

# MC70 Enterprise Digital Assistant: Delivering competitive advantage in the package delivery industry

## APPLICATION BRIEF

### A new class of device...a new level of efficiency

For companies that need to deliver goods and packages, protecting profitability is a never-ending challenge. Already faced with slim profit margins, companies must find a way to manage rising fuel and insurance costs and meet customer demands for better service — without increasing the cost of services in order to remain competitive.

The MC70 Enterprise Digital Assistant (EDA) from Motorola is the first in a new class of devices uniquely suited to drive productivity into multiple key functional areas of companies involved in the delivery of everything from packages to office supplies and flowers. This EDA offers task workers (non-managers focused on specific business tasks, such as delivering packages, receiving incoming shipments or performing vehicle maintenance) the true anywhere anytime voice and data communications required to drive inefficiencies out of and profitability into dispatch/routing, shipping/receiving, pick-up/proof of delivery and fleet maintenance functions, all in a compact lightweight yet rugged device. The MC70 is designed for all-day every day use in the in the field and in the truck, as well as on the loading dock and out on the tarmac.



In addition to increasing productivity, the MC70 also reduces the capital and operational expenditures typically associated with providing mobile voice and data communications. By leveraging the power of voice and data convergence, this all-in-one combination mobile phone, PDA, computer, scanner and imager eliminates the need to purchase, manage and maintain cell phones and mobile computers for mobile workers. And Motorola's Mobility Software Platform (MSP) dramatically simplifies and reduces the costs of managing mobile devices. MSP's web-based centralized command center enables IT to remotely deploy, monitor and troubleshoot all MC70 devices.

In this application brief, we will examine how the MC70 can improve your profitability and your customer service levels without increasing costs by:

- Increasing driver and field service worker productivity
- Reducing costly data and shipping errors
- Improving truck maintenance for better utilization
- Providing real time visibility into freight status, movement and chain of custody

...allowing you to achieve true competitive advantage.

### Dispatch and routing — better asset utilization and more deliveries per day

The dispatch function typically involves heavy paperwork — from planning, routing and scheduling of loads to the creation of load plans that are processed into a paper manifest for the day's deliveries for each truck.

These manual paper-based systems are time consuming and error-prone, resulting in:

- Reduced productivity due to time spent filling out paperwork instead of on critical tasks
- Inefficient load planning
- Inefficient routing of trucks
- Inability to quickly and easily respond to changes that require re-routing of trucks

With the MC70, drivers are in constant communication with dispatch staff — available by phone and able to automatically and electronically receive load plans, the day's manifest and real-time routing updates throughout the day. The vast amount of paperwork is nearly eliminated, as well as errors associated with manual processes, and the resulting increase in efficiency delivers a number of benefits.

#### **Benefits Summary:**

- Increased dispatch personnel productivity
- Increased driver productivity, enabling more stops per day per driver
- Reduced fuel costs through improved route planning and the ability to dynamically re-route vehicles

### **Automated proof of delivery — and a shorter cash-to-cash cycle**

The efficiency of proof of delivery procedures affects everything from driver and administrative staff productivity to billing cycles. When signature capture is manual, via paper and pen, drivers must cut delivery time short to ensure ample time to process signature paperwork at the end of every shift. That paperwork is then transferred to administrative staff for entry into the computer — creating a duplication of effort as well as doubling the risk and opportunity for errors.

The MC70 enables the capture of electronic signatures for proof of delivery, automating the time-consuming and labor-intensive procedure of manual signature collection. Scanning capabilities enable drivers to simply scan bar codes on packages to record deliveries, imaging capability enables the electronic collection of signatures, and wireless WAN connectivity enables the information to be immediately transmitted to the company's back office system for instant processing. This real-time visibility into the delivery cycle eliminates the time lag between data collection and data entry, effectively accelerating the invoicing and billing process.

And drivers no longer need to cut the delivery day short to process proof of delivery paperwork at the end of each shift.

#### **Benefits Summary:**

- Increased productivity for drivers, translating into more stops per day
- Increased productivity for administrative staff
- Decreased billing cycles due to real-time information

### **Improving fleet maintenance — and vehicle uptime**

The MC70 optimizes your maintenance and repair operations by eliminating burdensome levels of paperwork. A company's own service and maintenance team can often be the last to modernize work procedures, leaving service technicians to manually schedule truck maintenance, manually collect any prior maintenance records and user manuals, as well as manually enter information in the company's record-keeping system. As a result, service teams can end up spending more time handling paperwork and less time servicing trucks and other crucial assets.

With the MC70, your service technicians receive electronic schedules at the start of each day. In the event a truck breaks down on the road or returns to the yard in need of immediate repair, schedules can be easily and quickly adjusted in real time. Since the parts department has visibility into the maintenance schedule for each vehicle, required parts are always ready and waiting at the start of each day. In addition, technicians have all the data they need right at their fingertips, including instant access to prior maintenance records and service requests. This saves time, ensures the correct vehicle is being serviced — with the right services. And the ability to electronically retrieve manuals and work orders right at the jobsite eliminates time spent chasing down needed information needed — leaving more time to spend performing maintenance and repairs.

Upon service completion, the technician can instantly transmit activity records via the MC70 without having to return early to enter data collected on paper into the computer. Wireless LAN 802.11a/b/g connectivity enables the instant capture and transmission of maintenance data to the company's computer system instantaneously, providing real-time visibility into service activity.

#### **Benefits Summary**

- Increased technician productivity
- More trucks serviced per person per day
- Reduced asset downtime through timely maintenance and repair

## Summary — delivering outstanding value and advantage in the delivery business

With the superior functionality of the MC70, companies involved in parcel and package freight delivery can enjoy the simplicity and cost-efficiencies of deploying a single device to achieve maximum efficiency in many functional areas of the business.

Real time voice communications ensures that drivers, dispatch, and vehicle maintenance personnel are always available by phone to resolve issues that might arise during the workday. While many integrated voice and data devices fall short on voice quality, the MC70 offers outstanding acoustic performance as well as voice quality and functionality — including handset, headset and speakerphone modes to meet the needs in various business functions. And where consumer cell phones are not designed to endure everyday drops or exposure to the elements, the MC70 is specifically constructed to endure demanding enterprise use in nearly any environment. Finally, the MC70 offers WWAN connectivity for voice communications outside the four walls, and cost-effective VoIP communications via a wireless LAN inside the four walls.

The latest technology platform combines with wireless WAN/LAN/PAN and comprehensive data capture capabilities (from bar code scanning and signature capture to imaging) enabling the MC70 to run next-generation real-time data applications that automate manual processes, increase productivity and eliminate errors associated with manual paperwork. The result is the real-time business information needed to reduce cash-to-cash cycles through the delivery of data that enables instant billing for completed deliveries. And that same information can be leveraged into a self-service system that can enable customers to track their shipments or deliveries, increasing customer service levels as well as improving employee productivity by reducing customer calls.

The integration of voice and data on a single device combines with superior manageability to reduce the cost and complexity of mobilizing business processes. One device with a single operating system replaces the need for IT to support multiple mobile computers and cellular phones running various operating systems. The ability to easily and remotely provision, track and support all your MC70 devices from one central location via Motorola's Mobility Services Platform significantly reduces the costs traditionally associated with deploying, maintaining and troubleshooting mobile devices. And the elimination of the need for separate voice and data devices significantly reduces capital and operational costs.

And since even the most durable products need a maintenance plan and a support strategy, Motorola's Service from the Start with Comprehensive Coverage provides an additional layer of investment protection for maximized uptime and productivity. This unique offering

goes far beyond normal wear and tear to cover accidental damage to displays, keypads, and other internal and external components at no extra charge — significantly reducing your unforeseen repair expenses.

The superior functionality of the MC70 combines with industry leading rugged construction to deliver an outstanding value — a rapid return on investment and a low total cost of ownership. And the increase of efficiency throughout business functions improves profitability, customer service and asset utilization, delivering a real business advantage in the competitive package delivery industry.

For more information on the MC70, contact us at +1.800.722.6234 or +1.631.738.2400, or visit us on the web at: [www.symbol.com/mc70](http://www.symbol.com/mc70)

## MC70 — all the right 'stuff'

The rugged MC70 Enterprise Digital Assistant offers everything package delivery companies need to streamline operations and improve profitability in a compact easy to carry device:

- True anywhere anytime voice and data communications
  - Wireless WAN/LAN/PAN
  - VoIP over wireless LAN
  - Outstanding voice clarity
  - Comprehensive voice functionality: headset, handset and handsfree modes
- Advanced data capture capabilities
  - 1D and 2D bar code scanning
  - Signature capture
  - Image capture
- Motorola's signature rugged construction
  - IP54 sealing against dust and water
  - Industry leading drop and tumble tests
  - Integrated antennas
- Compact and easy to carry
- The latest technology platform
  - Intel's latest processor, designed for mobility – XScale PXA270 @624 MHz
  - Microsoft's latest operating system – Windows Mobile 5.0 Premium or Phone Edition

## About Motorola

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Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks — along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$35.3 billion in 2005. For more information about our company, our people and our innovations, please visit <http://www.Motorola.com>



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