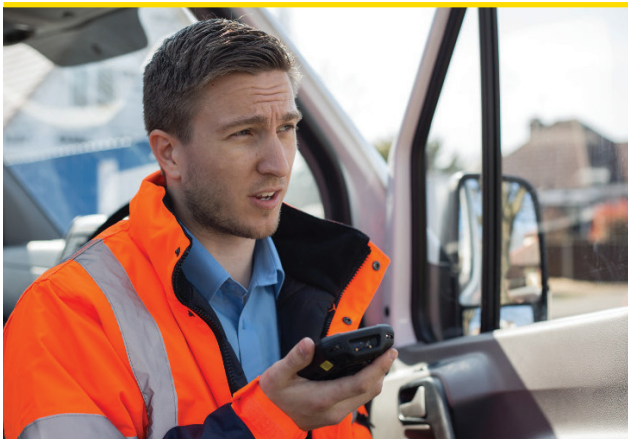




WORKFORCE CONNECT VOICE CLIENT STRATEGY T&L

What is WFC Voice Client?

Workforce Connect Voice

is a flexible Voice over IP (VoIP) telephony client designed to enhance workflow efficiencies and device unification. Using only a Wi-Fi connection, it can provide Enhanced comprehensive PBX functionality to Zebra mobile computers

COMPETITION VOICE SOLUTION

SpectraLink Pivot | Device and Client, Android

Cisco | Jabber – BYOD type client for Android
WinMobile / iOS devices, 7926 - voice-only device

Ascom Myco | Device and Client, Android, targeting
HC vertical, client/server solution

Consumer Devices | Apple Samsung
2-way Radios

CUSTOMER QUESTIONS

History | What devices do they have including BYOB

PBX | Cisco and Avaya (68% of the market)

WLAN | Zebra, Cisco, Aruba, Ruckus

VoWLAN | Cisco, Spectralink, Amcon, DECT

QUESTIONS TO ASK

How easy is it to find a team member for assistance?

Do they rely on one form of communication (e.g., telephony only)?

How do the staff communicate today (both internal and external)?

Relying on phones to reach workers on the floor is inefficient.

Look for staff carrying multiple devices: mobile computer, VoIP device, pager

How often are devices breaking?

SpectraLink, Cisco, Avaya devices have a reputation for frequent breakage, especially by floor staff. Could be significant monthly repair charges.

Can you access your corporate directory?

Ease of reaching people and reduced training.

Are 2-way radios being used?

How does a manager contact workers that carry 2-way devices.

Does staff ever have to use 2-way radios (typically in a warehouse and security)? Very bulky

NOTE: telecom staff may be different from the staff managing 2-way radios

PLAYERS

Primary Decision Makers

CIO Decision maker focused on building infrastructure to support business functions. Concerned with implementing technology to ensure a safe and environmental advantage without disrupting business operations, making IT as agile as the business demands, and reducing.

COO/VP Operations

Decision maker focused on safety and environmental
Ensure associate productivity (ease of use is important)
Enhance operational execution of Fleet management, Field sales automation

CFO/VP of Finance Concerned with ROI, reduce training and maintenance costs

Influencers

Line management
Warehouse manager
Operations Manager

Project Team

IT Project Manager
Network Engineering
Telecommunications Engineering
Security IT (if 2-way radio integration is required)

ZEBRA WFC-VC DIFFERENCE

Purpose built enterprise devices

Best roaming devices on the market

Emulate desktop phones with advanced voice feature set

Purpose build client for enterprise workflow

We deliver software that allows for different modes of communications

Integrate with third party messaging platforms

Integrate with enterprise directory from PBX



WORKFORCE CONNECT VOICE CLIENT T&L

CUSTOMER SERVICE

User: Passenger Services

Need / Pain Point: Gate agents are mobile throughout their shift but are often taking phone calls from ticketing, other airlines, and making broadcasts to the paging system.

This causes them to be tethered to the gate desk.

Use Cases: Throughout the shift, workers can have access to the phone calls through a MC40 or TC70 that they are already using for scanning applications. This frees them up to be anywhere around the gate without having to be tethered to the desk phone.

Benefits: EASY TO USE, EASY TO COMMUNICATE. Takes the complexity out of communicating, making mobile communications simple and time saving

PRODUCTIVE WORKERS

User: Airline worker, Warehouse worker

Need/Pain Point: Airline and warehouse workers are constantly on the move. They are seldom near a phone so need to be paged whenever they need to be contacted.

Use Case: Worker has the Voice Client on the MC40 that they are using for other applications like conferencing in other workers. All communications are done by the voice client rather than walkie-talkie or overhead paging.

Benefits: EFFICIENT AND CONVENIENT

Worker no longer wastes time/steps by going to the phone to page the Manager and waiting for the call-back. Same features of the PBX including the directory and additional calling features like call Park and up to 6 line extension. Manager can directly call the Worker so he/she does not have to wait for the worker to be paged via overhead paging when she/he calls the worker back.

MULTI USE DEVICE

User: Workers on Airport Floor

Need/Pain Point: Airline workers carrying separate devices for different applications (mobile computer or scanner) and communications (WLAN phone)

Use Case: Worker has single device for the airline applications (Schedules) and all communications.

Benefits: CONVENIENT AND COST EFFECTIVE

Convenience: Airline workers only need to carry and manage a single device

Cost savings: faster ROI by leveraging a single device for airlines applications and communications, reduce customer complaints expense

Reduce IT effort: less hassle by having 50% less devices to manage/maintain

EFFICIENT COMMUNICATIONS

User: Airline worker

Need/Pain Point: Airline worker needs to talk to a manager, so she/he goes to the phone station and pages the manager. She/he wastes time waiting for the manager call-back or misses the call-back because she/he is called away from the Phone.

Use Case: Worker has the Voice Client on the MC40 that they are using for other applications like messaging. Pages the agent directly from the MC40, and the Supervisor calls her/him back directly.

Benefits: EFFICIENT AND CONVENIENT

Worker no longer wastes time/steps by going to the phone to page the Manager and waiting for the call-back. Manager directly calls the Worker so he/she does not have to wait for the worker to be paged via overhead paging when she/he calls the worker back



WORKFORCE CONNECT PTT PRO STRATEGY T&L

What is PTT Pro Client?

Workforce PTT Pro is a multi-modal communications client that allows HC clinicians a choice in how they communicate, what device they use, and being able to communicate to a single clinician or a group.

COMPETITION VOICE SOLUTION

Kodiak | on most iOS, Android, and WinMobile consumer devices

AT&T Enhanced Push-to-Talk | on most iOS, Android, and WinMobile consumer devices

Verizon Push-to-Talk Plus | on most iOS, Android, and WinMobile consumer devices

Sprint Nextel Direct Connect | on most iOS, Android, and WinMobile consumer devices

Zello | on most iOS, Android, and WinMobile consumer devices

CUSTOMER QUESTIONS

History | What devices do they have including BYOB

PBX | Cisco and Avaya (68% of the market)

WLAN | Zebra, Cisco, Aruba, Ruckus

VoWLAN | Cisco, Spectralink, Ascom, DECT, Vocera

QUESTIONS TO ASK

How easy is it to find a team member for assistance?

How easy is it to find a team member for assistance?

Do they rely on one form of communication

(e.g., telephony only)?

Can they easily message their whole team or just individuals?

Would PTT be faster than making a voice call? Would messaging a supervisor from the terminal be easier than waiting for him/her to be free? Communication choices.

How do they communicate with off-premise workers?

How do the staff communicate today (both internal and external)?

Relying on desk phones to reach workers is inefficient.

Look for staff carrying multiple devices: mobile computer, VoIP device, pager

How do they communicate with Security or different groups Staff?

Do they have to find a 2-way radio to contact them?

How often are devices breaking?

Spectralink, Cisco, iOS and or BYOD devices have a reputation for frequent breakage, especially by nursing staff.

Could be significant monthly repair charges.

How much overhead paging is being used?

Detracts from a healing environment

Adds to the noise to the environment which can be distracting to HC workers

PLAYERS

Primary Decision Makers

CIO Decision maker focused on building infrastructure to support business functions. Concerned with implementing technology to ensure a competitive advantage without disrupting business operations, making IT as agile as the business demands, and reducing

COO/VP Operations

Decision maker focused on increasing customer service and performance

Ensure associate productivity (ease of use is important)

Enhance operational execution of store and supply chain

CFO/VP of Finance Concerned with ROI

Influencers

Gate agents

Operations Manager

Maintenance

Project Team

IT Project Manager

Network Engineering

Telecommunications Engineering

Security IT (if 2-way radio integration is required)

PTT Pro DIFFERENCE

Push to Talk (PTT) Voice

Group Multimedia Messaging

Network/Carrier Agnostic

Multiple Language Client

Live Tracking/Mapping

Historical Tracking/Mapping

Multiple Device Platforms

Software as a Service

Management Web Portal

On boarding portal

Co-existence with WFC-Voice WLAN Voice Client

ZEBRA

KNOWLEDGE CENTER



WORKFORCE CONNECT PTT PRO T&L

TERMINAL COMMUNICATIONS

Availability: A manager can quickly see who is available to help with a task (e.g., moving a truck to a to pick up baggage) before launching a PTT call.

Line Manager/ Security (WLAN-to-2Way Radio PTT): A Supervisor can quickly communicate with 2-way radio users, such as baggage or security without having to find a radio to use. Fire dept police, EMT or TSA.

Message Override (call interrupt & Alert PTT): Worker needs help.

Task Assignments (Daily work assignment messages): The supervisor can send out shift reminders about Gate assignments, safety, changes messages from the airport facilities manager.

Manager to maintenance: A supervisor can quickly keep in contact with the maintenance staff on the status of a equipment repair.

Efficient use of Mobile Devices: Licenses are assigned to each worker so workers can use the different hardware. Each devise can be set up with individual sign in.

CUSTOMER SERVICE

Tracking workers outside the 4 walls

User: Workers and equipment located around the airport

Need/Pain Point: How do you know where your support vehicles are?

Use Case: Operations needs to dispatch food trucks, cleaning crews, and fuel trucks to gate locations.

Benefits: PTT Pro mapping can locate the workers carrying cellular devices around the airpeort with GMS to track by mobile device. Savings on fuel and time in having the closest support teams and dispatch them as a group (one Call) to the gate. Delivering fright you can use the mapping to avoid traffic delays, communicate to customers where the truck in in the area. For picking up freight you can use the mapping tool to have the closest truck in the area pick up the merchandise.

MULTI USE DEVICE

User: Worker or Supervisor at the facility

Need/Pain Point: Workers carrying separate devices for Commercial applications (mobile computer) and communications (walkie-talkie or WLAN phone and scanner)

Use Case: Worker has single device for their business applications and communications.

Benefits: CONVENIENT AND COST-EFFECTIVE

Convenience: Workers only need to carry and manage a single device

Cost savings: faster ROI by leveraging a single device for Industrial applications and communications, reduce maintenance expense

Reduce IT effort: less hassle by having 50% less devices to manage/maintain

PRODUCTIVITY

User: Workers in the airport or any logistic facility

Need/Pain Point: Worker has an issue with a plane or truck and needs to call maintenance, Has to find a phone and tell them what the problem is. The plane or truck is use is lost waiting for a worker to fix the machine and needs to remember the number to call.

Use Case: Worker has a PTT Pro on the MC40 that they are using for other applications. Pages the maintenance team directly from the MC40, and they call her/him back directly.

Benefits: EFFICIENT AND CONVENIENT

Worker no longer wastes time/steps by going to the locate a phon to page the maintenance and waiting for the call-back.

Maintenance directly calls the manager so he/she does not have to wait for the manager to be paged or located.

No overhead paging needs to be used to inform the worker of a call waiting, concise and accurate communications.