



## DS4208 PARTNER BRIEF

### EXECUTIVE SUMMARY

The 2D bar code revolution is in full swing, appearing on food and other everyday items we buy as well as coupons, gift cards, loyalty cards, tickets to the theater or train and even airline boarding passes. Since 2D bar codes hold a much greater amount of data than their 1D counterparts, they can contain a wealth of information to help businesses better track marketing promotions and achieve more cost-effective compliance with track and trace regulations — from expiration dates to lot numbers. At the same time, the medium for bar codes has evolved. While retailers and manufacturers alike still place bar coded paper labels on the everyday items we buy off the shelves in a store, consumers are driving the evolution of the mobile bar code — an electronic bar code stored on a cell phone and presented at the POS on the cell phone display. As a result, retailers, restaurants, airlines, hotels and theaters are all in need of a scanner that can read 2D bar codes on paper as well as the highly reflective screen of a cell phone.

The new DS4208 handheld imager from Motorola addresses these needs, filling the 'sweet spot' in the 2D imager market by delivering Motorola's leading scanning performance at a breakthrough price point — opening up a world of sales opportunities in a wide variety of industries.

Motorola's DS4208 delivers blazing laser-quality speed on both 1D and 2D bar codes, allowing your customers to accommodate 2D bar codes without sacrificing scanning quality, performance or ease of use. Your customers get: industry-leading scanning speed; true point-and-shoot first time scanning simplicity on even damaged and poorly printed bar codes; and a durable design for all day everyday reliability — all at an affordable price. And with omnidirectional scanning of both 1D and 2D bar codes, users never need to take time to align any bar code with the scanner.

Optimized to read bar codes on both non-reflective (paper) and reflective (mobile phone and computer displays) surfaces, the DS4208 gives your retail, travel and hospitality customers the opportunity to implement an exciting range of mobile coupon, location-based marketing, mobile ticketing, mobile gift card and mobile loyalty programs. And while outdated technology can put an entire mobile campaign at risk by failing to scan the discount coupon on a customer's phone, the DS4208 imager features the latest in scanning technology to ensure a seamless experience for customers and employees alike.

In addition to the performance and ease of use your customers demand, the DS4208 is also easy to manage. Compatibility with Motorola's Remote Scanner Management (RSM) dramatically reduces the time and cost associated with day-to-day management, especially in large, multi-scanner, multi-location environments.

Last, with the DS4208 your customers can count on the dependable operation they need to keep business moving. In addition to built-in durability, Motorola's Service from the Start Advance Exchange Support program provides next-business-day delivery of a replacement device, helping to ensure your customers will be back in business the next day.

## THE MARKET OPPORTUNITY

The following market assessment reveals that 2D imagers are expected to outperform all other handheld scanner technologies, with robust growth through 2012 — and substantial sales opportunities.

### VDC Research Group: Robust growth for the 2D imaging market

Although 2D imagers account for only approximately 20 percent of the revenue in the handheld bar code scanner market, this device class has experienced significant growth, and even weathered the economic downturn of 2008-2009.

As shown in Figure 1, 2D imagers are projected to outpace all other handheld scanning technologies with a robust 16.5 percent CAGR from 2008-2012, particularly as lower prices and enhanced performance strengthen 2D imaging's position as a viable alternative to laser scanning. By contrast, 1D laser and linear imagers are expected to grow just 3.8 percent and 4.3 percent respectively during the same period.

This increased interest for the enhanced capabilities of 2D imagers presents an excellent sales opportunity for the DS4208. Your customers can migrate to 2D imaging technology and prepare themselves for the future of 2D bar codes in the supply chain, at a very affordable entry point — and without having to sacrifice scanning performance and user productivity.

### Mobile promotions and ticketing: A trend on the rise driving 2D imager sales

The DS4208 is capable of reading bar codes displayed on smartphones, cell phones and other mobile devices — enabling your retail, hospitality and travel customers to take advantage of the rising trend in mobile commerce (M-commerce) technologies. From mobile coupon campaigns to location-based marketing and mobile loyalty club status, gift cards and personalized offers, retailers can engage shoppers in a uniquely personalized way via the mobile device.

**Figure 1: Forecasted Global Shipments of Handheld Bar Code Scanners (millions of dollars)**

	2008	2009	2010	2011	2012	CAGR
<b>Laser</b>	<b>\$422</b>	<b>\$314</b>	<b>\$335</b>	<b>\$345</b>	<b>\$351</b>	<b>3.8%</b>
YoY Change		-25.5%	6.6%	3.0%	1.7%	
<b>Linear Imager</b>	<b>\$250</b>	<b>\$179</b>	<b>\$190</b>	<b>\$196</b>	<b>\$203</b>	<b>4.3%</b>
YoY Change		-28.4%	6.1%	3.2%	3.6%	
<b>2D Imager</b>	<b>\$125</b>	<b>\$129</b>	<b>\$154</b>	<b>\$178</b>	<b>\$204</b>	<b>16.5%</b>
YoY Change		3.2%	19.4%	15.6%	14.6%	

Source: 2010 Venture Development Corporation, Public Financials and Motorola (Internal Analysis)

Mobile commerce is an emerging channel that many predict will become a game changer in retail. Howard Wilcox, senior analyst at Juniper Research, said, "Today, the overwhelming majority of coupons are paper-based, but the mobile phone is the ultimate individual marketing device, and mobile coupon pilots show great increased redemption rates — often double-digit percentages."

Juniper Research predicts that mobile coupons (defined as discounts delivered and redeemed via handsets) will be used by more than 300 million people worldwide by 2014<sup>1</sup> and that consumer use of mobile coupons will generate nearly \$6 billion in retail redemption by the year 2014 (nearly double the \$3.4 billion in 2010).<sup>2</sup> Figure 2 shows a breakdown of mobile coupon revenue projections by geographic area: more than 50% of total value will be generated by the Far East and China, with Western Europe representing 20% and North America 17%.<sup>3</sup>

Likewise, Juniper projects mobile ticketing transaction value will grow to \$175 billion by 2014, up from \$43 billion in 2010. 38% of the total transaction value will be generated by North America in 2014, with a major contribution from air travel. Western Europe will represent 28% and the Far East & China 18%.

The growing popularity of mobile coupons and mobile ticketing presents an excellent opportunity for Motorola partners. As consumers increasingly view their smartphone devices as 'virtual wallets', they will continue to expect the convenience of mobile commerce applications from their retailers and travel companies. With the DS4208, companies can deploy a POS solution capable of reading the 2D bar codes displayed on a mobile device — whether for a mobile coupon, mobile gift card balance, mobile boarding pass or more. And as the leader in bar code technology, Motorola is uniquely positioned to deliver the reliable performance needed to encourage both customer and retailer adoption of these emerging applications.

**Figure 2: Total Mobile Coupons Redemption Value (\$m) Split by 8 Key Regions 2010-2014**

	2010	2011	2012	2013	2014
North America	\$175.5	\$376.4	\$520.1	\$692.5	\$1,001.4
South America	\$5.4	\$10.0	\$13.4	\$19.5	\$27.7
Western Europe	\$327.1	\$438.9	\$607.5	\$845.0	\$1,159.7
Central & Eastern Europe	\$102.5	\$192.1	\$242.0	\$266.9	\$268.5
Far East & China	\$2,714.0	\$2,915.6	\$2,805.3	\$2,849.5	\$3,147.6
Indian Sub Continent	\$14.7	\$29.5	\$51.4	\$76.5	\$86.9
Rest of Asia Pacific	\$13.7	\$29.0	\$53.1	\$79.6	\$97.2
Africa & Middle East	\$14.1	\$30.1	\$46.1	\$59.2	\$84.2
<b>TOTAL</b>	<b>\$3,367.0</b>	<b>\$4,021.5</b>	<b>\$4,339.1</b>	<b>\$4,888.7</b>	<b>\$5,873.3</b>

Source: Juniper Research, July 2010

1 Juniper Research, "Press Release: Mobile Coupon usage to triple exceeding 300 million people globally by 2014 says Juniper Research." December 8, 2009.

2 Juniper Research, "Press Release: Mobile Coupon redemption value to approach \$6BN globally by 2014, according to Juniper Research." November 4, 2009.

3 Juniper Research. Mobile Commerce Strategies: Payments, Ticketing, Coupons, and Banking, 2010-2014. July 2010.

**Motorola Enterprise Mobility Barometer:  
State of Mobility in Retail**

A 2009 Motorola survey<sup>4</sup> of retailers confirms the importance of mobile commerce technologies to retailer’s current and future strategies. The following results reflect the percentage of organizations that are planning or have completed the deployment of the following advanced marketing initiatives:

- Targeted promotions/personalized coupons: Promotions or coupons sent to a shopper’s device based on prior purchases
  - 47%: *partially deployed, evaluating or piloting*
  - 18%: *planning to deploy in 12 months*
  - 9%: *planning to deploy in 24 months*
  
- Mobile coupon redemption at store POS: shopper displays a coupon on a mobile device and is able to redeem it at POS
  - 42%: *partially deployed, evaluating or piloting*
  - 12%: *planning to deploy in 12 months*
  - 6%: *planning to deploy in 24 months*

- Location-based marketing: advertising is sent to mobile device based on real-time location of shopper
  - 38%: *partially deployed, evaluating or piloting*
  - 14%: *planning to deploy in 12 months*
  - 7%: *planning to deploy in 24 months*

**MARKET POSITIONING**

The DS4208 imager is the most affordable 2D imager in Motorola’s portfolio. The device offers a limited feature set compared with Motorola’s premium imagers (such as no high resolution camera for image capture). As a result, the device offers an attractive price point for those customers who are looking for an affordable way to migrate to 2D symbologies, GS1 bar codes and mobile commerce applications. Your customers can count on leading scanning performance — with fast and reliable data capture of 1D and 2D bar codes on both paper labels and mobile phone displays. With its dedicated feature set and affordable price point, the DS4208 addresses the ‘sweet spot’ in the 2D imager market, making 2D bar code scanning accessible to a broader number of businesses.

**Figure 3: Price Performance Comparison**



<sup>4</sup> 2009 Motorola Enterprise Mobility Barometer: State of Mobility in Retail, October 2009.

## Target market and applications

MARKET	APPLICATIONS
<b>RETAIL</b>	<ul style="list-style-type: none"> <li>Point of sale checkout</li> <li>Mobile coupons</li> <li>Mobile loyalty</li> <li>Mobile gift cards and gift card balance</li> </ul>
<b>HOSPITALITY (HOTELS, RESTAURANTS, &amp; EVENTS)</b>	<ul style="list-style-type: none"> <li>Event admissions gates (paper and mobile tickets)</li> <li>Mobile loyalty</li> <li>Hotel POS (check-in counter/mini market)</li> </ul>
<b>PHARMACY</b>	<ul style="list-style-type: none"> <li>Point of sale checkout</li> <li>Prescription scanning</li> <li>Mobile coupons</li> <li>Mobile loyalty</li> </ul>

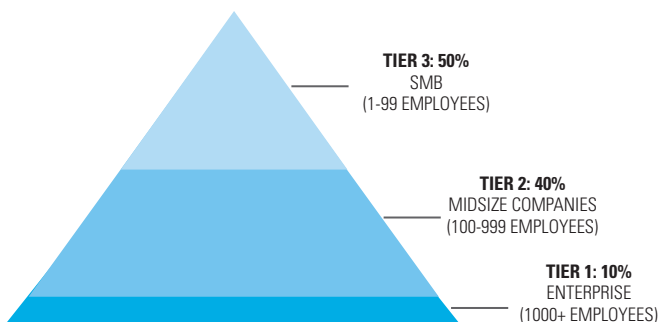
### Target customer: prospect titles

Decision-makers for a DS4208 sale include:

- IT Manager
- General Manager
- CIO
- CFO
- Business Line VP or Director (for example: operations, customer service)
- RFP Project Manager/Purchasing Director

### Market opportunity by company size

The primary targets for the DS4208 are:



## Business proposition

This section outlines the investment required to sell the DS4208, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and enhanced services.

### Your investment

The investment required by Motorola business partners to sell the DS4208 is summarized in the following chart:

INITIAL PARTNER INVESTMENT	
DESCRIPTION	APPROX. COST TO PARTNER
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Units	Available in limited quantities; contact your account manager to check demo availability prior to General Availability

## THE MANY REVENUE OPPORTUNITIES

### Hardware revenue: devices and accessories

The charts on the following page list the available DS4208 configurations, as well as the available accessories and peripherals.

For a complete and up-to-date list of all available configurations and accessories for the DS4208 Series, please refer to Solution Builder.

## DS4208 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
DS4208-SR00007WR	2D Scanner, standard range, twilight black	1A	\$308.00
DS4208-SR00001WR	2D Scanner, standard range, cash register white	1A	\$308.00

## DS4208 Accessories

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	PRICE
CBA-U21-S07ZAR	Shielded USB Cable, 7 Ft.	1A	\$30.00
20-70774-02R	Intellistand	1A	\$59.00

### Software revenue

Application development and integration provides an additional revenue opportunity. Many customers will require the development of new end-user or other supporting software, as well as the ability to extend existing business applications to the DS4208. As a result, software partners will have the opportunity to develop and integrate a range of applications, including emerging mobile commerce applications.

In particular, the DS4208 imager gives Motorola partners a strong opportunity for incremental revenue via customized applications that parse the data from driver's licenses and other identification cards. The DS4208 is capable of reading the PDF417 bar codes on these cards, but does not have an integrated parsing agent on board. As a result, partners can develop specific parsing applications to power a range of applications, such as age verification for retailers, the auto-population of credit card/loyalty program applications, hotel guest check-in and more.

### Integration and enhanced services revenue

Leveraging your services portfolio with Motorola's Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Five services practices — Design, Implementation, Management, Security and Support — provide the comprehensive framework to help you address every stage of your customers' mobility deployments. These flexible services are available to help your customers deploy mobility for the first time, expand an existing mobility solution or validate the current performance and security of an existing mobility solution. If you

do not offer these services yourself, you have an opportunity to leverage and resell Motorola's Enterprise Mobility Services to help ensure your customers get the services they need — when and where they need them.

As you know, your own experience, coupled with industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola's exceptional services into each sale. There's no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

## KEY SELLING POINTS

In this section, we take a look at the value proposition the DS4208 delivers to your customers, the key product differentiators and questions that can help you qualify a DS4208 sales opportunity.

### The value proposition

The DS4208 delivers a number of strategic business benefits:

- **Offers an affordable migration path to 2D technology:** 2D technology is the wave of the future, as its ability to store significantly more information provides better tracking of goods throughout the supply chain and better inventory management. With the DS4208's affordable price point, your customers are able to purchase a future proof solution that is capable of capturing today's 1D bar codes and tomorrow's 2D symbologies.

- **Improves scan throughput and productivity:**

The DS4208 delivers the performance, features and ergonomics to keep checkout lines moving even in the busiest environments — ultimately protecting customer satisfaction and sales.

- Built on Motorola’s industry-leading scanning technology, the handheld imager offers reliable, omnidirectional scanning for virtually any type of bar code. As a result, more items get scanned with less time spent preparing to scan or rescanning after an error.

- **Enables the next generation of mobile**

**commerce applications:** The DS4208 is capable of reading 1D and 2D bar codes on reflective mobile phone and computer displays. As such, your customers are able to implement a range of innovative mobile applications, including mobile coupons, mobile loyalty, mobile gift cards and more. Your retail and hospitality customers will be able to keep up with the rapid evolution of today and tomorrow’s consumer trends driven by the social web, location based marketing and mobile broadband.

- **Reduces end user training:** The DS4208 offers an “out of the box” experience that allows users of all skill levels to start scanning proficiently and productively right away with little to no training — making it an ideal fit for retailers and other organizations that face high employee turnover rates and seasonal staffing.

- **Reduces total cost of ownership (TCO):** With durable drop and tumble specifications, scratch resistant window and IP43 sealing, the DS4208 is built for the tough environmental requirements in the enterprise. The scanner offers dependable operation, despite the inevitable drops, bumps and spills. And since even the most reliable products require a maintenance plan and support strategy, Motorola Enterprise Mobility Services complete the solution. These service agreements provide real value, delivering a number of business benefits to help ensure customers derive full value from their investment — by providing increased device availability and performance, delivering fixed costs and helping to ensure service peace of mind.

## Differentiators

The DS4208 offers a number of strategic and technical product differentiators including:

- **Affordable 2D imaging:** With its affordable price point, the DS4208 addresses the ‘sweet spot’ of the 2D imager market, to make 2D bar code scanning accessible to a broader number of businesses.
- **Comprehensive advanced data capture support:** This single device can easily and accurately capture all common bar codes (1D, 2D and PDF417) on paper labels, mobile phones and computer displays.
- **Mobile bar code data capture:** The DS4208 is capable of reading bar codes on mobile devices, enabling your customers to leverage the latest trend in marketing and CRM by offering fun and innovative mobile coupons, mobile gift cards/gift card balances and mobile loyalty programs. Superior scan performance is optimized for both reflective and non-reflective surfaces, ensuring first time scanning success for mobile bar codes. DS4208 users won’t have to worry about the frustration and hassle when the scanner can’t read the bar code on a customer’s mobile coupon. Instead, migrating to mobile commerce is seamless and natural.
- **Industry-leading 1D and 2D scan performance:** The DS4208 ensures reliable scanning and true point-and-shoot simplicity for any bar code. As a result, your customers can accommodate 2D bar codes without having to sacrifice scanning quality or performance.
  - With omnidirectional scanning, there’s no need for workers to spend time aligning the bar code and scanner.
  - End users can scan damaged and poorly printed bar codes with a high degree of accuracy on the first scan, eliminating the need to rescan — keeping productivity and throughput high.
- **Rugged design:** The DS4208 is built to last — and our toughness tests prove it. The DS4208 delivers reliable performance day in and day out, even after exposure to heat, cold, dust, spilled beverages and drops.
  - 6 ft./1.83 m drop specification
  - Scratch resistant window
  - IP43 sealing

- **Supports all common interfaces:** The DS4208 offers easy integration with your customer's existing technology environment, and lets them easily migrate to new hosts.
- **Optional hands-free Intellistand** enables presentation scanning with automatic switching between hands-free and handheld modes.
- **Supports 123Scan<sup>2</sup> scanner configuration tool for rapid and easy customized set-up.** This powerful wizard-based PC software tool can be used to setup each DS4208 on the network, as well as update devices to the latest firmware. As a result, your customers do not have to pay to send the device to Motorola to obtain the latest updates.
- **Supports Motorola's Remote Scanner Management (RSM) for unprecedented simplicity in day-to-day device management:** The addition of RSM lets your customers configure, deploy, provision and manage their DS4208 devices (and other Motorola bar code scanners) across all locations from a centralized remote location. This remote management solution reduces the time and cost typically associated with the management of mobile devices, and keeps IT free to focus on additional strategic technology initiatives.
- **Investment protection:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Help them protect their investment with the most complete service programs Motorola has ever offered. The DS4208 is eligible for Service from the Start Advance Exchange Support, which speeds response time through next-business-day replacement of devices requiring repair. This service includes Comprehensive Coverage, which protects your customer's investment from the unexpected by covering normal wear and tear, as well as internal and external components damaged through accidental breakage. In addition, it entitles customers to the technical software support and software releases they need to help keep their DS4208 operating at peak performance levels. There's no better way to give your customers total peace of mind.

## QUALIFYING YOUR CUSTOMER

The following questions will help uncover underlying needs that can be addressed with the DS4208 general purpose imager.

- What bar code symbologies do you need to support? Do you need to support 2D symbologies now or in the future? Do your current scanners support 2D symbologies?
- Do you need to read either 1D or 2D bar codes on cell phone screens as well as paper labels? Are you planning or have you considered implementing mobile promotions for your customers that would require you to read bar codes on cell phone screens, such as mobile coupons and mobile loyalty cards?
- Are you affected by the GS1 Databar mandates? (2D imagers can better read some of the GS1 bar codes, such as stacked codes.)
- Is price a major consideration? Are you looking for an affordable way to migrate to 2D symbologies?
- How do you deal with damaged or smudged bar codes in your environment?
- Do you experience high staff turnover rates or hire seasonal workers, where ease of use and a low learning curve would be crucial?
- Is your IT staff overburdened with supporting your current base of scanners with tasks related to initial provisioning, updating of software updates and troubleshooting? Are your scanners installed in multiple locations?

### Service-related questions:

- What level of post-sales service and support do you expect?
- What is the impact of downtime on your business?
- How long can you afford to be without your product?
- Is turnaround time flexible?
- If we could offer you a service plan that covers your investment from accidental breakage for a one-time, upfront cost, would you be interested?

## ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola’s flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers’ businesses by:

- Providing expert product repair and telephone technical support
- Helping to ensure they get the most value from their Motorola investment
- Protecting their investment in our technology

### Support Services for the DS4208

Motorola’s Support Practice includes the complete Customer Services portfolio of traditional “break/fix” services, including Service from the Start Advance Exchange Support.

*You have an excellent opportunity to upsell services with the DS4208. Enterprise Mobility Services programs provide enhanced support for your customers’ critical mobility operations. Customers can pay “a little now” for extended services or pay “a lot later” in the event of a repair and lost downtime.*

Seamless integration with Motorola’s Customer Services team helps ensure ongoing support for your customer’s complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their business-critical systems are always up and running at peak performance.

The following support services are available to keep the DS4208 operating at peak performance throughout its lifecycle:

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
<b>Service from the Start Advance Exchange Support</b>	<ul style="list-style-type: none"> <li>• Advance replacement of devices requiring repair</li> <li>• Includes Comprehensive Coverage</li> <li>• Full access to technical support resources</li> <li>• Rights to download and use software releases and supporting documentation</li> </ul>	Up front with the hardware (prepaid) or within 30 days thereafter	Five years	SXB-DS4208-50
<b>Advance Exchange Support</b>		Any time	One year	AXB-DS4208-10
<b>Service from the Start – Bronze</b>	<ul style="list-style-type: none"> <li>• Multiple years of seamless coverage at a one-time cost</li> <li>• Covers normal wear and tear</li> <li>• Includes all materials, parts and labor</li> <li>• Bronze-level service delivers depot repair with 3-day in-house turnaround time</li> <li>• Full access to technical support resources</li> <li>• Rights to download and use software releases and supporting documentation</li> </ul>	Up front with the hardware (prepaid) or within 30 days thereafter	Five years	SSB-DS4208-50
<b>Service Center Support – Bronze</b>	<ul style="list-style-type: none"> <li>• Seamless coverage, renewable in one-year increments</li> <li>• Covers normal wear and tear</li> <li>• Includes all materials, parts and labor</li> <li>• Bronze-level service delivers depot repair with 3-day in-house turnaround time</li> <li>• Full access to technical support resources</li> <li>• Rights to download and use software releases and supporting documentation</li> </ul>	Any time	One year	SCB-DS4208-10
<b>Enterprise Mobility Software Support</b>	<ul style="list-style-type: none"> <li>• Full access to technical support resources</li> <li>• Rights to download and use software releases and supporting documentation</li> </ul>	Any time	One year	SWS-EMTS-10
			Five years	SWS-EMTS-50

NOTE: please refer to [Solution Builder](#) for the most up-to-date information and global pricing.

## **SALES TOOLS**

This section details the product classification, where you can find additional information, available training and certification programs and dates of availability.

### **Key dates**

Public announcement: January 10, 2011 (NRF Convention & EXPO)

First Customer Shipment: April 1, 2011

General Availability: April 1, 2011

### **Sales and reference materials**

For the latest information and sales support materials, please visit the following resources:

#### **Partner Hallway:**

<https://partnerselecthallway.motorola.com>

#### **DS4208 Product Home:**

[www.motorola.com/ds4208](http://www.motorola.com/ds4208)

#### **Enterprise Mobility Services:**

Public: <http://www.motorola.com/business/services>

Partners: [https://partnerselecthallway.motorola.com/product\\_services/services/index.aspx](https://partnerselecthallway.motorola.com/product_services/services/index.aspx)

#### **Product classification and certification**

The DS4208 is a Class 1A open channel product and does not require certification or membership within Motorola's Partner Select program. While training is not required, free training materials are available on Partner Hallway to assist your DS4208 sales efforts.

For more information on how the DS4208 and other Motorola enterprise mobility solutions can help your customers, please contact us at [1.800.722.6234](tel:1.800.722.6234) or [+1.631.738.2400](tel:+1.631.738.2400), or visit us on the web at: <http://motorola.com/ds4208>

## WHY MOTOROLA

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola to streamline processes and maintain a competitive edge. When you choose Motorola enterprise mobility solutions, you choose a leader that offers over 30 years of experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola's mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

