your retail operation? And what applications can your customers adopt before you do? Following is a description of the key applications that have been launched with great success by retailers around the world — including applications that can be driven by your customers.

MOBILE COUPON PROGRAMS

Mobile coupons provide your customers with real value — a discount without the hassle of locating, clipping and managing paper-based coupons. Gone are the days of arriving at a store only to remember that the coupons you so carefully saved are sitting on the kitchen counter at home. Now, coupons can be stored in the form of a bar code on a device that is always in reach — a mobile phone. No more paper coupons to lose, misplace or damage. Instead, every coupon a consumer saves is available at the press of a few buttons.

In addition, coupon programs work. A recent survey revealed that 60 percent of shoppers look for coupons before entering a store[2], making the direct delivery of coupons to your customers on a regular basis or even when they are in the vicinity or in your store invaluable.

The electronic coupon — an idea whose time has arrived

The mobile coupon has not only arrived, your customers are embracing it. According to a recent survey, 55 percent of customers prefer to receive electronic

promotions via either text or email.[3] As a result, the market for mobile coupons is flourishing. According to Juniper Research, the total mobile coupon redemption value will reach $6 billion in 2014 — nearly double the $3.4 billion in 2010.[4]

Highly cost-effective — and highly successful

With mobile coupon campaigns, there are no ads to place, no coupons to print, no mailing costs and very low administrative costs, so these programs are not only extremely cost effective, but they are also very low waste 'green' programs that are good for the planet. In addition to being cost-effective, the ability to connect to your customer in real-time in the manner in which many now prefer to communicate — via text or email — is providing extraordinary redemption rates. Instead of the one to three percent redemption rate typical of paper-based coupon programs[5], some of today's largest retailers have experienced as much as a 69 percent redemption rate with mobile text-based coupon initiatives.[6]

Get in on the action with push and pull mobile coupon campaigns

To take advantage of your mobile coupon campaigns, customers need to give you access to one of their most personal devices — their mobile phones. These programs give your customers the flexibility to obtain your mobile coupons in whatever way makes them comfortable. You can either allow customers to pull their own coupons from your website or from a kiosk in your store, so they are in complete control of when and where they receive the coupons. You can also offer your

customers special incentives to join opt-in programs that allow you to push coupons directly to their mobile phones — yet still give them some control over how you can interact with their mobile phone.

Pull campaigns. Allow your customers to pull your coupons in a variety of ways. Customers can send a text message from their mobile phones to instantly receive your coupons; download mobile coupons directly from the Internet to their mobile phones; or send mobile coupons that were downloaded on their desktop computers to their mobile phones via a text or email message.

Do you have in-store kiosks? You can allow shoppers to download mobile coupons from your kiosks directly to their mobile phones via a wireless Bluetooth connection. This marketing initiative provides yet another channel to present special offers to your customers, right in the aisles of your store, creating 'just-in-time' marketing programs that promote incremental sales and increase basket size.

Push campaigns. Opt-in programs provide very targeted one-to-one real-time marketing campaigns that are extremely cost effective. And if customers are willing to give you their buying preferences, they are rewarded with extra value. Instead of being bombarded with coupons they will never use, they receive coupons for items they purchase regularly or are interested in purchasing — a win-win situation for retailer and consumer alike.

Location-based push campaigns. Your customers can also opt to give you access to the GPS location data in their mobile phone to automatically send the latest offer when they are either in the vicinity of your store or actually in the aisles of your store. This mobile 'just in time' advertising is an effective and economical way to deliver personalized timely offers that encourage customers to visit your store — and make a purchase.

MOBILE LOYALTY CARD PROGRAMS

Today's customer is a member of many loyalty programs, forced to carry a multitude of plastic credit card sized loyalty cards or a keychain full of key fobs. Mobile loyalty programs can eliminate that hassle for your customers and provide multiple benefits for the retailer. The cost of producing physical loyalty cards is eliminated and program administration is less labor intensive —

you no longer need to distribute physical cards to cashiers. The result is a mobile loyalty card program that can be executed with minimal effort and cost.

Your customers can adopt mobile loyalty card technology, even if you don't. New mobile phone applications allow customers to type in or scan the data on any loyalty card to convert physical loyalty cards into mobile loyalty cards that are stored on their mobile phones. Now, instead of hunting for the physical card to present at the register, customers simply browse through the menu of available loyalty cards on their mobile phone and select the right card to display the appropriate 2D bar code on the screen. So while you may not be issuing mobile loyalty cards today, your customers can still present a mobile loyalty card at your register.

MOBILE GIFT CARD PROGRAMS

Mobile gift card programs provide convenience for both the purchaser of the gift card and the recipient. Gift cards can be purchased on your website at any time and delivered directly to the mobile phone of the recipient, in just minutes. Recipients always have their gift cards on hand, and can even check balances and expiration dates. And redeeming gift cards is simple — customers just present the mobile gift card bar code to the cashier to automatically apply the credit to the purchase.

Available applications also allow your customers to adopt this technology before you do. Customers who receive plastic credit-card style gift cards can use a Web-based registry to store all their gift cards electronically on a single website. Your customers can then access the registry via their mobile phones, able to easily browse through a list of their gift cards, complete with available balance. At the press of a button, customers can select a mobile gift card to present at the register. So even if your store only issues credit-card style gift cards, you may still need to scan mobile bar codes at the register.

Regardless of whether the recipient received a mobile gift card or transformed their plastic gift card into a mobile gift card via an aggregator website, you have established a new means of communication with your customers — an invaluable direct connection to the recipient's mobile phone. Now you can cross-sell other mobile bar code initiatives. For example, you can invite gift card recipients to join your mobile coupon opt-in program.

THE MANY BENEFITS OF MOBILE BAR CODE PROGRAMS

Regardless of the size of your retail operation or the type of goods you sell, mobile bar code programs return big benefits:

- **Very low cost:** Mobile bar code initiatives cost just a fraction of traditional coupon, loyalty card and gift card programs — there is no need to print, mail or issue physical plastic or paper-based cards and coupons.

- **Rapid deployment:** These purely electronic programs can be executed in record time, allowing you to respond rapidly to competitor campaigns and incent sales of seasonal items with a shorter shelf life.

- **Very 'green':** Mobile bar code programs do not generate any paper or plastic refuse, promoting your company's environmentally friendly image.

- **Successfully increase sales:** With redemption rates recorded as high as 69 percent, you can easily generate more sales with very little investment.

- **Increased brand awareness and customer loyalty:** You get the most direct channel possible to promote your brand to your customer — your customer's personal mobile phone. In addition, friends and family members that are with a customer who is redeeming a mobile bar code also become aware of your brand — and that your company is committed to using the latest in technology to provide its customers with value and convenience.

ENABLING MOBILE BAR CODES AT THE POS

In order to launch successful mobile bar code marketing programs, you have to be able to read the bar codes that are displayed on the mobile phones of your customers. And with Motorola's mobile bar code-enabled scanner family, you can.

While traditional laser bar code scanners are designed to read bar codes on paper labels, our family of 2D mobile bar code-enabled scanners allows you to successfully scan bar codes on paper labels as well as those displayed on the highly reflective surface of a mobile phone or computer screen. No matter what type of store you have — from the largest retailers to small boutique shops with space constrained cash wraps —

THE MOTOROLA MOBILE BAR CODE-ENABLED SCANNER PORTFOLIO

Get the performance, reliability, manageability and uptime you need at your POS with our mobile bar code-enabled scanners. You can count on: the blazing speed typical of 1D laser scanners on both 1D and 2D bar codes; point-and-shoot simplicity, so your workers never need to take time to align the scanner with a bar code; and successful first time scanning of all bar codes — regardless of whether they are displayed on a mobile phone or computer screen, or are on a damaged or dirty paper label. And with highly intuitive operation, the need for training is virtually eliminated — workers are up and running in minutes.

DS4208
GENERAL PURPOSE HANDHELD 2D IMAGER
1D/2D
This general purpose corded, handheld imager gives your cashiers advanced lightweight ergonomics for all day comfort in retail environments with a product mix best served by a handheld scanner.

DS457
FIXED MOUNT 2D IMAGER
1D/2D
Get all the convenience of hands-free scanning in the most space constrained cash wrap with the DS457. The tiny device can even be mounted under a counter or alongside a register for a true zero footprint. And since this high performance scanner captures bar codes as fast as they are presented, purchases can be rung up as quickly as possible, preventing long lines and wait times at the POS.

DS6878
GENERAL PURPOSE CORDLESS BLUETOOTH® HANDHELD 2D IMAGER
1D/2D/SIGNATURE CAPTURE/ OPTIONAL OCR AND MICR
Wireless freedom allows your associates to scan items as far as 300 ft./100 m away from the POS host device for maximum scanning flexibility. Comprehensive bar code support automates many tasks. A quick scan of the paper labels on the items you sell ensures accurate pricing at the register. And support for the specialized banking information printed on the bottom of checks allows a quick scan to convert paper-based transactions into electronic debit transactions that minimize fraud and speed up the check-to-cash cycle time.

DS9208
HANDS-FREE PRESENTATION IMAGER
1D/2D/MULTI-CODE AND PICKLIST MODES
The DS9208 offers a 'go anywhere' sleek and contemporary design that is ideal for the design conscious store. Limited counter space? No problem. With the most compact footprint in its class, the DS9208 can fit in the most space constrained cash wraps. Have a wide variety of items? The device can be used in hands-free as well as handheld mode for maximum scanning flexibility — cashiers can scan heavy items, right in the cart. And a unique multi-code mode allows you to easily handle the group of bar codes common on some of today's electronic products.

DS9808
NEXT-GENERATION HYBRID PRESENTATION IMAGER
1D/2D/IMAGE AND SIGNATURE CAPTURE/ OCR/MICR/OPTIONAL RFID
The groundbreaking design of the DS9808 brings a new level of versatility, functionality and performance to your checkout stand. This one-of-a-kind hybrid scanner marries a solid base with advanced handheld ergonomics for flexible handheld and hands-free operation. The standard range (SR) model can scan up to 10.5 in./26.7 cm away, while a long range (LR) model can scan bar codes that are 18 in./45.7 cm away — ideal for stores with a mix of merchandise that includes bulky or heavy items that should remain in the cart.

or how many customers you serve a day, there is a scanner that will fit right in with your store environment and your budget. And when you choose Motorola, you get the peace of mind that comes with choosing an industry leader with vast experience supporting retailers of all sizes, all around the world. Our scanners offer:

- The superior scanning technology that makes Motorola the global market share leader in the bar code industry: high performance 'scan and go'

simplicity on any bar code — even damaged and poorly printed bar codes — without aligning the bar code and scanner window.

- The built-in durability to handle the bumps and spills associated with all day, every day use.

- Remote management tools combine with industry leading all-inclusive affordable service plans to ensure maximum uptime and a very low total cost of ownership (TCO).

Start accepting mobile bar codes today to protect and increase your customer base — and your sales. For more information, please visit us on the Web at www.motorolasolutions.com/mobilebarcodes or access our global contact directory at www.motorola.com/enterprise/contactus

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