



Corporate Member Spotlight – May 20, 2011

MOTOROLA MOBILITY, INC.



1. In a nutshell, what is your company all about?

Motorola Mobility Holdings, Inc. fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices.

2. What makes your company different than other companies in your industry?

Motorola Mobility offers complementary core strengths and synergies in intellectual property, technology, design, distribution and operator and carrier relationships across our Mobile Devices and Home businesses. We are uniquely positioned to empower consumers – by leading the convergence of the mobile and home experiences with personalized, intuitive media and multi-screen capabilities.

3. What was your company's most recent greatest accomplishment?

Motorola Mobility's Mobile Devices portfolio includes a broad array of converged devices including smartphones based on the Android™ operating system, led by the highly successful DROID family of products, as well as tablets and Bluetooth® accessories. Our devices address the needs of consumers and businesses to deliver Internet services, email, social networking and entertainment in the palm of one's hand.

Through our simplified platform approach, a focused mobile devices portfolio and comprehensive software capability, Motorola is well positioned to continue providing innovative and compelling offerings to the consumer. Our proprietary, cloud-based services platform, MOTOBLUR™, was the industry's first solution to aggregate and sync contacts, posts, messages, photos and more – from sources such as Facebook®, Twitter, MySpace, LinkedIn, Gmail™, Last.fm and work e-mail – with automatic, pushed updates delivered to widgets on your phone's home screen.

Motorola Mobility's Home portfolio includes video, voice and data solutions for service providers' networks to the home, in the home and beyond the home. As we look ahead to multi-screen and converging media experiences, our Medios software suite enables service providers to deliver more content on more devices, anywhere, at any time.

4. What is the biggest challenge you face in your industry?

Motorola Mobility's biggest challenge is to respond quickly and effectively to our customer's changing needs in an environment characterized by intense global competition, rapid innovation, short product lifecycles, and the resulting high levels of demand uncertainty. We meet this challenge by executing on our customer focused strategy, extensive use of alignment and collaborative planning processes, and driving world class performance in our end-to-end supply chain.

In our pursuit of world class performance, we make extensive use of formal best practice benchmarking as well as maintaining active, mutually beneficial relationships with professional and technical associations, Universities, and industry leading non-competitor companies. We use the knowledge and insights gained to help identify our opportunities and prioritize the improvement initiatives that will deliver the most value to our customers and other stakeholders.

5. Why is your company a CSCMP Corporate Member?

Operating a world-class global supply chain in a highly competitive, fast-cycle industry means that Motorola Mobility must continuously pursue innovation to enjoy success. We find the CSCMP conferences, workshops and publications are a great source of best practice and thought leadership, and we consider our membership an investment in the continued professional development of our current and future supply chain leadership. Motorola Mobility values the opportunity to network and share insights with supply chain management professionals around the globe.