MOTOTRBO™ APPLICATION DEVELOPER PROGRAMME

JOIN OUR COMMUNITY

MOTOTRBO APPLICATION DEVELOPER PROGRAMME

GROW YOUR BUSINESS WITH MOTOTRBO APPS

Harness the full potential of Motorola Solutions' MOTOTRBO professional digital two-way radio portfolio to develop customised applications that enhance business processes and increase profitability. Through the MOTOTRBO Application Developer Programme, we collaborate with developers around the world, providing access to our established and comprehensive portfolio of MOTOTRBO two-way radios for the creation of integrated solutions.

The MOTOTRBO portfolio is undergoing tremendous growth and there are many market opportunities for application developers to boost sales and add value to customers.

Motorola Solutions is able to share its extensive experience in radio systems and other critical solution components to provide you with testing and go-to-market support to create a diverse range of high quality, customer-focused solutions.

EXPANDING COMMUNICATIONS BEYOND VOICE

MOTOTRBO solutions enable organisations to expand the functionality of their digital radios with integrated applications such as text messaging, location-based services (LBS) and telemetry as well as the capability to customise solutions using an internal option board.

MOTOTRBO is a complete and expertly integrated solution of professional portable radios, mobile radios, repeaters, data applications, accessories, software and services. The portfolio has been developed to deliver the right solution to individual users and can transform how enterprises communicate and collaborate.

Using two-slot Time Division Multiple Access (TDMA) technology, MOTOTRBO radios can transmit and receive digitised voice and data messages simultaneously. This doubles the capacity of the existing licensed channel, leads to a higher quality of service (QoS) and provides a richer user experience with no additional equipment overheads.

ASIDE FROM THE FUNCTIONALITY EMBEDDED IN THE RADIO, MOTOTRBO'S CAPABILITIES CAN BE EXTENDED THROUGH DEFINED PROGRAMMING INTERFACES FOR THIRD-PARTY APPLICATION DEVELOPERS. APPLICATION DEVELOPMENT KITS (ADKS) ALLOW DEVELOPERS TO TAILOR A SOLUTION ACCORDING TO CUSTOMERS' PARTICULAR NEEDS.

NUMEROUS OPPORTUNITIES FOR GROWTH
THE OPPORTUNITIES FOR MOTOTRBO APPLICATION DEVELOPMENT ARE VAST.

CONTROL ROOMS
Fleet management and dispatcher solutions allowing efficient tracking of workers, vehicles and business assets to enhance safety and productivity.

SAFETY
Alarm management, indoor localisation, man down and guard tour applications to manage resources more efficiently and protect lone or 'at risk' workers and assets.

WORKFLOW MANAGEMENT
Work order ticket solutions help to expedite the resolution of customer issues, reduce personnel response times, improve facilities maintenance and generate reports to create efficient work flows.

RADIO INFRASTRUCTURE
Connect and interoperate seamlessly with other radio systems, telephony systems and mobile computing devices, plus system performance solutions to understand and optimise radio system usage.

DATA TRANSMISSION & TELEMETRY
Stay in control and conveniently monitor machine or facility alarms and remotely control doors with advanced telemetry solutions.

MIGRATION TO DIGITAL
Applications for migration from analogue to digital ensure smooth operations during system migration and can be used to gradually replace analogue radios in existing systems.

WHY JOIN THE MOTOTRBO ADP COMMUNITY?

The MOTOTRBO Application Developer Programme (ADP) brings together industry experts, including software developers and system integrators from around the world, who are committed to delivering high quality performance applications for a wide range of vertical industry sectors.

The ADP mission is to promote innovation and to help developers find new ways to create a variety of MOTOTRBO solutions that deliver greater customer satisfaction. It is designed to empower you with the tools needed to fast-track your application development and enables you to leverage Motorola's brand and market leadership.

PROGRAMME STRUCTURE

The ADP offers two different levels of participation:

- **LICENSED DEVELOPER**: the Professional Radio Licensed Developer is the entry point for developers willing to create innovative solutions for MOTOTRBO. When the application is successfully working in the market, you can qualify as a Professional Radio Application Partner. Accredited Licensed Developers receive a Licensed Developer certificate and an accreditation logo that can be used in general marketing materials.
- **APPLICATION PARTNER**: the Professional Radio Application Partner is an experienced radio communication developer who can prove that their solution already works successfully in the market, has satisfied the customer's requirements and offers added value to MOTOTRBO digital radios. Your solutions will be promoted in the MOTOTRBO Application Catalogue and as an accredited Professional Radio Application Partner, you can use the accreditation logo in general marketing materials.

These are just some of the ways in which your business can benefit from joining the ADP:
- Enhance the value proposition of your product by integrating MOTOTRBO into your solutions
- Leverage Motorola Solutions' go-to-market channels and market expertise to fast-track penetration into new markets, new verticals and new customers
- Gain access to specialised technical and marketing support
- Test your solutions in the MOTOTRBO laboratory before launching
- Collaborate and innovate with other members of the Motorola Solutions ecosystem

MOTOTRBO applications also offer numerous benefits to Motorola Solutions distribution and reseller partners:
- Build stronger customer relations and promote product loyalty by expanding functionality, extending capabilities and delivering an excellent return on investment
- Improve customer service by offering a complete, end-to-end solution from a single vendor
- Increase revenue by providing a turnkey solution including software applications, IT system integration and installation services

AS AN ADP PARTNER, YOU ARE GIVEN ACCESS TO MOTOROLA RADIO TECHNOLOGY AND RESOURCES PLUS A COMPREHENSIVE RANGE OF TECHNICAL AND MARKETING SUPPORT TO ASSIST YOU IN SUCCESSFULLY BRINGING YOUR APPLICATIONS TO MARKET.

JOINING THE ADP

An accreditation process establishes the applicant's ability to develop and integrate applications on Motorola Solutions' MOTOTRBO digital two-way radio platform. There are six areas of assessment:
- Adequate commercial capabilities
- Expertise in radio communications using Motorola products
- Expertise in hardware and/or software development
- Equipment with qualified development and testing
- Specific processes to ensure high quality development

PROCESS
- Step 1: Nomination by ADP Manager or Channel Manager
- Step 2: Application
- Step 3: Assessment
- Step 4: MOTOTRBO ADK License Agreement and ADP Certificate

TECHNICAL SUPPORT

Accredited developers have access to in-country commercial and technical support as well as the MOTOTRBO ADP Portal, which contains all the tools, resources and support you need to get started. Test your products at our laboratory in Berlin before launching them, talk directly to MOTOTRBO engineers and gain early access to new products for solution development.

APPLICATION DEVELOPMENT KITS (ADKs)

MOTOTRBO ADKs consist of protocol specifications and development guidelines to provide you with technical references as well as specific domain knowledge that will enable you to successfully implement a third-party application for MOTOTRBO. They include software, electrical and mechanical specifications and provide access to sample code and sample applications. There are four primary MOTOTRBO ADKs for developers to use:
• MOTOTRBO Option Board ADK
• MOTOTRBO Telemetry ADK
• MOTOTRBO Location Data ADK
• MOTOTRBO Text Messaging ADK

TECHNICAL SUPPORT

Our MOTOTRBO software and hardware teams are on hand to resolve any issues you may experience related to radio features and interfaces.
We also offer a dedicated ADP Portal which contains all the technical resources, process documentation and on-line support you need to develop and maintain your applications.
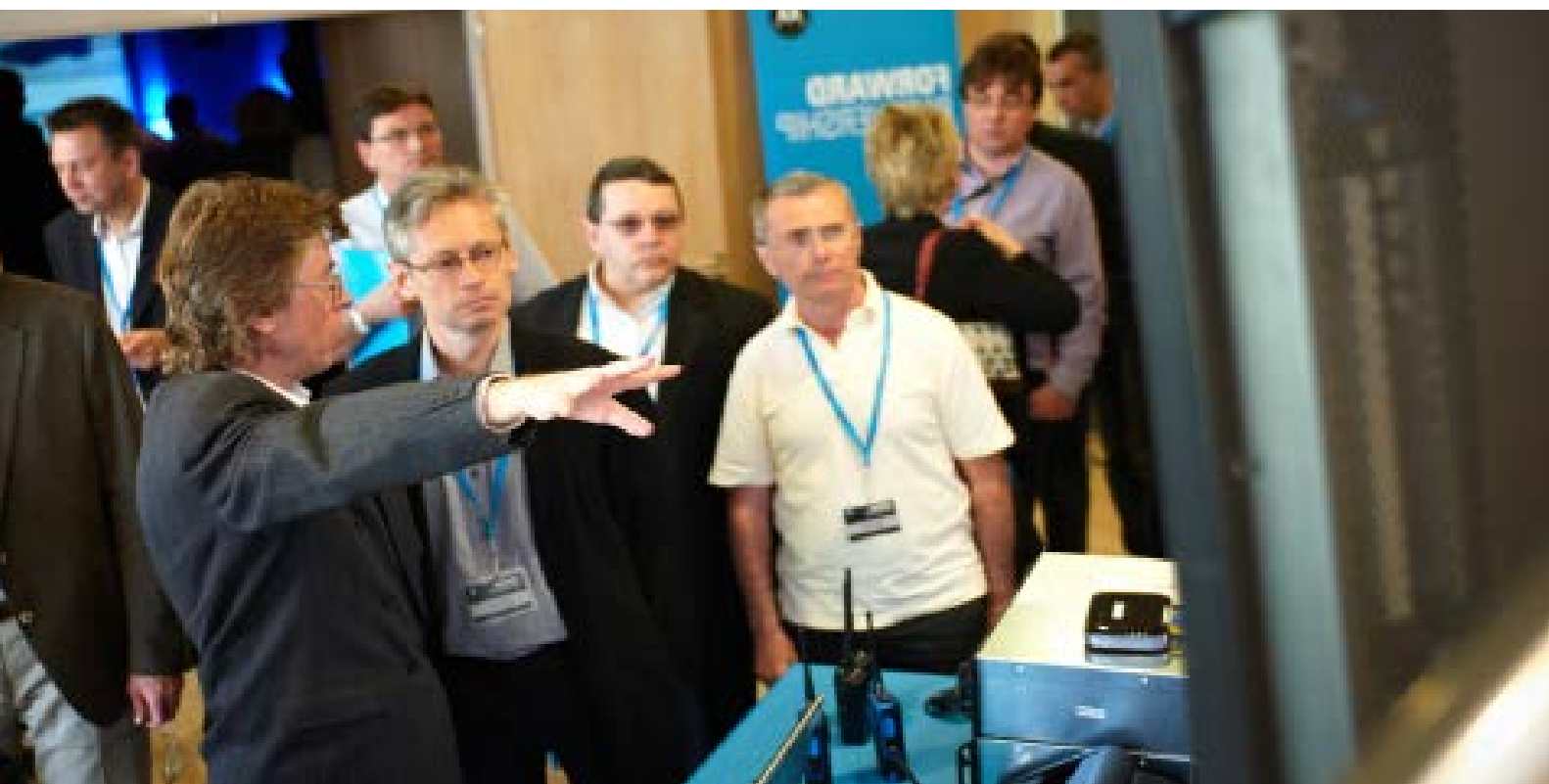
APPFORUM

ADP partners and Motorola Solutions engineers gather every year at the AppForum for a comprehensive update and training on all the latest technical developments and new tools. This event enables you to participate in detailed breakout sessions, hands-on workshops and a product fair. The AppForum provides you with a unique opportunity to meet Motorola experts face-to-face to gain insight into our future product plans and to raise specific questions related to your solutions. It is also an ideal forum to network with industry peers and share experiences.

STATE OF THE ART TESTING

Test your applications on a live MOTOTRBO system at our high-tech laboratory in Berlin before you launch them.

GO-TO-MARKET

Connecting you to Motorola's sales channel is our priority and we are dedicated to delivering strategic marketing programmes and support to help you promote and sell your solutions more quickly and more easily.

BRAND ASSETS & CERTIFICATES

Promote your status as a Licensed Developer or Application Partner with an official certificate and logo that enables you to leverage the Motorola Solutions brand in your marketing programmes.

MOTOTRBO APPLICATION CATALOGUE

Create your own company profile and showcase your applications in the MOTOTRBO Application Catalogue. This document is a powerful marketing tool which you can use to highlight features and capabilities as well as target markets to propagate your solutions to MOTOTRBO resellers, distributors and end users. Available online and in printed form, the catalogue has proved to be our customers' and sales partners' preferred source for locating and learning about MOTOTRBO applications.

CASE STUDIES

Share your success stories about how customers have deployed MOTOTRBO applications to overcome challenges and improve productivity. Prepared with a specialist agency, case studies are produced in the Motorola Solutions branded pdf format and can be further developed as a video, press release, or a by-lined case study in a trade publication. Case studies provide you with a compelling sales tool to demonstrate how potential customers can benefit from your solutions.
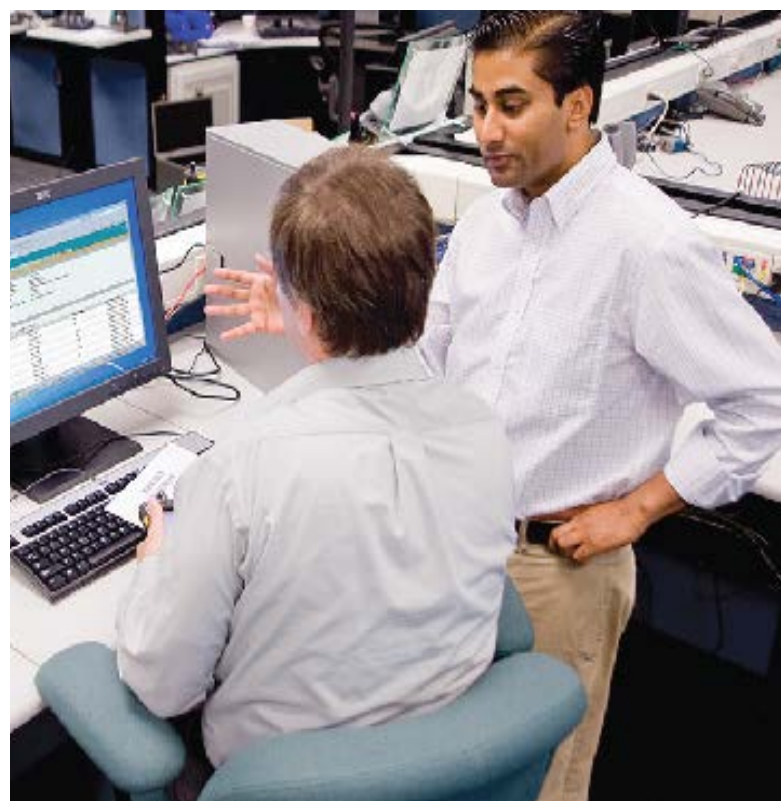
CHANNEL COMMUNICATIONS

Monthly newsletters are our primary communications tool for keeping distribution and reseller partners up to date. They feature an ADP section which contains all the latest ADP programme news, including the appointment of new developers, new applications, software releases and case studies to increase sales.

We also organise Channel Partner Conferences throughout the year, which provide you with the opportunity to present your applications directly to MOTOTRBO distribution and reseller partners.

A series of MOTOTRBO webinars is hosted annually to help you keep informed about all the latest developments. The webinars also offer you the chance to showcase your applications to our EMEA network of distributors and resellers in a 20-minute presentation. Webinars are organised in English, French, German and Russian.

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Through the MOTOTRBO Application Developer Programme, we collaborate with expert developers to deliver outstanding integrated communications solutions to our customers. The MOTOTRBO portfolio is undergoing tremendous growth and there are many market opportunities for application developers and distribution and reseller partners to boost sales and add value to customers.

If you want to join the MOTOTRBO™ digital two-way radio revolution, contact us at emeaapp@motorolasolutions.com.

twitter.com/mototrbodev