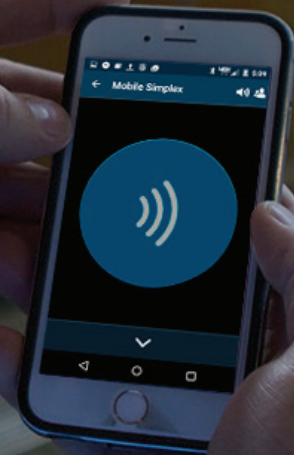


# THE NEW VOICE OF THE ENTERPRISE: BROADBAND PUSH-TO-TALK

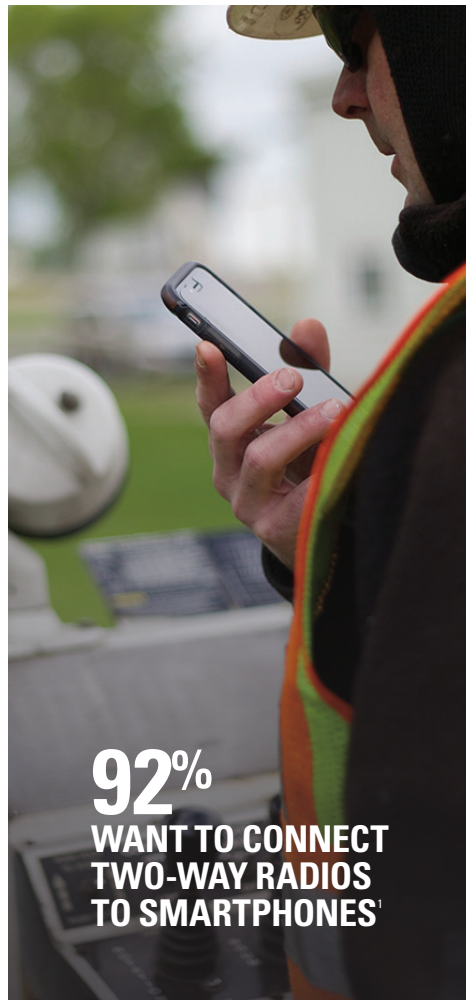


Push-to-talk (PTT) is no longer a technology-driven term, it is an enterprise-wide capability. It enables teams to communicate instantly, reliably and productively together to improve business and elevate service. Today, broadband networks and devices are so ubiquitous, that any worker can be connected to any device in their pocket or on their desk with real-time communications through PTT. With interoperable broadband PTT, everyone can become part of the conversation without concern about which device or network they use.

The revolution is being push-to-talked about. Today, virtually everyone can benefit from push-to-talk (PTT) across their organization. PTT brings the immediacy and spontaneity to connect different personnel together seamlessly. Regardless of their location, the network they're on and the device they use, PTT makes everyone part of the conversation for truly enterprise-wide communications.

PTT affords unlimited opportunities for organizations of every size – from the small police department in a rural community to the large, distributed multinational enterprise that needs supply chain efficiencies across the board.

PTT is the pathway that unifies communications and facilitates collaboration for greater operational efficiency. Just as texting and tweets are the conduit for much of social media, PTT is transforming the way enterprises use voice.





## **BENEFIT FROM ENTERPRISE-WIDE COMMUNICATIONS LIKE NEVER BEFORE**

A secure broadband PTT application like WAVE™ Work Group Communications enables instant, real-time communication and everywhere connectivity. It streamlines collaboration with Land Mobile Radio (LMR) systems and new technologies, such as 4G LTE broadband, plus a complete array of disparate devices – including two-way radios, smartphones, tablets, laptops, desktop computers and landline phones.

WAVE delivers communication capabilities for agencies, organizations and enterprises like never before. This intuitive suite of software applications helps them create and manage a seamlessly-connected environment by utilizing the technology investments they already have.

### **MAKE LMR INTEROPERABILITY AN EVERYDAY REALITY**

Communication among people is a critical component of the daily operations of any organization. For many, it can be the difference between success and failure; in dangerous jobs and hazardous environments, between life and death. Yet often those who need to be connected can't because they are on different systems, devices and networks.

WAVE lifts the barriers of communication incompatibility by assuring large-scale interoperability. Adjacent agencies, responders and teams that bring their own LMR systems to an incident can converse easily and seamlessly using WAVE. By leveraging the technologies already in place, WAVE makes incumbent equipment work harder and smarter.

### **EXPERIENCE THE IMMEDIACY OF BROADBAND PTT**

Broadband-only PTT is perfect for organizations that value the immediacy and spontaneity of group communications but do not need the performance, capacity and reliability of a private LMR network. Because broadband networks are so ubiquitous and so many workers bring their own mobile devices to work, they can benefit from real-time communications through broadband PTT. WAVE facilitates this because it works over any data network, freeing workers to use their own network devices. Plus WAVE enables richer data capabilities such as presence and mapping.

### **EXTEND THE CAPABILITIES OF LMR TO BROADBAND**

For those who can't or don't carry a two-way radio but want to connect to them, WAVE extends the all-important capabilities of LMR networks to mobile devices. So when a city official needs to be updated on an incident, he can use his smartphone to connect to police in the precinct. Or if a utility director must handle an outage on the road, he can use his tablet to be updated by personnel at the power plant. WAVE makes extensibility from two-way radios to other devices seamless.



### **EVERYONE CAN CONNECT INSIDE AND OUTSIDE THE ORGANIZATION**

#### **PUBLIC SAFETY AGENCY**

Connects those in the precinct on desktop computers to officers in the field on their portable radios.

#### **FIRE CHIEF**

Away on business, he uses his smartphone to talk with radio users back at the station.

#### **HOSPITALITY DIRECTOR**

Expecting hundreds of guests at the convention center, he uses his smartphone to talk with shuttle drivers on their mobile radios.

#### **MANUFACTURING EXECUTIVE**

Traveling on business overseas, the plant supervisor locates him on his smartphone and calls to discuss a customer order using his radio.

#### **FACILITIES CREW**

The support crew for a major entertainer use their tablets to access radio communications during her performance at an outdoor stadium.

#### **OIL & GAS SAFETY EXPERT**

Asked to support offshore operations from a remote location on short notice, he uses his laptop to converse with radio users on a rig.

## SCALABLE SOLUTIONS UNIFY REAL-TIME COMMUNICATIONS

### WAVE 3000

Ideal for small to medium organizations that want to extend their Motorola MOTOTRBO™ radio systems to mobile broadband. WAVE 3000 installs easily to connect mobile workers to the MOTOTRBO network with their smartphones or tablets. Radio PTT is delivered via an application that connects securely through an appliance-based WAVE 3000 server. WAVE 3000 can also be deployed for broadband-only PTT.

The WAVE Mobile Communicator is a PTT application that turns any consumer-grade iOS or Android device, or ruggedized handheld like the Motorola LEX L10, into a secure, multi-channel PTT handset. Personnel can participate in group PTT communications on two-way radios or smart devices, or have a private PTT call.

### WAVE 5000

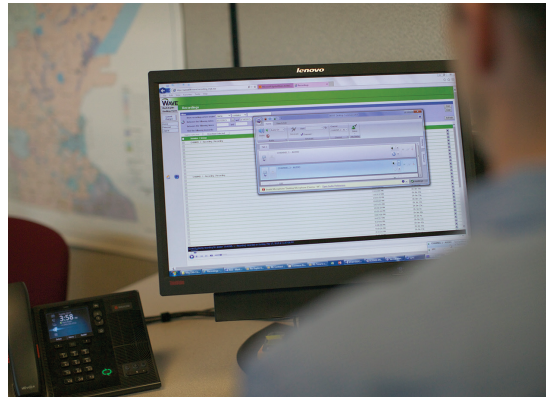
Ideal for enterprises that want to leverage their own expertise, capabilities, information and IT. WAVE 5000 enables highly scalable, feature rich, enterprise-grade PTT on broadband networks and devices so that important, time-sensitive information flows quickly and securely between people and systems.

Because office workers rely on desktop and laptop computers, extending secure PTT to these devices is desirable. Along with mobile applications for smart devices, WAVE 5000 has PTT applications for PCs that meet different user requirements, ranging from rich dispatcher capabilities to a simple browser-based solution.

### WAVE CONNECTIONS

Eliminates an upfront investment in WAVE software by placing everything in the Cloud. Companies get a scalable, flexible, affordable PTT service that is carrier-independent and has a low monthly subscription, making even the smallest WAVE deployments possible.

More flexible than carrier PTT services with single network coverage, limited devices and restrictive contracts, WAVE Connections works with all providers. Companies can keep their current service or chose a provider with the voice and data plan that fits their needs.



## START THE CONVERSATION WITH TRUSTED EXPERTS

How can your organization make the most of technology? Look to a globally-trusted partner to navigate the process with you. We know how to fully integrate legacy radio systems that first responders depend on with rich broadband PTT applications like WAVE to assure everyone can connect instantly and securely, everywhere they go.

We work closely with our customers with a holistic perspective of their challenges, industries and goals. Our solutions are end-to-end and supported by expert services. Together, we can increase collaboration, improve efficiency and elevate productivity throughout your enterprise.

### SOURCES

1. 2015 Motorola Solutions Manufacturing Industry Survey

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