

Dossier

The Movilitas LogCentre

"Your lab, your team, your place."

Three European sites, a phenomenal network of experts, any technical equipment, any software (SAP and non SAP); always open and always ready to welcome you.



Movilitas
LogCentre

"What is the Movilitas LogCentre?"

The first Movilitas LogCentre was opened in Huesca (Spain) on April 30, 2007. In October 2007 the Movilitas LogCentre in Munich opened doors. For the beginning of 2008 the opening of the Movilitas LogCentre in Prague is scheduled...but what is this fast growing initiative?



Huesca, Spain April 2007

at Walqa Technology Park
350 sqm exhibition space
five workshop rooms on demand
event room

Munich, Germany October 2007

at SAP branch office Munich
300 sqm exhibition space
five workshop rooms
event room



Prague, Czech Republic First quarter 2008

located downtown Prague
200 sqm exhibition space
two workshop rooms
event room



"It is a physical space."

With three main locations distributed across Europe (Spain, Germany and Czech Republic), the Movilitas LogCentre covers 60% of the entire European territory: South Europe (Spain, Portugal, and South France), with the Centre in Huesca (North Spain), Central Europe with the Centre in Munich (Germany, Austria and Switzerland) and East Europe (Czech, Slovakia, Hungary and Poland) with the Centre in Prague.

Every single square meter in each of the three Centres has been specifically designed to host events, seminars, to hold workshops and to run demonstrations and training courses for companies of any size. In one word, the Movilitas LogCentre is the place where "technology meets business".

"It is a partner network."

The Movilitas LogCentre is much more than a single company. It is a joint initiative from market leaders. It is a vision that becomes reality thanks to the joint forces of SAP (the number one business applications software vendor worldwide), Dell (the number one in enterprise hardware vendor worldwide), Motorola Enterprises (the number one in mobile equipments and WiFi Infrastructures worldwide), Zebra Technologies (the number one in industrial RFID, Barcode and mobile printing systems worldwide) and many other best of breed technology partners that help us to offer unique contents.

Thanks to the Movilitas LogCentre ecosystem we feel confident making the following commitment: any question related to any of the solutions represented in the Movilitas LogCentre can be answered and documented within less than 24 hours. A unique value proposition, that even the largest IT global companies are not able to deliver today.





"It is a lab infrastructure."

The Movilitas LogCentre is a unique lab infrastructure that you can use. The slogan "Use your Lab!" describes the way how Movilitas LogCentre foresees the relation with its enterprise affiliates. As an affiliate you can use the entire infrastructure for prototyping and demo purposes, and the best: Now! No more bottlenecks and time delays in your plans. The Movilitas LogCentre infrastructure includes:

- 1 A large variety of different hardware equipments including: Dell Clustered Servers, Dell personal computers, Motorola rugged mobile devices, Motorola 1D and 2D barcode scanners and imagers, Motorola wearable computers, Motorola RFID readers and antennas, Motorola WiFi Infrastructure, Zebra Barcode Mobile Printers, Zebra stationary barcode and RFID printers, Zebra industrial labeling solutions etc.
- 2 The entire SAP software business applications installed and configured that include: mySAP Netweaver (including Mobile Infrastructure and AutoID Infrastructure), mySAP ERP, mySAP Business Suite (including mySAP PLM, mySAP SCM, mySAP CRM and mySAP HCM), A1S and SAP Business One.
- 3 A large variety of third party software, that integrates with SAP software seamlessly in form of add-ons: Fleet Management software, route optimization software, vehicle space optimization software, location based services, pick to light systems, production optimization software, telemetry software etc.

"It is a virtual space."

To enjoy the Movilitas LogCentre services you don't have to move from home. All Movilitas LogCentre solution collaterals are 100% online available through the MoviWiki—see www.logcentre.org

All Movilitas LogCentre training courses and seminars can be followed online via our e-learning and webinar platform—see: www.logcentre.org



“Why the Movilitas LogCentre?”

“Have you ever followed the paradigm Strategy—Process—Systems to face business challenges and then implement solutions? Technology is only interesting if it is translated into Business.”

As a good company manager, you first define your strategy, then you align your processes to your strategy and only then you implement the systems to support your processes and your final strategy. The Movilitas LogCentre was founded to support you on this journey. Since our focus and consequently our mission statement is to bring technology to companies like yours and in this way to ensure your modernization and longevity in a rapidly changing marketplace, we understand that we need to act as a bridge between the technology gurus and the business managers. One of our maxims is that technology is as interesting as its business case is.

You come to us once you have identified a challenge and you have a clear defined strategy. The

Movilitas LogCentre is an initiative born to help you aligning your business processes to your strategy and facilitating the successful evaluation and later deployment of the necessary technical solutions and infrastructure.

In the Movilitas LogCentre you will find solutions to some of your current problems. You will learn from similar experiences from other customers. You will find help to build your business case and to calculate your total cost of ownership taking advantage of all our standardized templates and guidelines for ROI and TCO calculations. Finally in the Movilitas LogCentre you will find the right infrastructure to help you understand the possible technical solutions and to ensure a successful and risk free implementation.

“Have you ever had to evaluate technological solutions to solve a business problem and you found it hard and painful to find, to know and to fully understand them?”

We help you to evaluate and understand possible solutions to your problems. How? To understand solutions you need to discover, to see and to test them; not only the individual components but the entire integrated solution. Taking track and trace solutions as an example, as a company you need to discover, see and test RFID tags, Barcode scanners, RFID antennas and readers, mobile RFID readers and barcode scanners, a WiFi infrastructure, different types of sensors, RFID and barcode printers, a device controller, a labeling middleware solution, an RFID middleware as a tag repository and a SCM and an ERP system. Too many layers of complexity to build the integrated solution! But only the integrated solution working smoothly in all the parts brings the expected value that your company needs. So understanding them and taking the best choices is crucial for the later successful deployment.

One of our key missions is to facilitate the evaluation and the understanding of integrated technology solutions that add value to enterprise customers.

How? By becoming a 365 days per year physical and virtual demonstration Centre in which companies of any size can see, touch, simulate, compare and ask questions about business applications and the underlying technologies. Absolutely all solutions referred in the Centre are demonstrated through fully operational prototypes that can be touched and seen during the whole year. The Movilitas LogCentre is a 7x8x365 Solutions Centre. All solutions represented in the Centre are integrated solutions. In our Centre you will find not only software, but also all necessary mobile devices, printers and any other different type of equipment that a solution may require.



“Have you ever felt the responsibility of delivering a high risk and high visibility project on time and on budget?”

We help you to minimize the risk of your project. How? As an experienced project manager you know that there are four different dimensions to mitigate the risk: getting in touch with other companies that already did similar experiences, making sure that the project members have the required skills and experience, testing the technology in a protected environment before going to the big rollout (pilot or prototype), and last but not least important, involving the final users in a very early stage to ensure their buy-in and influence on the final solution.

As the Movilitas LogCentre, we recognize all those dimensions and we address all four of them; we help you mitigating the risk of your project because:

1 We act as a reference Centre. If you are looking for a solution, we can get you in touch with any company worldwide and we will make sure that you can share and exchange experiences and information. In addition to that we run regular industry specific events dedicated to stimulate the communication between IT departments of different companies from similar industries.

2 We are the only training centre worldwide that is able to teach your project staff not only on isolated parts of a solution, but on the entire solution as a whole. Our flexible portfolio of standard training courses and seminars will cover in most of the cases your training needs. In case it doesn't, or for very specific solutions, we also offer tailor made know-how transfer workshops and courses. In addition to this, the Movilitas LogCentre offers you becoming part of the Movilitas network, where you can find all the required skills to complete your project team.

3 Thanks to the rich technical infrastructure that you will find in any of our Centres, we have for your company a unique value proposition: “Use your own Lab!” Any company, affiliated to the LogCentre, can use 100% any software and any equipments available in the Centre for testing, prototyping and piloting purposes. In case the

required software or equipment is not already available on the Centre we will order it and have it available for you in your closest Centre. And the best: You can start using your lab now! By using our infrastructure there are no more bottlenecks or waiting times. Your project will never again be delayed because a server didn't arrive on time, the test and evaluation licenses contract was not signed or because someone ordered the wrong RFID tags and mobile devices.

4 You can use our physical facilities and demo infrastructure to integrate your project sponsors and end users in the project at an early stage. Have you ever tried to explain your line of business, a complex technological solution, using PowerPoint? Then you probably know that this does not work. You can use the Centre and all available integrated demo equipments and running software to make solutions more tangible and understandable to your sponsors and key users from the very beginning. Only if they understand the entire picture they will contribute with valuable feedback to the project. As an affiliate, you can use our workshop rooms, file servers, project office, video conferencing facilities and web platform to hold as many internal meetings and workshops as required.

“How could you use it?”

Today, you can take advantage of the Movilitas LogCentre infrastructure in three different ways:

“For Rapid Prototyping.”

Learn how to use our technical and human infrastructure (including access to most skilled resources for each area) to run your prototypes, in an easy, fast, economical and unbureaucratic way. We offer rapid prototyping for the following four areas:

- 1 Any Mobile Application (Mobile Warehouse Management, Mobile Sales Force Automation with CRM, Mobile Field Service, Mobile Asset Management, Mobile Direct Store Delivery, Mobile Quality Management, Mobile Survey Management, Mobile Marketing Management)
- 2 Any RFID solution (RFID for Kanban Processes, RFID for Inventory and Warehouse Management processes, RFID for track and trace and authentication processes, RFID for Inbound and Outbound Delivery processing, RFID for returnable transport items scenarios etc.)
- 3 Any related software to mobile and RFID scenarios (Map & Guide, Fleet Management, Vehicle Space Optimization, location based services etc.)
- 4 Any ERP solution for mid and small business (Business One and A1S prototyping)

For more details please consult our local web sites and or contact your closest LogCentre:

Go to www.logcentre.es/prototyping for prototypes in Spain,

go to www.logcentre.de/prototyping for prototypes in Germany or

go to www.logcentre.cz/prototyping for prototypes in Czech Republic.



“For training courses and know-how transfer workshops.”

Use the Movilitas LogCentre to train your employees in whole and integrated solutions, rather than wasting money in training for isolated components. If only the entire solution brings the value you need to your company, you should ensure that your project resources know the know-how the entire and integrated solution looks like.

For Standard training offerings and tailor-made workshops go to:

Go to www.logcentre.es/training for training in Spain,

go to www.logcentre.de/training for training in Germany or

go to www.logcentre.cz/training for training in Czech Republic.



“With our Affiliates program.”

For extensive usage of the Centre we recommend our Premium Members Affiliates Program. The membership to the Movilitas LogCentre entitles your company to visit free of charge training courses, know-how transfer workshops, to use our facilities for internal meetings and events and to use our entire infrastructure for rapid prototyping and proof of concepts. In addition to this, the Movilitas LogCentre assigns a personal coacher to premium members. A central point of contact that channels any questions, concerns and proposals that you as a member can have.

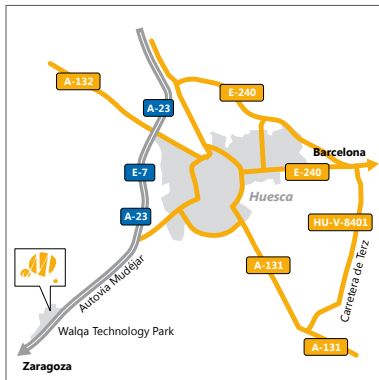


“How can we get in touch?”

Movilitas LogCentre Spain

Building Félix de Azara
Walqa Technology Park
22197 Cuarte (Huesca), Spain

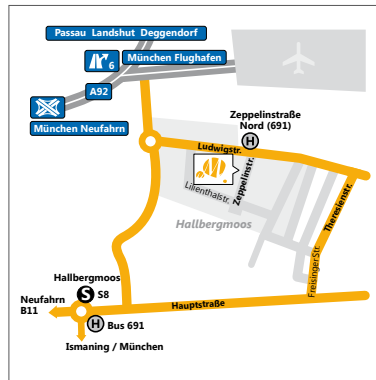
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www.logcentre.cz



Arrival by plane

From the airports of Barcelona or Reus take the AP-II in the direction to Lleida. Then change to the N-240 leading to Huesca; from Zaragoza airport first follow “all directions”, then change to A-23 in the direction of Huesca.

Arrival by car

The Walqa technology park is located at the A-23. From Barcelona take the E-240 to Huesca and then change to A-23. From the direction of Zaragoza / Madrid follow the A-23 towards Huesca.

Arrival by plane

The Movilitas LogCentre Munich is located quite close to the airport Franz-Joseph-Strauß. By taxi you will arrive in 10 minutes time.

Arrival by car

Arriving from Stuttgart (A8) or Nürnberg (A9) you should continue on A92 München-Deggendorf and take the exit Hallbergmoos in direction of Hallbergmoos. At the roundabout take the second exit, entering into the industrial area and then follow the indication for SAP main entrance (Ludwigstrasse/Zeppelinstrasse).

Arrival by plane

From the Prague Airport Ruzyně you should take a taxi to the LogCentre. By taxi you will arrive in about 30 minutes time.

Arrival by car

By car best exit the E55 at “Videnska” and follow the 605 to the polyclinic. Turn right into “V Stihlach” and follow it to the end. Then turn right into “Libuska”; alternatively take the exit “Vrboda” and follow Novodvorská street to the roundabout. Take the third exit into Durychova street.

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