

Since 1988 organizations have used the Baldrige Criteria to keep pace with the changing environment, focus on core competencies and receive external evaluation of their performance. The following are just some of the 49 companies that have received this recognition:

- AT & T
  - Consumer Communications Services
  - Universal Card Services
- Boeing
  - Airlift and Tanker Programs
- IBM
- Motorola, Inc (1988)
- Texas Instruments
  - Defense Systems and Electronics Group
- Westinghouse Electronic Corporation
  - Commercial Nuclear Fuel Division
- Xerox Corporation



Motorola CGISS is a leading provider of integrated communications and information solutions with 65 years of experience in meeting the safety and security mission-critical requirements of public safety, public service, government and enterprise customers worldwide.

*The Malcolm Baldrige  
National Quality Award.  
It's About More Than Quality...*

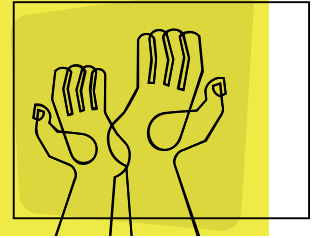
*Motorola Commercial, Government  
and Industrial Solutions Sector  
2002 Award Recipient*

## IT'S ABOUT TOTAL BUSINESS EXCELLENCE

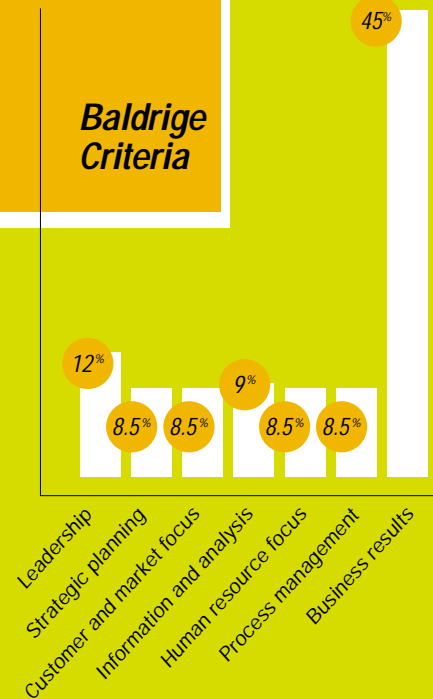
The Malcolm Baldrige National Quality Award is the United States premier award for business excellence and quality achievement. Since 1988, 49 organizations have received this recognition for demonstrating ever-increasing value to their key stakeholders. Motorola, Inc. was honored with this recognition as a corporation in 1988. In addition to award recipients, thousands of companies have used the Baldrige Criteria to assess performance and measure their progress relative to a recognized compilation of best practices.

Organizations are evaluated along 7 dimensions known as the Baldrige Criteria. These are:

- **Leadership**– How senior executives guide the organization. How the organization addresses its responsibilities to the public and practices good citizenship.
- **Strategic planning**– How strategic directions are set to determine key action plans.
- **Customer and market focus**– Requirements and expectations of customers and markets.
- **Information and analysis**– Data and information to support key processes and the organization's performance management system.
- **Human resource focus**– How the workforce develops to its full potential and how it aligns with the organization's objectives.
- **Process management**– Aspects of how key production/delivery and support processes are designed, managed, and improved.
- **Business results**– Performance and improvement in key business areas: customer satisfaction, financial and market performance, human resources, supplier-partner performance, and operational performance. This category also examines how the organization performs relative to competitors.



### Baldrige Criteria



## THE SYMBOL OF EXCELLENCE

Receiving a Baldrige Award gives our customers third-party validation that Motorola's Commercial, Government and Industrial Solutions Sector (CGISS) is dedicated to continuously improving business performance.

Choosing a communications/information solution is a significant investment and we want our customers to be confident that selecting Motorola is the best decision they can make. We hope our customers view the Baldrige recognition as further evidence of our commitment to constantly improving the way we serve them.

Companies that earn the Baldrige Award constantly seek excellence and improvement in all aspects of their business. The end result to customers is consistent high quality, high value products and services – from people who are truly committed to:

- Quality products that meet customers' challenging needs
- Outstanding customer service
- Best-in-class delivery and implementation performance
- Significant value

*"The assessment process provides an excellent opportunity to benchmark performance and identify opportunities to continue to do better. We hope our customers view this award as further evidence of our commitment to continuously improve the ways we serve them."*

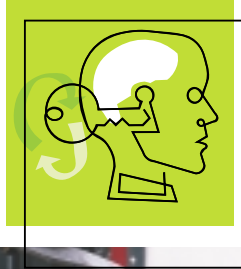
**Bob Barnett,**  
President and Chief Executive Officer  
Commercial, Government and Industrial Solutions Sector



## QUEST FOR EXCELLENCE

Motorola CGISS strives to be best-in-class so we can deliver outstanding business value to our customers, our shareholders and our communities. The Baldrige Criteria identified many reasons why more customers worldwide choose Motorola CGISS:

- Leading worldwide supplier with strong financial performance
- Best-in-class supplier with quality ratings that are 21% higher than the nearest competitor
- Leading-edge product quality, cycle time and productivity
- Extensive and long-term customer/industry association and involvement with customer user groups
- First ever OSHA Voluntary Protection Program participant with zero corrective items. VPP STAR recognition



*"Motorola Trunked Users Group (MTUG) members share information and solutions with each other and speak with a common voice to the company. I believe it has played a significant role in the mutual successes of the company and the customer base."*

**Kevin Kearns,**  
Manager, Information and Telecommunications  
Service Division, King County, WA  
President, Motorola Trunked Users Group (MTUG)

