

Motorola's philosophy of Life made Simple and Web w/o Wires is based on its desire to make things easy for consumers of its mobile communications products and accessories and the capability to access information anytime, anywhere with the advent of state of the art wireless technology.

## Our Solution

One of the initiatives within Motorola is to provide its business partners of with an additional means to procure products from Motorola via the internet, securely and privately. This allows Motorola to increase sales revenue through an additional channel.

With the introduction of the new corporate site, business partners of Motorola will be able to access the web site securely via a user ID and password unique to each individual business partner. Upon entrance to the site, a catalogue of the Motorola's products and promotions, unique to the partner, will be presented to the business partner for requisition. Upon confirmation of product choice and quantity, payment will be made and the order fulfillment process will be set into motion.

There are numerous features of the site, which include:

- Easily configurable product and accessory catalog
- Corporate profiling to ensure catalog uniqueness and security
- Product Recommendation engine
- Product comparison engine
- Integrated Service Plan application facility
- Integrated payment option (GIRO, Hire Purchase etc.) facility
- Interactive product training for state of the art mobile device
- Secure credit card payment capability
- Flexible architecture for site scalability
- Web based administration and order reporting

## Business Benefits

The corporate partner website was designed and improved from the ground up through countless interactions with Motorola business users and based on real experience with on-line procurement through pilot promotions. The idea was to build a highly scalable and configurable site to allow relatively easy maintenance and updates for fast turnaround for deployment of promotions and product offerings to the consumers. Some tangible benefits include:

- Provides a scalable e-Business solution platform for Motorola to implement their online   business strategies.
- Provides Motorola corporate partners with the online capability to procure wireless   telecommunications devices and accessories online, in a secure and private environment.
- Solution architecture is flexible and highly configurable to enable quick turnaround and   deployment of ad-hoc promotions and offerings for corporate partners.
- Seamless integration with e-payment engine enables web based credit card payment   capability for corporate partners.
- Low cost administration of site via web browsers