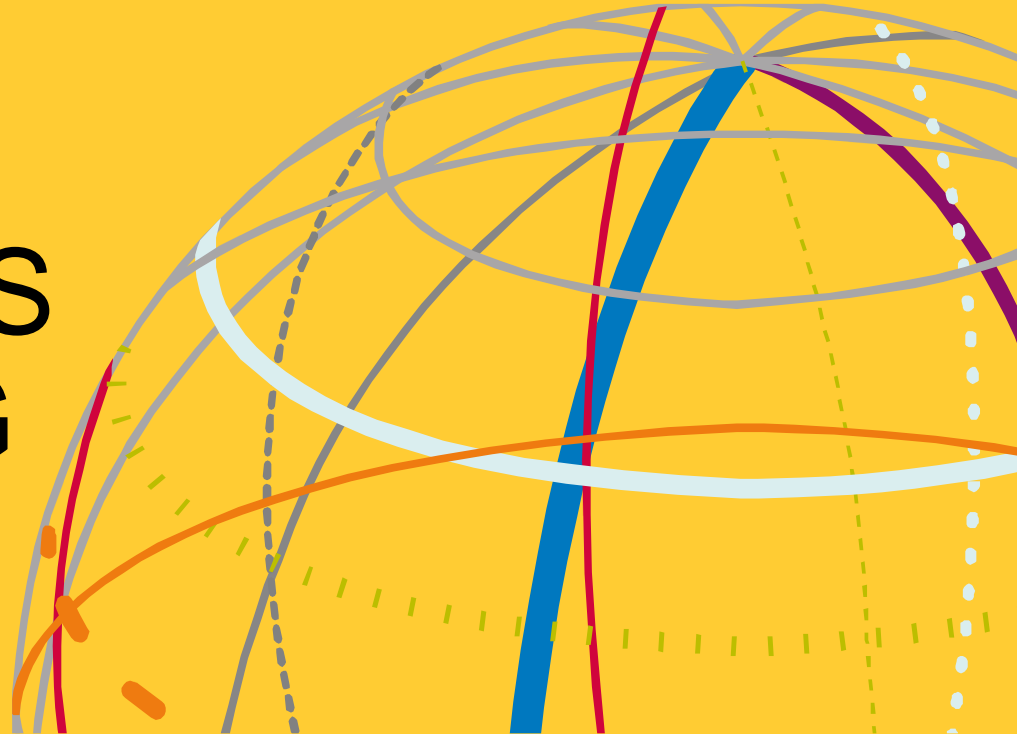


MAXIMIZING CASE STUDIES & MEASURING SUCCESS



Therese Van Ryne
Head of Global PR & Analyst Relations

PR News' Measurement Conference
Nov. 20, 2014



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TRANSFORMATIVE COMBINATION



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AGENDA



- Business alignment
- Campaign integration
- Sales enablement
- Measurement
- Reporting



IDENTIFY/ALIGN ON OBJECTIVES



- Extend WLAN use case
- Show solution in action
- Leverage third-party endorsement



LA CAGE CASE STUDY



ACTIVE PROMOTION...



Motorola Solutions Technology Helps La Cage aux Sports Bar and Restaurant Chain Increase Average Table Income by 10%

August 28, 2014

New mobile ordering system includes Motorola's ET1 Tablet and WLAN solution to improve customer experience and increase revenues

La Cage aux Sports Video Case Study



SCHAUMBURG, Ill. – August 28, 2014 – A Quebec-based restaurant chain searching for a way to increase table income and improve customer satisfaction is using [Motorola Solutions Inc](#) (NYSE:MSI) technology to reduce waiting time for ordering and receiving food and drinks.

The La Cage aux Sports Bar and Restaurant owners wanted to increase revenues and improve the customer experience by enabling its service staff to have more interaction with their customers. La Cage worked with Motorola [PartnerEmpower](#) Silver partner [POS Terminal 2000 Inc.](#) to implement a [wireless local area network](#) (WLAN) solution, in addition to arming each of its servers with Motorola's [ET1 tablet](#) for mobile order-taking. With the addition of Motorola's wireless access points, the ET1s are able to connect with the WLAN system automatically, providing servers with seamless roaming and communication.

The WLAN solution combined with the ET1 tablet has resulted in an improved communications system between servers and "back-of-the-house" operations, allowing orders to be received instantly and food and drinks to be delivered faster. The mobile ordering system also increases efficiency by providing an up-to-date menu and enabling servers to better engage with their customers. Sales have increased as a result of serving more customers per day, improving table-turns and increasing the average bill by selling more food and drinks per table.



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...ACHIEVES POSITIVE RESULTS!



La Cage boosts customer satisfaction via mobile order-taking technology

By Michael Barris

August 29, 2014



Canadian restaurant chain Cage aux Sports Bar and Restaurant is increasing customers' satisfaction by allowing orders to be received instantly as well as food and drinks to be delivered faster, using Motorola's mobile order-taking technology.

Mobile Technology Helps a Restaurant Improve Service

By Nathan Eddy | Posted 2014-09-01 | Email | Print

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The solution resulted in increased server efficiency and customer engagement, and a 10 percent average increase in table bill income.

Restaurants across the country have recently begun introducing tablets to their workforce, in many cases improving the overall casual dining experience for guests, servers and operators alike.

La Cage aux Sports, a Quebec-based restaurant and sports bar, recently implemented a wireless local area network (WLAN) solution in addition to arming each server with Motorola's ET1 tablet for mobile order taking, to make the guest experience flow more smoothly.

Restaurant Chain Increases Average Table Income by 10 Percent with Tablet Tech from Motorola

| August 28, 2014

The La Cage aux Sports Bar and Restaurant owners wanted to increase revenues and improve the customer experience by enabling its service staff to have more interaction with their customers. The Quebec-based restaurant chain was searching for a way to increase table income and improve customer satisfaction and is using Motorola Solutions Inc technology to reduce waiting time for ordering and receiving food and drinks. La Cage worked with Motorola PartnerEmpower Silver partner POS Terminal 2000 Inc. to implement a wireless local area network (WLAN) solution, in addition to arming



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MEASUREMENT



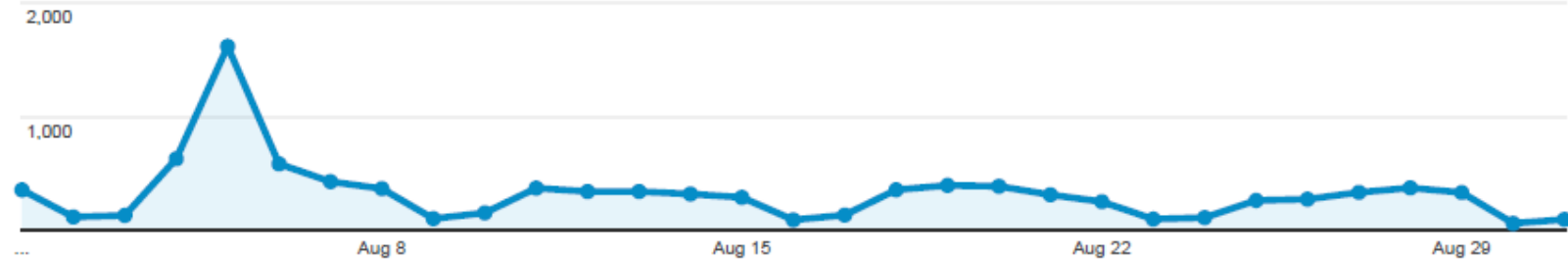
Motorola Solutions Newsroom - [http://...](#) [Go to this report](#)
All Web Site Data

Content Drilldown

Aug 1, 2014 - Aug 31, 2014

ALL » PAGE PATH LEVEL 1: /Press-Releases/

● Pageviews



Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	9,881 % of Total: 21.09% (48,842)	8,769 % of Total: 23.64% (37,090)	00:02:45 Site Avg: 00:01:16 (115.44%)	81.66% Site Avg: 76.24% (7.12%)	71.78% Site Avg: 53.30% (34.68%)
1. /Motorola-Solutions-Reports-Second-Quarter-2014-Financial-Results-4a80.aspx	1,536 (15.54%)	1,386 (15.81%)	00:03:37	86.42%	77.80%
5. /Zebra-Technologies-to-Acquire-Enterprise-Business-from-Motorola-Solutions-for-3-45-Billion-49b6.aspx	346 (3.50%)	322 (3.67%)	00:04:27	83.86%	80.64%
6. /Motorola-Solutions-Technology-Helps-La-Cage-aux-Sports-Bar-and-Restaurant-Chain-Increase-Average-Tab-4a9a.aspx	224 (2.27%)	205 (2.34%)	00:03:50	88.77%	86.16%

SHARE WIDELY



- Leverage content as sales tools
- Work with sales to identify best ways to share content
- Customize to use in multiple regions
- Think ahead for economies of scale



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BUSINESS IMPACT



- Merchandise results with business focus
- Use customer-focused language
- Measure media pick-up and sales use
- Keep results concise and data-based



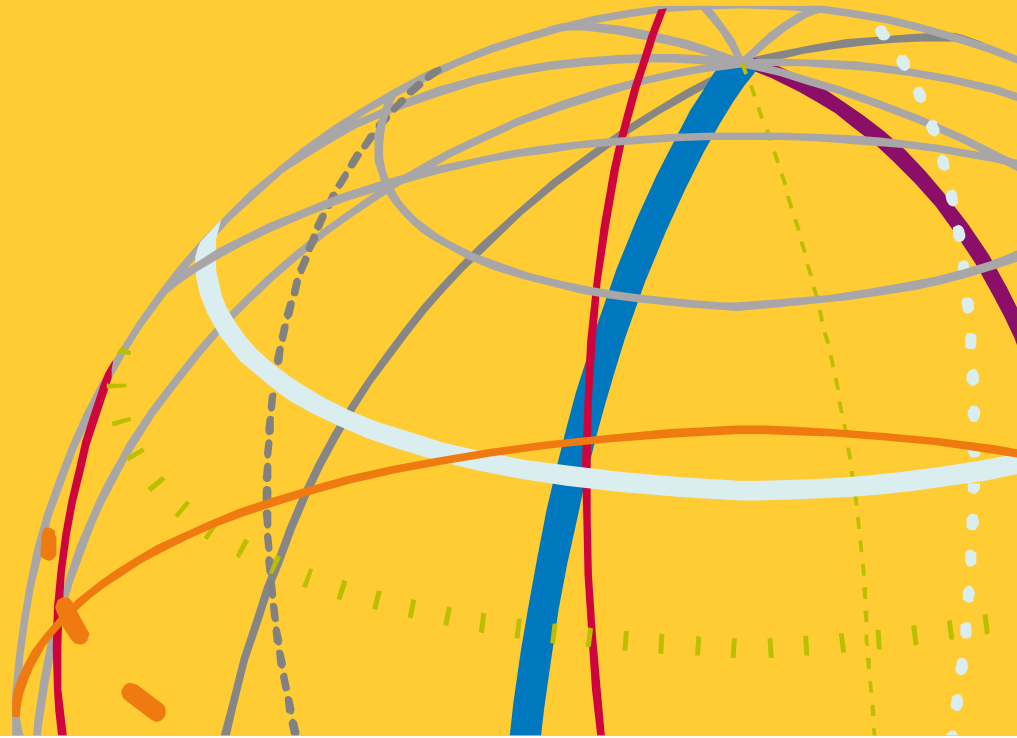
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KEY TAKEAWAYS



- Identify/align on objectives
- Set right expectations
- Ensure integrated campaign
- Capture results promptly
- Share content widely
- Show business impact





QUESTIONS?



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