

JULY 2014

WHERE CELL PHONES FALL SHORT,
DIGITAL RADIOS
KEEP YOU GOING.



DO CELL PHONES DISPLACE RADIOS?



As cell phones become smarter, cheaper and more easily available, businesses are trying to use them for business-critical communications.

Many businesses are disappointed ...

DIGITAL RADIOS VS. CELL PHONES



AVAILABILITY



DIGITAL RADIOS



CELL PHONES



- Wide coverage
- High capacity, unaffected by public demand
- Engineered for reliability
- Can be expanded, upgraded, improved

- Gaps in coverage
- Unpredictable access, especially at rush hour
- Unavailable during emergencies when cell towers overload
- A network that cannot be controlled

UNWAVERING RELIABILITY

UNPREDICTABLE, UNCONTROLLED

DIGITAL RADIOS VS. CELL PHONES



AVAILABILITY



DIGITAL RADIOS



CELL PHONES



- High-volume audio
- Industrial noise cancellation
- Rugged accessories for improved audio
- Feedback suppression, intelligent audio

- Limited speaker volume
- Limited cancellation of background noise
- Typically fragile earpieces
- No advanced features

CLEAR COMMUNICATION

DIFFICULT TO HEAR AND BE HEARD



INTELLIGENT
AUDIO



WINDPORTING



NOISE
CANCELLATION



FEEDBACK
SUPPRESSOR

DIGITAL RADIOS VS. CELL PHONES



AVAILABILITY



DIGITAL RADIOS



CELL PHONES



- ✓ Withstands vibrations, shocks, heat
- ✓ Sealed against water, dust, humidity
- ✓ Tested against drops and tumbles
- ✓ Comes with Motorola's warranty and repair service

- ✗ Fragile, breakable
- ✗ Sensitive to dust and moisture
- ✗ Consumer-grade hardware
- ✗ Limited warranty

TOUGH, RUGGED, GOOD INVESTMENT

EXPENSIVE, FRAGILE

FACT:

CONSUMER-GRADE DEVICES

- INCUR **50% HIGHER TOTAL COST OF OWNERSHIP** THAN RUGGED DEVICES OVER A FIVE-YEAR PERIOD.¹
- ARE **3X MORE LIKELY TO FAIL**²
- CAUSE **180-260 MIN. OF DOWNTIME PER FAILURE**²



**PROVEN
TOUGH**

DIGITAL RADIOS VS. CELL PHONES



BATTERY LIFE



DIGITAL RADIOS



CELL PHONES



- Battery lasts a full work day
- Easily changeable
- Tough, withstands extended temperatures
- Advanced battery monitoring

- Batteries not designed for continuous use
- Battery non-removable or difficult to swap
- Fragile, consumer-grade quality
- No indication of battery's age or condition

POWER TO GET THE JOB DONE

NOT UP TO THE TASK

FACT:

WITHOUT BATTERIES THAT LAST THE WHOLE SHIFT, YOU'LL NEED TO KEEP SPARES AND EXTRA CHARGERS, CAUSING YOUR CELL PHONE COSTS TO INCREASE EVEN MORE.

ACCORDING TO VDC RESEARCH, **65% OF ENTERPRISE MOBILE USERS TODAY INDICATE THAT THEIR CELL PHONE BATTERIES "FREQUENTLY" OR "OCCASIONALLY" DO NOT LAST THE FULL SHIFT.**



PROVEN TOUGH

DIGITAL RADIOS VS. CELL PHONES



SECURITY



DIGITAL RADIOS



CELL PHONES



- Private, closed system
- Private frequencies
- Privacy and encryption options
- Controlled access to software

- Public system
- Public frequencies
- Unknown encryption
- User- downloadable apps, viruses, malware

CLOSED, SECURE

OPEN, VULNERABLE

FACT:

MORE THAN HALF OF THE COMPANIES SURVEYED REPORTED A SECURITY BREACH AS A RESULT OF USING A CONSUMER DEVICE IN THEIR BUSINESS.³

DIGITAL RADIOS VS. CELL PHONES



LIFECYCLE



DIGITAL RADIOS



CELL PHONES



- Durable, rugged, long-lasting
- Business investment
- Long-term repair and support
- Can be expanded, upgraded, improved

- Disposable
- Consumer-quality device
- Not designed to be repaired
- Quickly obsolete

INVESTMENT

COST

DIGITAL RADIOS VS. CELL PHONES



USABILITY	 DIGITAL RADIOS	 CELL PHONES
	<ul style="list-style-type: none"><input checked="" type="checkbox"/> Intuitive interface<input checked="" type="checkbox"/> Can be used with gloves<input checked="" type="checkbox"/> Prominent emergency button<input checked="" type="checkbox"/> Audio cues, voice announcement	<ul style="list-style-type: none"><input type="checkbox"/> Complex interface<input type="checkbox"/> Needs direct skin contact<input type="checkbox"/> No emergency button<input type="checkbox"/> No cues
	INTUITIVE	CUMBERSOME



VOICE
ANNOUNCE

DIGITAL RADIOS VS. CELL PHONES



APPS



DIGITAL RADIOS



CELL PHONES



- All apps certified by Motorola Solutions
- Tested to work with your radios
- Workplace apps only
- Programmable by admin

- Uncontrolled ecosystem
- Constantly changing software and OS
- Games, viruses, malware
- Programmable by user

CONTROLLED, PRODUCTIVE

DISTRACTING, NO RESTRAINTS

MANUFACTURING CHALLENGES



54%

OF U.S. MANUFACTURERS SAY THEY LACK A UNIFIED VIEW OF THEIR PLANT FLOOR INFORMATION.⁴

40%

OF PROFITS CAN BE LOST DUE TO UNPLANNED DOWNTIME.⁵

\$51.1

BILLION PER YEAR PAID TO U.S. WORKERS INJURED ON THE JOB.⁶

500k

WORKERS INJURED OR ILL AT WORK⁸, FROM 12M MANUFACTURING EMPLOYEES.⁷

MANUFACTURING

IS UP AND RUNNING FASTER WITH DIGITAL RADIOS.



DIGITAL RADIOS

CELL PHONES

HEAR CLEARLY OVER THE CLAMOR



RECEIVE AUTOMATIC MALFUNCTION ALERTS



INSTANTLY COMMUNICATE TO ALL



PROTECT WORKERS

- One-touch ergonomics
- Emergency button
- Man down feature
- Lone worker feature
- Prioritization
- Clear audio








POWER FOR THE FULL SHIFT



FACT:

27% REDUCTION IN DOWNTIME for manufacturers who implement mobile solutions with real-time collaboration applications⁹

42 MINUTES OF PRODUCTIVITY PER EMPLOYEE gained by companies that implement mobile solutions on the plant floor¹⁰

K-12 EDUCATION CHALLENGES



▲ A RISE IN VIOLENCE IN U.S. SCHOOLS



7,478 EXPLOSIVES/FIREARM INCIDENTS IN 1 YR.¹¹

30,193 KNIFE/SHARP OBJECT INCIDENTS IN 1 YR.¹¹

80% VIOLENCE EXPECTANCY RATE AT 83,000 U.S. SCHOOLS¹²

▼ A DROP IN FUNDING



35 STATES

FUNDING BELOW 2008 LEVELS¹³



K-12 EDUCATION

IS SAFER AND MORE SECURE WITH
DIGITAL RADIOS.



DIGITAL RADIOS ARE A LIFELINE.

Unified communications virtually anywhere
Excellent coverage

Instant staff & emergency alerts
Faster response to help prevent/control
situations

Group calls and tracking options

Safe, hands-free communication in
school vehicles; approved by U.S. DOT

Extremely reliable

Cost effective



CELL PHONES ARE A LIABILITY.

Fragmented communications
Gaps in coverage and signal

No emergency button
Slow response

Difficulty reaching all students/staff

Restricted by U.S. DOT

Inaccessible in bad weather &
emergencies when cell towers overload

Cost prohibitive

HOSPITALITY

SERVES GUESTS BETTER WITH DIGITAL RADIOS.

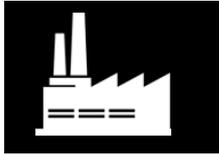


	 DIGITAL RADIOS	 CELL PHONES
COVERAGE IN EVERY CORNER OF THE RESORT		
INSTANT GROUP COMMUNICATIONS		
ADVANCED AUDIO <ul style="list-style-type: none">• Automatic volume control• Discreet communications• Suppress “howling” feedback• Background noise cancellation• Rugged accessories	    	    
POWER FOR THE WHOLE DAY		
GUEST PRIVACY AND CONFIDENTIALITY <ul style="list-style-type: none">• Secure encoding, scrambling, encryption options• Restricted access to system	 	 



THE TRUSTED DIGITAL RADIO SOLUTION

TRUSTED BY MANUFACTURING



Sears, Georgia Nut, Boots the Chemist, Nation Pizza & Foods, McCain Foods, Mercedes-Benz Hungary, Indupalma ...

TRUSTED BY EDUCATION



North Park University, Glen Ellyn School District, Dallas County School District, Sedro-Woolley School District, Washington College, Des Moines Public Schools, Huntsville City School District, St. Francis University ...

TRUSTED BY TRANSPORTATION



Air Algerie, Triangle Services, First Taxi of Romania, Shanghai Port, AlpTransit, Mobile Trailer Works, Vietnam Seaport, Paul Bugar Trucking ...

TRUSTED BY GOVERNMENT



Ottawa Water Management Association, Basildon Council, Holmes County ...

TRUSTED BY HEALTHCARE



Greenville Hospital System, Prompt Ambulance, Integrity Ambulance, System, West Tennessee Healthcare, Tbilisi, Integrity EMS ...

TRUSTED BY HOSPITALITY



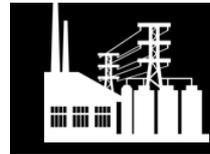
Leeds Castle, Acqualina Resort, The Excelsior, Four Winds Casino, JW Marriott San Antonio, Claridge's Hotel, Liverpool Convention Center ...

TRUSTED BY SERVICES



New Meadowlands Stadium, ACC Liverpool, Antoine Shopping, HSBC, Tropicana City Mall, Laoshan Forestry, The Glades Shopping Center, Fulham Football Club ...

TRUSTED BY UTILITIES



Callaway Electric Cooperative, Anglo Siberian Oil Co., CEZ Electricity, Wolfe Island Wind Farm, Belorusneft Oil and Gas, Ukraine Nuclear Power Plant, Hancock-Wood Electric Co-op ...

MOTOTRBO™



SUBSCRIBER RADIOS	
SPECIALIZED	
PROFESSIONAL ENHANCED	
PROFESSIONAL	
ENTRY PROFESSIONAL	
COMMERCIAL	

SYSTEMS	
CONNECT PLUS	
LINKED CAPACITY PLUS	
CAPACITY PLUS	
IP SITE CONNECT	
CONVENTIONAL	

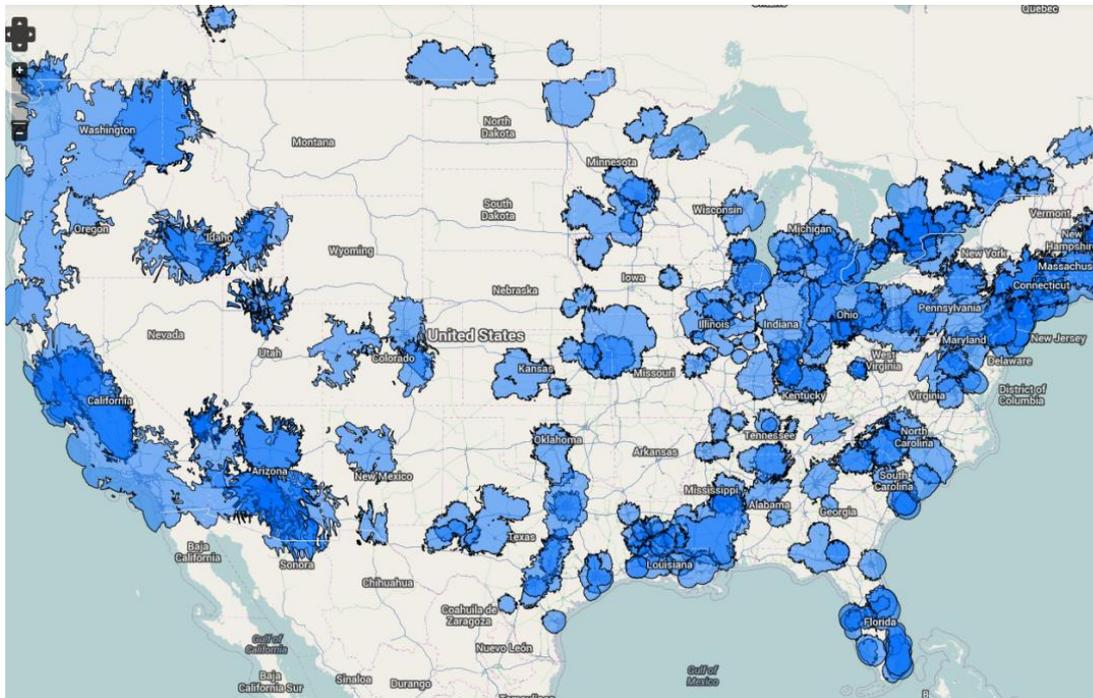
+ DIGITAL VOTING

SYSTEM APPLICATIONS	
MOTOTRBO ANYWHERE	
ACCESSORIES	
EARPIECES & HEADSETS	
RSMS AND MOBILE MICS	
BLUETOOTH® WIRELESS	
BATTERIES & CHARGERS	
APPLICATION DEVELOPER PROGRAM	
ALARM MGT	
FLEET MGT	
INTEROP SOLUTIONS	
DISPATCH & TRACKING	
TEXT MSG & EMAIL	
WORK ORDER MGT	
STRATEGIC PARTNERSHIPS	
AVTEC SCOUT	
GENESIS GW3-TRBO	

MOTOTRBO™ COMMERCIAL SYSTEMS



<http://2waycarriermap.motorolasolutions.com/>



- Monthly radio service is available through Motorola Solutions Channel Partners
- Immediate wide area coverage – with no up-front investment

SUMMARY



- Cell phones are not suitable for your business critical work environment. They are unreliable, higher in cost, and do not give you the safety features you need to protect your workforce.

45% of VDC Research respondents were “dissatisfied” or only “somewhat satisfied” with the ROI they realized from their mobility investment.

- Digital radios represent the best investment.
- MOTOTRBO™ digital radios offer you a wide portfolio of solutions to meet your needs.