



MOTOROLA
SOLUTIONS

WORD ON WIRELESS

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PRODUCT SPOTLIGHT: VX 9000 CONTROLLER - COMPREHENSIVE CLOUD READY WIRELESS SERVICES AND A SINGLE POINT OF CONTROL FOR ANY SIZE ENTERPRISE

The VX 9000 combines the power of virtualization with Motorola Solutions industry-leading WiNG Controller, creating a virtual controller in a class of its own. The cost-effectiveness of virtualization combines with high-performance advanced wireless services, endless scalability, superior deployment flexibility and centralized management of the entire wireless network through a single windowpane, bringing a new level of simplicity, cost-efficiency and much needed hardware independence to the wireless LAN.

Not only is the VX 9000 easy to deploy, it also brings a new level of ease to WLAN deployment. The VX 9000 supports virtually any server and all the leading, commercially available Hypervisors for fast and seamless integration into your existing network infrastructure — without adding any new hardware. In addition, you can run multiple instances of the VX 9000 on a single server, substantially reducing cost, space and power requirements in the Network Operations Center (NOC). With the ability to run in a private or public cloud, you have the freedom to choose the model that works best for your business — install on your own servers in your NOC or lease a server in the public cloud. And with built-in hierarchical management, equipment discovery and configuration is automated, bringing true plug-and-play simplicity to WLAN deployment.

With the VX 9000, you simply pay as you grow — just purchase the amount of access point licenses you need today and easily add whatever you need in the future. There is no need to purchase a different controller for different access point capacities — each instance of the VX 9000 can support up to 10,000 access points, providing a real scalable solution for cloud deployments.

With virtualization, server resource utilization improves, server management is simplified and the need for single purpose appliances is eliminated. In addition, live migration improves service availability — the VX 9000 can be automatically and seamlessly moved in the event of a server issue.

The WiNG 5 operating system empowers every piece of infrastructure in your WLAN with the intelligence required to work together to route every transmission as efficiently as possible. Now, controllers as well as standalone independent access points and adaptive access points adopted by physical or virtual controllers located in remote offices, the network operating center (NOC) or the cloud are all “network aware”. The result? The need to route all traffic through a centralized controller is eliminated — along with the associated congestion and latency. Since all features are available at the access layer, they remain available even when the VX 9000 is offline — for example, due to a WAN outage — ensuring extraordinary site survivability, network resilience, network throughput and quality of service.

Best-in-class true gap-free security keeps your network and your data safe. Robust security at the network edge stops malicious activity before it enters your network — instead of after it reaches a centralized controller deep inside your network. A full suite of security services — including Infrastructure Management, Security and Compliance as well as Network Assurance — provides everything you need to secure your wireless infrastructure, from remote troubleshooting, RF visualization and spectrum analysis to forensics and customized reporting.

The VX 9000 hierarchical management system provides a single graphical user interface for the entire network, simplifying control and network management. A macro and micro view of your network allows you to simultaneously view all your branch locations or drill down into any piece of infrastructure anywhere in your network — including access points that are adopted directly by the NX 7500 as well as NX 4500/6500 and RFS 4000 branch-level controllers and their adopted and standalone WiNG 5 access points. The result? Better monitoring and managing of the network, with less time spent on network management.

As a leader in enterprise mobility, Motorola Solutions support programs offer from-the-manufacturer expertise, along with the experience gained from supporting some of the world's leading companies. Our services

help ensure your WLAN achieves the peak performance required to meet your business needs. This end-to-end comprehensive portfolio of services offers assistance at every phase of network lifecycle — from planning and

implementation to post-deployment everyday support — helping reduce risk as well as capital and operational costs, while improving network uptime.

SELLING A WLAN INTO A CISCO ACCOUNT: BREAKTHROUGH SALES STRATEGIES

The multitude of companies that have deployed Cisco wireless LANs represent a major sales opportunity. But breaking into Cisco WLAN accounts is a real challenge. This sales brief offers tried and tested sales tactics that have been used by partners to successfully break into long-term Cisco WLAN customer accounts. The following strategies will not only help you open the door to a Cisco WLAN account, they will help you get and keep a prospect's attention throughout the sales process — and ultimately win the sale. And the strategies align with the first four steps of the Sales Way methodology:

Strategy #1:

FINDING THE RIGHT CISCO PROSPECTS AT THE RIGHT TIME

Wireless LAN (WLAN) technology continues to evolve. In the beginning, there were "fat" access points that gave way to a centralized architecture with "thin" dependent access points, which gave way to a distributed architecture where all network equipment is network aware. In addition, Wi-Fi standards continue to evolve — in addition to 802.11a/b/g, we now have 'n' and 'ac'. While it will be challenging to upgrade a Cisco network that will contain legacy and new equipment, Motorola WLAN equipment is built to integrate seamlessly into virtually any WLAN environment, providing an ideal migration path to the latest WLAN features and functionality.

As a result, the following Cisco customer profiles are the richest sales prospects:

- Cisco customers with Cisco products that have reached 'end of life'
- Cisco customers that need to upgrade their networks to accommodate more users and/or more applications and bandwidth intensive applications
- Cisco customers that need to accommodate BYOD initiatives

Strategy #2:

GET YOUR FOOT IN THE DOOR : COST

You've located prospects. Now you need to determine how to position Motorola WLANs to get your foot in the door. And while leading with cost is not typically recognized as the

best sales tactic, it is used by our partners for one main reason: it works. According to one Motorola partner, it works because the list price of Motorola Solutions Access Points is approximately half of Cisco's list price, making cost a great way to get your prospect's attention and open the door to considering Motorola as a potential WLAN vendor. The price difference is dramatic, the cost savings you can offer your customers is equally dramatic — all without sacrificing features, functionality or performance. In fact, if your customer will give you a chance, you'll be happy to demonstrate that not only can they pay a lot less for WLAN infrastructure, but they can also get a lot more functionality than comparable competitive equipment. In these economic times when companies are more cost conscious than ever before, you can just ask the customer if they would allow you to price the solution so they can see the price differential for themselves.

Strategy #3:

VALIDATE OUR VALUE AND ALIGN YOUR CUSTOMER'S PAIN POINTS WITH MOTOROLA PRODUCT FUNCTIONALITY

You've got your foot in the door and your customer's attention based on the potential heavy cost savings. Now what? Know what your customer's WLAN needs are, how our WLAN equipment meets those needs — and how the competition doesn't. Armed with that information, you will be able to position the features and functions of Motorola WLAN equipment as the answer to their challenges. Our key value propositions against Cisco include:

1. Less cost and more functionality. While we're the lower cost solution by far, there is no compromise in functionality. In fact, we deliver more functionality that saves customers even more money. Following are just a few examples:

A single Motorola controller can serve worldwide operations, where Cisco implementations require multiple controllers, adding substantial cost. Since our independent access points can continue to work, even if a controller goes down, redundant controllers can be eliminated from

the network architecture — a cost that can be staggering. In addition, should a controller fail and the access points switch from an adopted dependent state to an independent state, with Motorola Solutions' management software, your customer will still maintain centralized management of the access points.

Cisco also pushes Cisco CleanAir, touted as a major differentiator. Our SmartRF2 offers the same functionality, but with one big difference: Cisco CleanAir must be purchased, while SmartRF is a feature that is included with our controllers.

2. No rip and replace. Our WLAN infrastructure is designed for seamless deployment with legacy equipment and equipment from virtually any WLAN manufacturer. Chances are upgrading a Cisco network with legacy equipment will result in the need to replace equipment and potentially install multiple management systems — one for new infrastructure and one for legacy equipment. The result is more cost and more WLAN network complexity. But with Motorola, your customers can count on maximum network simplicity and minimum expenses to upgrade.

3. Unparalleled management functionality and security. When SmartRF is combined with AirDefense3, we offer unparalleled security and network assurance. While AirDefense can be an intimidating product to sell due to its cost and complexity, when you can truly explain these products and their benefits, they will sell themselves. When it comes to selling into large distributed organizations, nobody does it better. Cisco solutions do not provide the same level of visibility. For example, we track 325 statistics for every wireless device on the network, every minute. When you explain to customers what information can be collected and how it can be utilized to automatically trigger alarms, AirDefense often sells itself. When it comes to management, the real challenge isn't the hundreds of access points your customer needs to manage — the real issue is the thousands of devices that are connected to network, including "BYODs".

4. Unmatched support services. Remember to sell the advantages of Service from the

Start with Comprehensive Coverage and Advanced Exchange. Customers are typically shocked at the level of service this reasonably-priced support program offers — next day replacement of defective access points and controllers. This service also makes prospects more comfortable eliminating redundant controllers because regardless of whether it is a controller or an access point that fails, the network will remain up and running — and workers will remain connected to the information they need to get the job done. If a controller fails, the access points that were adopted and dependent upon the controller can automatically switch to individual independent access points, eliminating the danger of a loss in network coverage. And if an access point fails, our self-healing networks will adjust traffic as needed to ensure constant coverage until the access point is replaced the next day.

**Strategy #4:
THE DEMO**

A picture is worth a thousand words. And that is what a demo will paint for your customers — a clear picture of the benefits our powerful WLAN solutions deliver. A demonstration is a powerful sales tool — it eliminates the need for you to point out Cisco’s shortcomings, since those will be evident to existing Cisco customers. Instead, let our superior technology sell itself by demonstrating two key differentiators as early as possible in the sales cycle:

- **AirDefense:** Arrange a brief demonstration to show the customer that they will be able to automatically collect, archive and monitor 325 statistics every minute on every mobile device that is transmitting. The demo can be as simple as a GoTo Meeting video call that you host to walk the customer through the statistics, or you can bring in equipment for a live demo — or allow the customer to utilize the equipment in their own IT lab or warehouse from a week to a month. By contrast, Cisco’s management solution provides real-time statistics only. Our solution offers live statistics you can see on devices that are thousands of miles away, regardless of whether they are associated with the network, as well as historical statistics for trending and forensics.

In addition, demonstrate a test that no other WLAN vendor can perform: the AP connectivity test. One of our APs can be virtually turned into any type of specific client to help with troubleshooting, such as a VoIP phone or a Dell laptop. None of the top three WLAN

manufacturers can perform this test — yet our equipment has offered this testing for more than four years.

- **Adaptive access point technology:** Demonstrate the survivability of our adaptive access points and if possible, the ability to manage new Motorola Solutions’ and legacy access points, all with a single interface. Manageability is one area where Cisco falls short, typically requiring customers to utilize multiple management solutions to manage “old” and “new” access points — even if they are all from Cisco.

**Strategy #5:
ESTABLISH YOURSELF AS A TRUSTED ADVISOR**

As a partner, you are viewed as an independent unbiased source. You need to establish with the prospect that, while you can sell either Cisco or Motorola Solutions WLAN infrastructure, you are recommending Motorola because it offers the best value, dollar for dollar. Then proceed to offer the proof points to make that statement a fact.

**Strategy #6
TELL A STORY**

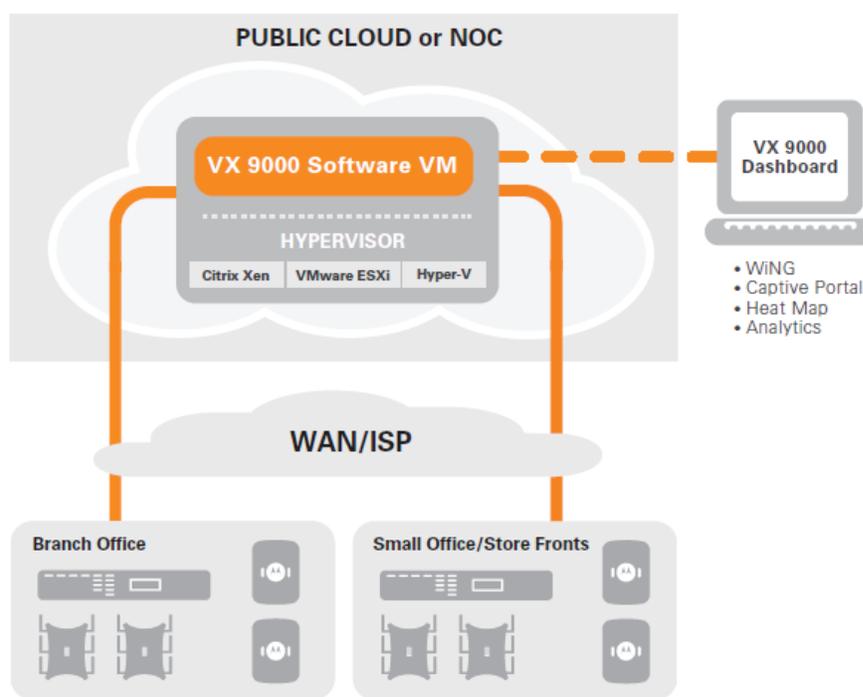
Below we use a manufacturing company that made the move to MSI WLAN solutions. Leverage a real customer story you have in your region and if possible, in the prospect’s industry.

**Strategy #7:
CREATE THE RIGHT TEAM WITH THE RIGHT TECHNICAL EXPERTISE**

Winning the sale will require deep knowledge of the competitive products, which could be Cisco as well as any other legacy equipment that may be in the customers’ WLAN . You will need a team member who knows the competitive product and Motorola product very well at a highly technical level to help you move to the next stage. If there is no one on your team who fits the bill, a Motorola Sales Executive can easily fill those shoes.

**Strategy #8:
UNDISPUTABLE PROOF: SELL A PILOT**

Seeing is believing. Sell your customer a pilot so they can see for themselves that our equipment does everything you said it does – and more. Pilots can take whatever shape and form the customer is willing to try. The pilot can be a single access point and one controller in place for a short period of time – just long enough to be put to the test. Or the customer may want a small production pilot. For example, a customer with multiple locations could set up a WLAN in a single location as a test. The ideal pilot will last no longer than 60 days — ample time for customers to experience the benefits directly instead of reading about them in a proposal.



PRODUCT SPOTLIGHT: WING 5.5: THE LATEST DISTRIBUTED ARCHITECTURE FROM MOTOROLA

With the emergence of 802.11n, Motorola innovated a paradigm shift to address the needs of a new wireless era. WiNG 5 WLAN distributes intelligence throughout the network so that traffic can flow directly, without bottlenecking at the wireless controller or burdening the wired network. And the WiNG 5 solution enforces QoS, security and mobility services for all traffic, even when it doesn't go through the controller, which is unique to our solution.

Enabling QoS, security and mobility at the access points also provides a higher level of network survivability and more flexibility on how the network is architected and deployed. Customers will get more network capacity, more resilience, more flexibility and a better quality of experience. And because fewer wireless controllers are needed, the solution delivers all these benefits at less cost.

WiNG 5.5 offers support for 802.11ac, along with many new features that provide major benefits to your customers. Following is an overview of the most important features.

- **Content caching**

With video now a commonplace application, enterprises need a means to protect WLAN network from the performance degradation that can occur as a result of video applications. With WiNG 5.5, customers can cache video content to enable video applications that won't impact network performance. The WiNG 5.5 operating system offers highly configurable content caching on Motorola's NX Series controllers, which offer a half a terabyte drive with a definable cache. Content can be cached either at headquarters or locally. Two modes are available: policy and adaptive

Policy mode: Policies are highly configurable. For example, if a store rolls out a new 'How-to'

video for shoppers or a new training video for employees, those videos can be loaded on the store's local drive, where requests to view will not impact bandwidth. Videos can be loaded in the store itself, or in the event the store does not have local IT support, IT can load the video from a remote location.

Adaptive mode: The intelligent Adaptive mode searches the cache first whenever a video is requested. In the event it is not available, once the video is downloaded, customers can determine if they want to save that video for pre-determined period of time, such as a day or a week. In addition, a white-listing functionality allows customers to specify where content can and cannot originate from — for example, a rule might state that any video from YouTube is acceptable, while content from a small website should never be cached. This allows the caching function to adapt to whatever content is being viewed at the time, while still protecting the network against content from questionable sources.

- **Content caching analytics**

This feature makes content caching even more valuable. All the requests for video content from any mobile device are captured and sent to the NX Series controller — either the NX4500/NX6500 in the local location or the NX9500 in the NOC. This information allows IT to determine the type of content users are requesting and the related bandwidth requirements, which in turn helps hone content caching rules to better protect network performance and maximize the value of the content caching feature. These valuable analytics can reveal that videos need to be saved in the cache longer, or cache space needs to be increased on certain days (such as Saturday and Sunday in a retail store).

- **One View Management**

WiNG 5.5 provides rich hierarchical management

of the entire network. For example, a retailer can start with a macro view to see all stores, all NX Series controllers and their adopted access points and drill down into a specific store as well as a specific access point in that store. In addition, controllers can adopt controllers. For example, the NX9500 in the NOC can adopt an NX4500/NX6500 controller in a store, providing complete remote control over every piece of WLAN infrastructure in the network from the NOC. The NX9500 can control the local NX4500/NX6500 local controllers as well as all the access points connected to those local controllers.

- **Virtual Machine (VM) Management**

Hypervisor is integrated into the NX Series of controllers, providing a virtualized environment that is available for hosting Virtual Machines. With WiNG 5.5, not only can you host VM-based applications — from a firewall, voice gateway and WAN optimization to a POS — but you can also manage them from a single centralized location. For example, if a retailer is running a POS system on a VM in the NX Series, that POS application can be deployed in hundreds of stores with the literal press of a button, instead of requiring a person to physically purchase and set up the POS system in the many individual stores — a potential saving of hundreds if not thousands of IT hours. In addition, while each VM has its own management interface, WiNG 5.5 provides the APIs required to feed the data from those individual management systems into WiNG 5.5, with just a simple configuration. Now, instead of trying to aggregate the data across systems manually, it is automatically aggregated for IT, providing a single pane of glass into the entire network. The result? A substantial decrease in equipment costs and management time, and a substantial increase in network management simplicity.

PRODUCT SPOTLIGHT: 6-PORT OMNI ANTENNA

The 6-Port Omni Antenna, ML-2452-HPA6M6-072, is the newly released dual banded elements antenna for indoor and outdoor Wi-Fi applications. At a list price of \$449, consider using one of these antennas with an access point in place of using six antennas per access point. The compact assembly of the antenna simplifies installations by reducing the number of antennas required per access point. For retail applications, the antenna is an ideal candidate to mount on a post or a wall, inside

cold storage areas, outdoor garden centers, or outdoor parking spaces. The rugged enclosure also makes the antenna a great candidate in transportation/logistics for use in harsh environmental conditions of high winds and cold temperatures. In hospitality, the antenna can be deployed outdoors and out-of-sight to provide coverage in public areas.



PRODUCT SPOTLIGHT: AP 8200 SERIES 802.11AC PORTFOLIO

With Motorola's new 802.11ac access point family, the AP 8200 Series, your customers are equipped to accommodate the growing number of mobile devices as well as increasing mobile application complexity. These access points leverage 802.11ac, also known as fifth generation Wi-Fi, to provide a wireless performance boost capable of delivering data at desktop speeds — up to four times the speed of 802.11n. Yet, the access points also support a 2.4 GHz radio to ensure backward compatibility with every Wi-Fi-enabled mobile device in your customer's environment today.

At launch, the AP 8200 Series 802.11ac portfolio consists of two products:

AP 8232 Modular Access Point

Designed for general enterprise use, the AP 8232 features a dual 802.11ac/802.11n radio for an easy upgrade path to 802.11ac. The access



point features a unique modular design where customers can snap on up to two different USB

application modules at a time. The AP8200 Series family of modules includes 3G/4G/LTE redundant backhaul, a dedicated intrusion detection and a "green" environmental light sensor. Your customers get a multi-function access point that supercharges their WLAN with a new level of capacity, new level of performance and new level of flexibility.

AP 8222 Access Point

The AP 8222 delivers blazing fast Wi-Fi wireless access in public and customer-facing environments. Its internal antennas and sleek and sophisticated housing blends right into the most design-conscious public areas. Whether your customers need to serve shoppers in a



retail store, hotel guests or patients and their visitors in a hospital, the AP 8222 delivers Wi-Fi speeds up to four times the speed of 802.11n, improving scalability — making it even easier to sale your network to support bandwidth heavy applications and more users.

With Motorola's 5th generation 802.11ac access points, your customer's WLAN can support an unprecedented number of users and applications — including voice and video

— allowing them to confidently deploy BYOD initiatives as well as empower new workgroups with mobile devices and new mobile applications. As they add users and increase the volume of data travelling over the WLAN, they get the peace of mind that comes from knowing their network is ready and waiting. And support for both 5 GHz and 2.4 GHz radios means the AP 8222 and AP8232 also support all the legacy 802.11a/b/g/n clients already in place today. Your customers don't need to worry about upgrading every device to 802.11ac right away.

Platform highlights for the AP 8222 and AP 8232 include:

- Dual radio 802.11.ac/802.11n
- 3 spatial stream 3x3 MIMO for maximum throughput
- Support for both legacy and emerging Power Over Ethernet (PoE) standards, allowing your customers to get the advantages of 802.3at — more power for the device — without requiring the upgrade of wired network infrastructure.
- Load balancing, pre-emptive roaming and rate scaling
- Gap-free security (plug-in intrusion detection module for AP 8232; one radio can be used for intrusion detection for AP 8222)
- Can be used in stand-alone mode or centrally managed from NOC

COMPETITIVE SPOTLIGHT: TOLLY REPORT

On July 22nd Tolly (www.tolly.com), the leading global provider of hands-on IT research, published a competitive 802.11n Video Quality and Performance evaluation.

Motorola commissioned Tolly to evaluate the Motorola mid-range AP 6522 and high-end AP 8132 versus comparable offerings from Ruckus Wireless, the ZoneFlex 7363 and 7982. The Motorola APs outperformed Ruckus in ACI management, offering greater downstream throughput as well as better performance in video applications.

Motorola AP 6522 and AP 8132 provide:

1. Up to 81% more throughput compared to the beam-forming and antenna array-enabled Ruckus access points in high density environments

2. Up to 30 simultaneous video clients with acceptable quality when background traffic present, compared to fewer than 15 clients for Ruckus
3. Up to 6.5X faster power and channel selection time through Motorola SMART RF technology, compared to Ruckus' ChannelFly

Click here for the full report: <http://tolly.com/Docdetail.aspx?Docnumber=213127>

Click here for the Video: <http://www.youtube.com/watch?v=ncYbzKWZdzU&feature=youtu.be>



FORRESTER RESEARCH SURVEY: THE IMPORTANCE OF INDUSTRIAL WIRELESS SOLUTIONS TO MANUFACTURING

The most transformative periods in manufacturing have always hinged on new technological innovations which unlocked a step-function of efficiency in production and/or distribution processes. In the current era of manufacturing, efficiency remains paramount ... but does so within the context of agility. How efficient manufacturers can be while being agile, or *'agilefficiency,'* is key to their ability to anticipate, respond to, and take advantage of sudden shifts in supply and demand signals, the emergence of new market opportunities, and tightening regulatory and macroeconomic pressures.

To this end, one of the leading innovations that manufacturers are most aggressively embracing today is the increased use of wireless solutions across their industrial facilities. To uncover perspectives on the evolving wireless landscape in the Manufacturing industry from a customer's point of view, Motorola Solutions commissioned Forrester to conduct research with manufacturing IT and Operations leaders across North America. Some of the highlights discovered:

- Approximately 69% of IT respondents cite that they are currently using WLAN/Wi-Fi technologies across their plants and

business units, yet 54% have identified their top strategic IT priority over the next year as being able to provide seamless wireless connectivity throughout their warehouses and plants.

- Operations leaders have prioritized business goals which depend on reliable wireless solutions in plants, warehouses, and factories, including improving manufacturing data accessibility at the point of work (40%), enhancing employee communication, collaboration, and productivity (39%), strengthening asset management capabilities (36%), and reducing reaction times to events to support just-in-time manufacturing initiatives (30%).
- Unfortunately, it appears that IT and Operations have significantly differing opinions about the state and effectiveness of past industrial wireless activities, with IT respondents claiming that seamless wireless connectivity is available in plants and warehouses 2.5 times more than their Operations counterparts indicated.

Attend this IndustryWeek-hosted webinar featuring Michele Pelino, Principal Analyst

of Enterprise Mobility at Forrester Research and Cal Calamari, Global Solutions Lead for Enterprise Networks and Connections at Motorola Solutions. Pelino will review and provide thoughtful commentary on the results of her research, and Calamari will detail the top five questions manufacturers must ask themselves when determining if their wireless solution is industrial-grade.

Most importantly, Pelino and Calamari will highlight some areas where Manufacturing IT and Operations leaders appear to have differing opinions about their business and technology priorities, and will provide thoughtful recommendations on how to bridge those differences and move their businesses forward with the benefit of wireless network solutions in this next era of *'agilefficiency.'*

Don't miss this opportunity to register for this complimentary webinar and get access to the latest research from two industry leaders in Manufacturing technology.

Click here to register for the Free Webinar: <http://www.industryweek.com/webinar/industrial-wireless>

PRODUCT SPOTLIGHT: INTRODUCING THE NEW AP 6562 OUTDOOR DUAL RADIO 802.11A/B/G/N MESH WIRELESS ACCESS POINT

Seamless Coverage From Inside to Out

Designed for extending Wi-Fi coverage to outdoor areas, the AP 6562 helps lower the cost of deploying and operating a secure and reliable outdoor wireless network, all powered by the WiNG 5 architecture. Ideal for outdoor retail spaces, warehouses and distribution centers, hospitality, education campuses and service provider hotspot deployments, the AP 6562 easily handles a large number of Wi-Fi enabled devices and bandwidth-heavy applications connecting to the wireless network.

Choose from two models: an integrated antenna model for fast wall mounting, or an external antenna model for pole and remote wireless backhaul. The AP 6562 also provides robust data connections throughout the network by leveraging Motorola Solutions' MeshConnex™ technology with efficient routing, low latency, low routing overhead, high-speed handoffs, and proven scalability.



RIP AND REPLACE - CVS SWITCHES FROM CISCO TO MOTOROLA

Big selling points for CVS were scalability (NX9500's) and auto-provisioning. Their stores are deployed in a cookie-cutter fashion, with every store having the same IP subnet internally; the stores themselves are NAT'd over the corporate WAN and so for auto-provisioning they use CDP match criteria based on in-store switch hostnames.

Approximately 85% of the stores currently use 1 access point, with the remaining having 2-3 AP's. Wireless currently supports in-store applications, such as scanners, price-checkers,

etc. There are plans for guest Wi-Fi later, which would add additional AP count to stores.

Controllers are configured as two cluster pairs; one for even stores, the other for odd. Air Defense WIPS controllers are setup as 3 active / 3 standby to support all sensors. The DC's and Corporate offices utilize ADSP and AP6532's as an overlay sensor network at present, but not used as of yet for client wireless access.

There are approximately 100 buying offices around the country that also utilize ADSP /

AP6532 sensors and will be deploying Motorola wireless in the future.

Future Plans

At time of initial order, CVS ordered additional access points in planning for client wireless access in their DC's, each of which deploys approx. 40-50 access points; deployment of these will be this year. Additionally, there are plans for replacing current corporate and buying office wireless (Cisco) with Motorola, but other present projects take priority and engineering resources.

PRODUCT SPOTLIGHT: INTRODUCING THE NEW AP7161 VEHICLE MOUNTED MODEM (VMM)

Motorola Solutions' AP7161 WiNG 5-enabled mesh access point delivers rugged outdoor performance and the ability to defend perimeters from intrusion. Now providing enhanced mobility with a vehicle mounted modem, the AP7161 enables any vehicle, train or bus to offer secure and reliable wireless broadband connectivity at high speeds.

[Updated Specs](#)
[Learn More](#)



MOTOROLA SOLUTIONS' WLAN ARCHITECTURE IS BEST-IN-CLASS

WiNG 5 wireless local area network (WLAN) solution outperformed Aruba Networks and Cisco systems in an independent lab evaluation. Tolly, the industry's premier independent testing and strategic consulting organization, tested the three competitors in several areas deemed critical in remote branch office environments. WLANs are increasingly becoming the default network of choice for many businesses. As voice, video and bring your own device (BYOD) traffic on WLANs increase, so does the need for a solution that is easily deployable and reliable.

Among the report's key findings, the WiNG 5 solution delivered unique differentiation in the following areas in comparison to the other solutions tested:

- Eliminating the pre-staging of access points (APs) resulted in a deployment three times faster than Cisco and Aruba, leading to lower operating expenses by providing easier replacement and simplified procurement and stocking.
- Intelligence at the Edge enables APs to provide superior voice quality by making load balancing decisions at the remote branch, a critical element for voice over WLAN applications.
- 25% greater throughput than Cisco for business critical applications, efficient WAN link utilization and true site survivability as a result of eliminating the need for any traffic to be sent back to a controller for any reason.
- Remote troubleshooting tools make it possible for IT departments to easily pinpoint issues without dispatching additional resources, thus lowering operating expenses and improving response and recovery time.
- Zero-touch AP provisioning provides the ability to provision hundreds or even thousands of APs resulting in less time spent configuring a WLAN and reducing the chance of human error.
- The Tolly Report analyzed each company's WLAN solution including Motorola's WiNG 5 utilizing the NX9500.

[Read Full Press Release](#)

NEW SALES TOOLS AVAILABLE

Product Tools & Information:

[WNS Access Point Portfolio Overview & Positioning](#)
[Did You Know - Selecting the Right AP License For a Controller](#)
[AP 6562 Antenna Specifications](#)
[Quickly Connect Shoppers No Matter What Their Device or OS](#)
[Price Comparison - Motorola NX9510 vs Aruba 7200](#)
[Frequently Asked Questions \(FAQ\) - 11ac](#)
[Guest Wifi Analytics Overview Presentation](#)
[Connected Shopper Overview Presentation Internal](#)
[Connected Shopper Customer References](#)
[WLAN Management Fortune 100 Retailer Customer Reference](#)
[Winning Customers' Hearts Starts With A Great Guest Forrester Study](#)
[Cisco Clean Air and RRM Competitive Brief](#)
[Detailed Guide To Competing Against Aruba's Instant AP](#)
[Motorola AirDefense Response to Gartner WIPS MarketScope](#)
[WLAN 802.11ac White Paper](#)
[Performance Report - Moto AP6522 / AP622 vs. Ruckus AP 7363](#)
[Throughput](#)
[Meraki - Motorola Cloud Deployment Feature Comparison](#)
[Did You Know - Selecting the Right AP License For a Controller](#)
[WNS Access Point Portfolio Overview & Positioning](#)
[WLAN Support Services Spec Sheet](#)
[WLAN Software Support Service Promotion Announcement](#)
[AirDefense Services Platform Specification Sheet](#)
[Motorola / Rucks Competitive Tolly Report](#)
[Enterprise Case Study Reference Spreadsheet](#)
[Motorola Cloud Web Analytics | Virtual Appliance](#)
[Motorola Cloud Web Analytics | Data Collection & Analytics Overview](#)
[WiNG 5.5 Feature Matrix](#)
[WiNG 5 Solution Compass](#)
[WiNG 5 Quick Start Guide](#)
[WLAN Price List - UPDATED](#)
[WiNG 5.5 Technical Overview](#)
[WLAN 802.11ac 5th Gen Sales Presentation](#)
[WiFi in the Hospitality Market](#)
[WLAN 802.11ac 5th Gen Sales Presentation](#)
[WiFi in the Hospitality Market](#)
[Design Considerations for Single Radio AP Models](#)
[Meraki vs. Motorola Configuration Model](#)
[Apple iOS Details of iWiFi](#)
[AP 8232/AP 8222 Sales Guide](#)
[Motorola Outdoor System Planner](#)
[Cisco 3600 WSSI Module](#)
[Fresh Produce Group Case Study](#)
[T5 PowerBroadband Spec Sheet](#)
[AP 8x32 Modules Spec Sheet](#)
[WLAN LTE Module spec sheet](#)

How-To Guides and Technical Briefs:

[Feature Matrix \(WiNG 5.4.2\)](#)
[RF System Planner](#)
[Centralized Deployment Guide \(Formally the NOC guide\)](#)
[DHCP Options](#)
[Upgrading Centralized Deployments from WiNG 5.2 to WiNG 5.4.1 and above](#)
[WiNG 5 Best Practices & Recommendations \(Live document\)](#)
[Protocols and Ports Cheat Sheet](#)
[Areas in the Dashboard](#)
[Auto-Provisioning Policies and Wildcards](#)
[MeshConnex Vehicle Mounted Modem](#)
[IPsec Site-to-Site VPN \(WiNG 5.3 and above\)](#)
[Secure Access Demo How To Guide](#)
[Apple iOS Device Reference](#)
[WiNG 5 Distributed Architecture](#)
[Centralized Deployment Guide](#)
[Wireless RFP Reference Guide](#)
[7161 System Planner](#)
[7181 System Planner](#)
[AP 7181 WiNG 4.X to WiNG 5.X Migration Guide](#)
[RADIUS Attributes](#)
[RADIUS Dictionary Files](#)
[Design Considerations for Single-Radio AP's](#)
[WiNG 5 Architecture Summary - xxxLutz](#)
[Apple iOS Design Reference](#)

How To Videos are EXTERNALLY AVAILABLE:

Motorola WLAN & AirDefense YouTube Channel:

[5 Quick Start Video Guide WiFi Indoor AP Positioning Mode](#)
[Wireshark 802.11 Profiles](#)
[Wireless Enterprise: Creating Adoption Policies](#)
[Wireless Enterprise: Creating RF Domain](#)
[Wireless Enterprise: Creating Captive Portal WLAN](#)
[Wireless Enterprise: Creating 8021x WLAN](#)
[Wireless Enterprise: Creating CCMP-PSK WLAN](#)
[Wireless Enterprise: Creating Captive Portal Policy](#)
[Wireless Enterprise: Creating AAA Policy](#)
[Wireless Enterprise: Creating Bridging Policies](#)
[Wireless Enterprise: Creating and Configuring VLANs](#)
[Standalone AP7131](#)
[Adaptive AP7131](#)
[SC10201 Manual AP Downgrade](#)
[SC10200 Manual AP Upgrade](#)
[Troubleshoot Accelerated Multicast](#)

More videos can be found at:

<http://www.airdefense.net/education/videos.php>

THE WIRELESS ENTERPRISE IN THE PRESS

- [Motorola Solutions Helps Connect Toronto Subway Riders with High-Speed Access to Real-time Information](#) (December 10, 2013)
- [Grand Hyatt Kauai Improves Guest Satisfaction with Motorola Solutions' Wireless Access Infrastructure](#) (December 17, 2013)
- [Retailers' Technology Investments Leading to Better In-Store Experience: Shopper Satisfaction Up 23 Percent Since 2008](#) (December 20, 2013)
- [NRF 2014: Motorola Solutions to Showcase How Retailers Can Deliver a Differentiated Customer Experience](#) (January 8, 2014)
- [Largest Ski Resort in Alaska Achieves 100 Percent Guest Satisfaction Using Motorola Solutions' WLAN Technology](#) (February 11, 2014)

WIRELESS ENTERPRISE BLOGS / STORIES

- [The Importance of Being Choosy: Selecting the Right Service Partner for Support](#)
- [Connecting Subway Riders in Toronto using Motorola Solutions WLAN Technology](#)
- [Maintain Operationally Effective WLAN Environments with Services from Motorola Solutions](#)
- ['Tis the Season to Deploy Voice, So Make Sure You Avoid the 2.4GHz Naughty List!](#)
- [How Does Location Tracking Benefit You?](#)
- [The Future of Retail](#)
- [The Top 2014 Retail Trends and Technologies](#)
- [How Can Store Associates Be Better Prepared to Meet Shoppers' Needs?](#)
- [Enjoy a Better Shopping Experience Thanks to VoWLAN from Motorola Solutions](#)
- [How Can Retailers Compete with Online Shopping?](#)
- [Four Ways to Mobilize Store Operations: A Better Shopping Experience for All](#)
- [How Do You Design the Shopping Experience of the Future?](#)
- [What is the Future of the Enterprise?](#)
- [6 Lessons Learned from the Holiday Data Breaches](#)
- [Motorola to Feature Innovative Healthcare Provider Solutions at HIMSS14](#)

UPCOMING WEBINARS

Technical Webinars for Partner TAs. All sessions are recorded. Partner TechTalks are posted to Partner Central.

Topic	Speaker	Audience	Date
AirDefense 9.1	Peddi Indukuri	Tech Talk	March 17th, 9:30am PDT
Virtualized WiNG	Kevin Marshall	Tech Talk	April 21st, 9:30am PDT
ES3500 & NX7500	Mahadev Somasundaram Udayan Borkar	Tech Talk	May 19th, 9:30am PDT
WiNG Express	Sriram Venkiteswaran Cherie Martin	Tech Talk	June 16th, 9:30am PDT
AirDefense 9.1.1	Peddi Indukuri	Tech Talk	July (TBD)

RECENTLY CONDUCTED WEBINARS

Partner Tech Talk Webinars can be found at https://partnercentral.motorolasolutions.com/resources/events/techtalk_WNS_NA.aspx

Topic	Speaker	Date Recorded
ATLS	Sunalini Sankhavaram	November 2013
How to Win Outdoors	Rosalie Bibona	November 2013
WiNG 5.5	Udayan Borkar	December 2013
AC APs and Modules	Chris Hinsz	December 2013

TRAINING COURSEWARE REQUIRED FOR CERTIFICATION AND PRODUCT ACCESS

Below is a list of courses to help you increase your level in the Partner Empower Product Classes. You can find these and enroll online at: <http://learning.motorolasolutions.com>

Course ID	Online or Instructor	Course	Credit Towards
AAE1601	Online	Wireless Networks Portfolio Overview	WNS Portfolio Access
ASE1200	Online	Creating Vertical Value - Know The Industry (KTI)	WNS Sales Associate
AAE1304	Online	System Overview for Wireless Controllers and Service Platforms	WNS Sales Associate
ASE0201	Online	Access Points Sales Enablement	WNS Sales Associate
WSE1614	Online	Enterprise Wireless Sales Enablement	WNS Sales Associate
WEE1607	Online	Wireless Technical Enablement	WNS Technical Associate
ASE0201	Online	Access Point Sales Enablement	WNS Technical Associate
AAE1304	Online	System Overview for Wireless Controllers and Service Platforms	WNS Technical Associate
WSE1614	Online	WLAN Sales Enablement	WNS Technical Associate
AEE1301 AEE1302	Online	Basic IP / RF Foundation	Optional - WNS Technical Assoc.
MSC-122	Instructor Led	Deploy WLAN Solutions Certification Exam	WNS Technical Professional
MSC-121	Instructor Led	Design WLAN Solutions Certification Exam	WNS Technical Professional
WEL2304	Instructor Led	Deploy a WLAN Solution	WNS Technical Professional
WEL2307	Instructor Led	Design a WLAN Solution	WNS Technical Professional
WLN2001.00L	Virtual Instructor Led	Setup and Configure WiNG 5.x Features	WNS Technical Professional
AEE2300, AEE2301	Instructor Led Instructor Led	Advanced IP / RF Foundation	Optional - WNS Technical Professional
WLN1001.00E	Online	Sales Enablement for BYOD and Secure Access	Product Access: Secure Access
WLN1002.00E	Online	Technical Enablement for BYOD and Secure Access	Product Access: Secure Access
OTS1002.00E	Online	Outdoor Portfolio Overview	Product Access: AP 7181 / AP 7161
OTS2000.00E	Online	Technical Overview for Outdoor APs	Product Access: AP 7161
OTS2002.00E	Online	Technical Overview for AP7181	Product Access: AP 7181
ASE1208	Online	Integrated Services Platform Sales Enablement	Product Access: NX Series
AAE2304	Online	Integrated Services Platform Technical Enablement	Product Access: NX Series
AAE1304	Online	System Overview for Wireless Controllers and Service Platforms	Product Access: RFS 6000 / RFS 7000, NX Series
WEE1607	Online	Enterprise Wireless LAN Technical Enablement	Product Access: RFS 6000 / RFS 7000, NX Series
AAE1701	Online	AirDefense Sales Training	Product Access: AirDefense
AAE1702	Online	AirDefense Technical Enablement	Product Access: AirDefense
AAE1605	Online	Technical Enablement for PBN	Product Access: PBN
WLN1002.00E	Online	Sales Enablement for T5 PBN	Product Access: PBN

WING REFERENCE COURSES (OPTIONAL, NOT PART OF CERTIFICATION)

Course ID	Online or Instructor	Course	Audience
AEE2701	Online	Technical Enablement for WiNG 5.3	Partners & TAs
WLN1003.00E	Online (Available 11/15/13)	Advanced WiNG Features	Partners & TAs
WRS1000.00E	Online	WiNG 5.4 Technical Training	Partners & TAs
WLN0001.00E	Online	NX9510 and WiNG 5.4.1 Features	Partners & TAs
WLN2014.00L	Online	Deploying WiNG 5.4 MESH Networks with MeshConnex	Partners & TAs

WRS2003.00L	Instructor Led	Manage IT	Customers
WRS2004.00L	Instructor Led	Control IT	Customers
WRS2005.00L	Instructor Led	WiNG IT and Manage IT	Customers
WRS2006.00L	Instructor Led	WiNG IT and Control IT	Customers
WRS2008.00V	Virtual Instructor Led	Manage IT	Customers
WRS2009.00V	Virtual Instructor Led	Control IT	Customers
WRS2010.00V	Virtual Instructor Led	WiNG IT and Manage IT	Customers
WRS2011.00V	Virtual Instructor Led	WiNG IT and Control IT	Customers
WRS1003.00E	Online	Manage IT Essentials	Customers

Other sessions will be announced in the next issue of WOW.

Additional Motorola Certification Training can be found under courses online at learning.motorolasolutions.com

Keep an eye out for additional events, as they are added frequently. Announcements will be posted on The Wireless Sales Rack, on Partner Central, AirDefense.net, and in future newsletters. NOTE: All topics are subject to change.