ENABLING BETTER CONSUMER EXPERIENCES

ENABLING BETTER DECISIONS

PROVIDING ASSET VISIBILITY

IMPROVING ENTERPRISE WORKFLOWS

ENABLING BUSINESS INTELLIGENCE

HELPING PEOPLE BE THEIR BEST IN THE MOMENTS THAT MATTER
2012 SALES BY TECHNOLOGY

ENTERPRISE

$2.7B

MOBILE COMPUTING 47%

DATA CAPTURE 19%

WLAN 8%

IDEN 7%

19% SERVICES

CATEGORY LEADERSHIP IN MOBILE COMPUTING & DATA CAPTURE
ENTERPRISE R&D

$306M

CORE

EXPANSION

47 NEW PRODUCTS LAUNCHED IN 2012
USE CASE CATEGORIES

INDUSTRIAL MOBILITY
WAREHOUSE MFG SHOP FLOOR PORT / YARD
OPERATIONAL EFFICIENCY

FIELD MOBILITY
POSTAL / COURIER FIELD SERVICE / DSD TRANSPORT & LOGISTICS
FIELD OPERATIONS

CUSTOMER FACING
RETAIL FLOOR HOSPITALITY FIELD SALES
STYLISH MULTI-FUNCTIONAL
MOBILE COMPUTING REVENUE BY USE CASE

MOBILE COMPUTING

$1.3B

INDUSTRIAL MOBILITY 60%

FIELD MOBILITY 30%

CUSTOMER FACING 10%
INDUSTRIAL MOBILITY

- WAREHOUSE MANAGEMENT
- PORTS AND COLD CHAIN
- LOWER OPERATING COSTS BY 30%
- 65% REDUCTION IN LIABILITY COST CLAIMS
FIELD MOBILITY

• PICK UP AND DELIVERY
• FIELD SERVICE

• 25% REDUCTION IN UNNECESSARY STOPS
• 21% IMPROVEMENT IN FIRST CALL REPAIR
CUSTOMER FACING

- GUIDED SELLING, MOBILE POINT OF SALE
- FIELD SALES AND MERCHANDISING

- 69% REDUCTION IN LOST SALES
- 70% REDUCTION IN OUT-OF-STOCK
BETTER VALUE FOR THE ENTERPRISE

CONSUMER-CLASS

- HIGHER TOTAL COST OF OWNERSHIP

- MULTIPLE SOURCING
- LIFECYCLE
- APPS MIGRATION & REWRITE

ENTERPRISE-CLASS

- LOWER TOTAL COST OF OWNERSHIP

- SOLUTIONS APPROACH
- LEGACY APPS
- SECURITY MANAGEMENT
- COMPLEX ACCESSORIES
- VOICE
- MPOS
- LIFECYCLE
OMNI-CHANNEL SHOPPER EXPERIENCE

100% BASKET SIZE INCREASE
WHY CUSTOMERS BUY FROM US

- BUSINESS CONTINUITY
- INTEGRATE LEGACY BACKEND TO MODERN APPS
- ENTERPRISE-CLASS CUSTOMER SUPPORT
- PARTNER & DEVELOPER COMMUNITY
- INTEGRATED SOLUTIONS
RECENT QUARTERS

CYCLICAL

MACRO
• IT HARDWARE SPEND
• RETAIL SPEND

COMPARABLES
• LARGER DEALS
• FOREIGN EXCHANGE

OS TRANSITION

USER EXPERIENCE AND ROADMAP
OS INDEPENDENCE

INVESTMENT PROTECTION

OS CHOICE

WINDOWS NEXT
LEVERAGED GROWTH STRATEGY

VERTICAL EXPANSION

NEW CORE PRODUCTS

ADVANCED ENTERPRISE DEVICES

GEOGRAPHICAL PENETRATION

DRIVE CORE GROWTH
TRANSITIONING THE INSTALLED BASE

- ENTERPRISE APPLICATIONS
- ACCESSORIES
- SERVICE CONTRACTS
- RELATIONSHIPS

POWER OF INCUMBENCY
VERTICAL EXPANSION

SIMILAR PRODUCT, NEW MARKETS

MANUFACTURING

HEALTHCARE

ORGANIC

PSION ACQUISITION

• PORTS
• INDUSTRIAL MANUFACTURING
• COLD CHAIN

INORGANIC
GEOGRAPHICAL PENETRATION

ENTRY TIER

ADDRESSING UNIQUE REGIONAL NEEDS

$300M MARKET, GROWING AT 9.5%
CONTINUED INNOVATION

SB1
ADDRESSABLE MARKET
~$150M

MP6000
ADDRESSABLE MARKET
~$250M

CONCIERGE
ADDRESSABLE MARKET
~$100M
SUMMARY

DOMAIN RICH COMPREHENSIVE PORTFOLIOS

CUSTOMER INTIMACY AND ENTERPRISE ECOSYSTEM

ENABLING MARKET TRANSITIONS

LEVERAGED GROWTH STRATEGY