

# Product



## *TETRA Solution for the Enterprise & Commercial Market*

### Dimetra IP Micro & CEP400 Overview

#### **Motorola Launch preview of TETRA Solution for the Enterprise & Commercial Market Dimetra IP Micro & CEP400**

- Launch preview to Motorola Partners only.
- Dimetra IP Micro switch & CEP400 portable
- Simple, easy to use and configure
- Optimised solution for the target market

#### **Highlights**

- Public Launch is at the TETRA World Congress, May, 2009
- Shipping July 1st 2009
- Supports up to 5 sites, voice and data applications with Ethernet links as a backbone.
- CEP400 supports all functionalities offered by Dimetra IP Micro
- The rest of TETRA portfolio from base stations, consoles, terminals and accessories are supported and complements the offering.

#### **Target market and focus**

- New commercial and Enterprise customers
- Existing analogue customers migrating to digital trunking
- Up sell opportunities, applications, accessories and service opportunities



# Profit



## *TETRA Solution for the Enterprise & Commercial Market*

### **Profit opportunity**

- Total market is large and growing in EMEA by 25% each year
- Attractive competitive commercial package infrastructure & terminals
- Short cash generation cycle time and fast return on initial investment

### **More Information**

Motorola is launching to its partners a new infrastructure Dimetra IP Micro which complemented with the CEP400 portable, satisfies the needs of customers who are looking for a digital trunking solution supporting from 200, to over 1000's of users in a defined area of operation. Those customers typically are looking for voice and data applications over a capable reliable network yet with a feasible cost of ownership, easy to use and implement.

It is also a solution for customers who are looking to migrate or replace existing analogue trunking with all the advantages a digital solution could offer. Not only is it a complete new solution for the market, it also brings in all the existing terminals such as ATEX, full key pad terminals MTP850 mobiles MTM800, PDA and modems as well as a full portfolio of accessories field tested and proven, available and ready for the customers today.

Dimetra IP Micro & CEP400 is the new addition to Motorola portfolio offering a unique total solution for the enterprise and commercial market needs in EMEA.

This makes Motorola and its partners the "One Stop Shop" where a complete product and service can be offered. Giving customers peace of mind that they have the right solution with one point of contact for long term partnership.

Motorola is an attractive business opportunity with a financial deal which will protect initial investments, offer fast return and an attractive cash generator cycle time.

The business is targeting a large and growing market for TETRA business in EMEA which represents a big opportunity for you to complement your existing run rate business. It is a long term relationship with your customers where you sell the initial solution and continue to add-on and to service your customer needs over the life time of the relationship.

For more information, please visit the TETRA stand. You could also find out more on **[www.mot.com/TETRA](http://www.mot.com/TETRA)**

Once you sign up for this business distribution, Motorola will offer you a complete sales information pack which includes all business and market information to help you drive the business easily and efficiently.