

RBM Technologies provides the only mobile tablet based retail communications platform that ensures store compliance with fixture-based planograms and localized execution. The company's Web-based visual merchandising management solution cuts the cost of in-store merchandising and promotions and drives revenue with localized campaign planning and compliance reporting for some of the world's largest brands including AT&T, Verizon, Harris Bank, T-Mobile, O2 and Capital One.

Founded in 2000 and headquartered in Cambridge, Mass., **RBM** is led by a team of retail and technology visionaries who have redefined the concept of visual merchandising management through a unique set of solutions and services.

Solutions:

The Motorola ET1 Android Enterprise Tablet brings the VMM out from the back office and on to the sales floor to drive precise execution at the point of sale.

With the Motorola ET1 Android Enterprise Tablet users can deliver immediate execution reporting of campaign merchandising initiatives, planogram compliance, and include photos of the executions tied to the campaign planograms.

The Motorola Solutions / VMM partnership will deliver an unparalleled level of localization and execution for HQ and your retail teams.

- Answer questions about promotions, fixtures and issues, and communicate with HQ to save time and execute faster.
- Deliver training and instructional videos at the point of execution for maximum impact.

Business Value:

VMMs efficiencies cut operational costs and helps retailers drive revenue.

Visual Merchandising Manager™ (VMM) gives management the ability to provide local store teams with instant directives on where, when, and how to place the items. This visual planogramming, execution and compliance solution ensures an optimized in-store experience.

Features:

1. Enterprise durability and ergonomics
 - IP54 Sealed, 4' dropMIL-STD-810G, 0-50 C temp
 - Replaceable, Rechargeable battery
 - Easily customizable design
 - Comfortable for all day mobile usage
2. Enterprise Lifecycle
 - 3 years of sales + 3 years support
 - Service from the Start
 - Always available and ready for 24x7 multi-year deployments
3. Enterprise enhanced Android OS
 - MDM → over-the-air in fully unassisted mode
 - Multi-user login and provisioning
 - Application control/lockdown
 - 256-bit AES Encryption File system with centralized key management
 - Enterprise class WLAN security
 - Critical suspend, persistence storage during battery replacement
 - Motorola cross-OS application framework
 - TEAM Compatible
4. Enterprise accessories and flexibility
 - Vertical - specific expansion modules
 - Barcode Imager
 - MSR + Imager
 - Mission - Critical Accessories

Visual Merchandising Manager™ (VMM)

The Motorola ET1 Android Enterprise Tablet is a VMM friendly mobile computer helping store managers execute tasks faster, ensure planogram compliance, and with more precision. It performs detailed functions and has specific features that supply managers with the tools they need to work out from behind their desks...out on the sales floor.

