BEST PRACTICES IN USING NEW TECHNOLOGIES IN THE TRANSPORTATION INDUSTRY

Featuring Ralph Lieberthal, Principal for Transportation & Logistics of Zebra Technologies
Introductions

- Tom Dorazio - Director of Product Management
- Ralph Lieberthal – Principal for Transportation & Logistics
INCREASED VISIBILITY.
EFFICIENT OPERATIONS.
TRANSPORTATION & LOGISTICS
AGENDA

• Motorola is now Zebra Technologies

• Key industry trends

• PeopleNet – Why Mobile?

• Calculate your TCO consumer vs. rugged devices
On October 27th, Zebra officially closed the transaction of the Enterprise business of Motorola Solutions, and will operate under the name of Zebra Technologies.

Motorola Solutions will continue to serve public safety and commercial customers through its Government business.
ZEBRA’S GLOBAL FOOTPRINT

Worldwide Headquarters | Lincolnshire, IL USA
Regional Headquarters | Vernon Hills, IL USA | Bourne End, UK | Doral, FL, USA | Singapore

Over 7,100 employees worldwide

$3.5Bn Revenue – 2013

Zebra

The Enterprise Business
Combined entity uniquely positioned to leverage disruptive mega trends

Professional Mobile Devices
Leverage market leadership and unique offerings

Internet of Things (IoT)
Combined innovation development teams will focus on creating the next set of IoT growth engines by building on core technologies

Cloud Technology
Lead industry transformation by enabling new service solutions
INNOVATION IS IN OUR DNA

1,700 product development engineers worldwide

60 major solution releases in 2013

4,200 patents issued and pending
## CREATING NEW VALUE FOR CUSTOMERS

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<th>Suite of Product Offer</th>
<th>Zebra</th>
<th>Enterprise</th>
<th>Combined</th>
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WHAT’S DRIVING TOMORROW’S TRANSPORTATION & LOGISTICS EXPERIENCE?

A LOOK AT CHANGES IN THE INDUSTRY AND THE SOLUTIONS INFLUENCING ITS FUTURE
KEY INDUSTRY TRENDS

GROWTH OPPORTUNITIES:
• Changing global supply chain is forcing transportation companies to rethink fundamental business models and investment priorities*

• A convergence of digital and physical supply chains to deliver total customer solutions*

• Supply chain as trusted and integrated partner*

OPERATIONAL IMPROVEMENTS:
• End to end supply chain approach integrates ERP and other systems

• Streamline internal processes and invest in automation and IT to keep rising costs under control

*Gartner 2014
TRANSPORTATION & LOGISTICS MOBILITY DRIVERS

**Industry Trends**
- Globalization driving complex supply chain networks
- Companies and consumers increasingly seeking real-time transit information
- Growing demand for enhancements in reverse logistics processes
- CSA regulations; MAP21 Act to drive trucking regulations, EOBR mandate
- Driver shortages, high turnover
- Volatility of oil prices

**Mobile Technology Requirements**
- Consistent management platform, sophisticated analytics
- Cloud-based technologies, EDI, asset tracking, data capture, wireless/RFID
- Asset tracking, chain of custody, EDI
- EOBR, HoS, location tracking
- Apps for driver satisfaction, safety, predictive analytics, driver monitoring
- Fleet Visibility Routing and scheduling

**Key Terms**
- CSA regulations
- MAP21 Act
- EOBR
- Driver shortage
- Volatility of oil prices
KEY SOLUTIONS TODAY

• Route Planning/optimization
• Pickup & Delivery (PoD)
• Fleet Management/Telematics
  Regulations/Compliance
  Driver/Vehicle Performance
• Sortation/WMS/XDOCK
• Yard Management (RFID)
SMART T&L

- Smart Package
- Smart Trailer
- Smart Hub
- Dynamic Pickup
- Customer Sites
- Drop-Boxes
- Short & Long Haul
- Local Delivery
- Smart T&L Management
- Distribution Center
- Hubs | Air Hub
- TLA
- Wearables
- Smart Fleet
- Handheld Dimensioning
- WiFi Tag Aggregator w/GPS
- WiFi | WAN Backhaul
- Existing WiFi LAN Backhaul
- Empowered Worker
RUGGED = LOWER TCO THAN CONSUMER SMART PHONES

CONSUMER SMART PHONES INCREASE TCO BY UP TO 50 Percent COMPARED TO RUGGED DEVICES

BUILDING A CUSTOM TCO MODEL

A complete, full TCO analysis considers:

• Device replacement cycles
• Device breakage costs
• Loss of productivity & revenue
• Spares, theft/loss, battery replacements
• and more …

www.motorolasolutions.com/tco
MOVE YOUR BUSINESS FORWARD

When time is money and competition is fierce, equip your employees with the right technology to: **Move Your Business Forward**

**INCREASE VISIBILITY.**
Know Where Your Products and People Are, All the Time.

**STREAMLINE OPERATIONS.**
With The Right Technology You Can Have the Visibility, Accuracy and Efficiency You Need.

**EMPOWER I.T.**
When I.T. Doesn’t Have To Do Everything. They Can Do Anything.
QUESTIONS?

THANK YOU!
For more information on this presentation and other PeopleNet products, contact info@peoplenetonline.com