



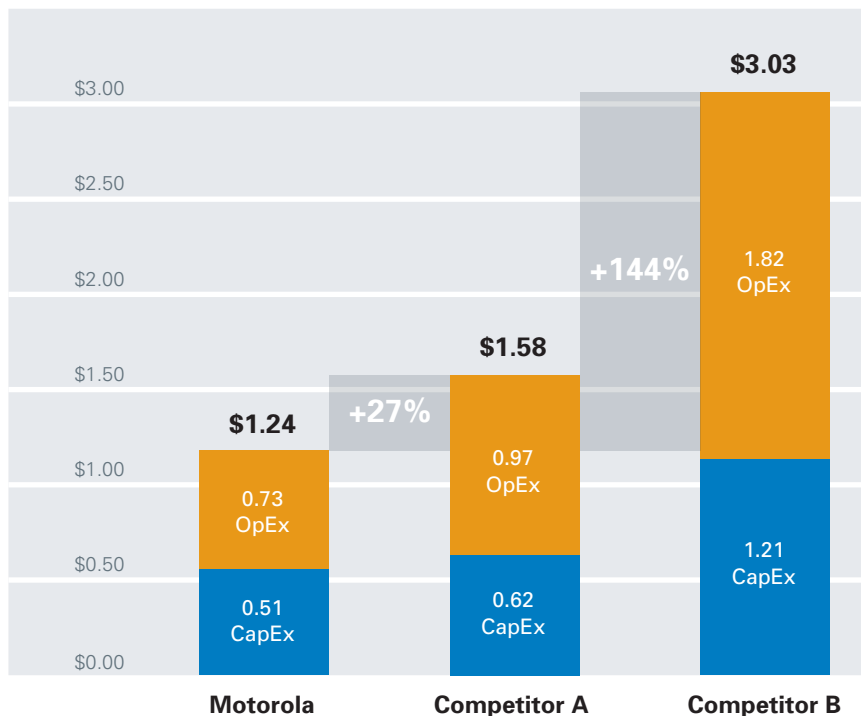
# Do you know the real cost of your Wireless LAN?

**Accurately predict WLAN costs to better plan and manage hidden IT costs...with Motorola's new complementary 'Square Foot' calculation service.**

In order to truly understand the cost of a WLAN, you need to factor in the many hidden IT costs — planning, installation, ongoing management, troubleshooting and maintenance — as well as the cost of the equipment and any add-on licenses required to access advanced features. Motorola's free calculation service helps retailers determine all the costs associated with a WLAN in the metric that makes the most sense for retailers — per square-foot. The result is the 'true-cost' visibility that margin sensitive retailers need to better plan WLAN deployments — and better protect profitability. Proof of the value of this service is in the results. As the chart below illustrates, the ability to compare actual complete costs for identically featured 802.11n wireless LANs from Motorola and two major industry competitors reveals a substantial difference in the five year TCO, validating which vendor offers the most value at the least cost...Motorola.

## Fully Loaded 5-Year WLAN TCO

Dollars per Square Foot of Wireless Coverage



**Better planning... better mobility... better TCO...better profitability.**

We'll help you do the math. Make sure you understand the real cost of your WLAN network before you buy with a free customized competitive cost analysis based on the needs of your business. Call 1.877.220.8301 or visit [www.motorola.com/wlanrealcost](http://www.motorola.com/wlanrealcost) today.

Make the most of your IT budget...with a Motorola WLAN.

## The Motorola advantage

Motorola WLANs are designed from the ground up to deliver the best value, offering the lowest all-inclusive cost per square foot over a five-year period. When you choose Motorola, you'll enjoy maximum functionality, gap-free security and maximum uptime — all at a minimum cost.

### Lower capital expenses:

Less equipment is required. All major features are included at no extra cost. And our infrastructure integrates easily with your existing network technology, eliminating the need to upgrade current equipment.

- Our major competitors offer basic hardware at a low price, but require additional licenses for individual features. Motorola integrates all core features directly into our hardware — no additional licenses or add-on costs required.
- Multi-function fully featured access points and wired/wireless switches/controllers offer an 'all-in-one' strategy that greatly reduces the need for additional hardware. For example, our AP-7131 tri-radio access point can provide simultaneous wireless voice and data, dedicated wireless IPS sensing and mesh networking. And our wireless switches and access points offer an integrated router, gateway, firewall, AAA Radius server, IPSec VPN and more.
- Your existing Power over Ethernet switches can support our 802.11n access points — no upgrade required.

### Lower operating expenses:

Less equipment to purchase translates into less equipment to manage and maintain, while our advanced features and management tools greatly simplify management. The result is a substantial reduction in IT manpower time and cost.

- Three access points can be replaced by one, dramatically reducing the number of devices that must be managed.
- Integrated advanced troubleshooting and analysis tools enable IT to easily support many stores from a single centralized location — no need to hire dedicated onsite IT expertise or dispatch technicians to resolve network issues.
- A truly integrated management system — from infrastructure to security — greatly reduces management complexity, time and cost.

### World-class proven technology

When you choose Motorola, you get the peace of mind that comes with well-proven technology. Motorola WLANs are at work in many of the world's major retailers, improving employee and store productivity as well as customer service and loyalty, every day.

## Why pay more?

Make the most of your IT budget with the WLAN that delivers the lowest total cost of ownership in the industry. For more information, call 1.877.220.8301 or visit [www.motorola.com/wlanrealcost](http://www.motorola.com/wlanrealcost)

#### ASSUMPTIONS FOR 5-YEAR TCO CALCULATION:

Customer profile: 1,000 stores (20,000 square feet each); 10 warehouses (100,000 square feet each) and a headquarter (500,000 square feet).

All inclusive costs are based on vendor pricing and discounts.

Costs include hardware, network planning, installation and ongoing maintenance, troubleshooting and support for an 802.11n wireless LAN with controller redundancy, a stateful firewall, integrated VPN, role-based security, mobility support, voice optimization and a dedicated Wireless Intrusion Prevention System (IPS).

Costs estimates are based off a percentage of list consistent to all vendors and are estimates only - not a formal quote.

Actual prices may vary. Site surveys are necessary for all customer installations.



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

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