

# STRENGTHENING THE FOUNDATION OF BUSINESS COMMUNICATIONS

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A Playbook for the  
Analog to Digital Evolution



**MOTOROLA**  
SOLUTIONS



## THE ABILITY TO COMMUNICATE – QUICKLY, CLEARLY, AND EFFECTIVELY

is the foundation of any successful workplace. Strong communication increases efficiency, drives productivity, and enhances safety.

Yet, operationalizing effective communication remains a challenge across many industries. Many organizations both large and small utilize and support multiple communications devices, networks, and technology systems. This can hinder collaboration, create information silos, and slow response time when incidents occur, and impact the efficiency of your facility, guest experience or safety.

As the number and type of devices we use in our personal life grows, it's only natural that the desire to connect with colleagues on our preferred devices does, too. In Motorola Solutions' 2019 Commercial Market Communications Survey, workers ranked the ability to communicate with colleagues on any device and to reach workers at any location among the top three most important factors in a communication system.

Yet maintaining disparate technology can burden already stretched IT teams, who must manage multiple vendors and maintain multiple communications devices and systems. 51% of survey respondents say they only perform radio service "as needed".

That's why we've developed an integrated, future-ready technology suite that helps businesses and organizations break down silos and achieve greater productivity and connectivity while easing strain on IT resources. We've created a tailored, customer-centric approach that helps you smoothly, seamlessly transition from legacy systems to more robust communications solutions in your own way and at your own pace.



**MOTOROLA SOLUTIONS**





# START YOUR BUILD AT THE FOUNDATION OF YOUR CRITICAL OPERATIONS COMMUNICATIONS

The move to the future in communications begins with digital two way radios. Why? Because radio communication remains a critical foundation for many businesses and organizations. Radios are dependable, durable, and easy to use – and digital radios offer these advantages in addition to many more.

While some organizations still rely on legacy analog hardware, 65% of survey respondents indicated they are already utilizing digital radios in some capacity and half said they expected to fully adopt digital radio communications within the next 5 years.

**65%**

**CURRENTLY  
UTILIZING  
DIGITAL  
RADIOS**

**1/2**

**EXPECT  
TO FULLY  
GO-DIGITAL  
BY 2024**

# THE DIGITAL DIFFERENCE: POWERFUL, FLEXIBLE, EXTENSIBLE

Why are so many organizations moving from analog to digital radio? In a word: performance. The shift to digital is a natural extension of evolving business needs and increased demand for more reliable, real-time communication. Digital radio is better suited to meet those demands, offering a host of benefits including:



## BETTER VOICE QUALITY

Automatic error correction capabilities maintain the clarity of voice, even with background noise or a corrupted signal. Speech is digitally encoded, which means advanced algorithms can deliver clear voice in extreme conditions.



## GREATER CAPACITY

Exceptional bandwidth far outreaches what analog can offer. In fact, it's so efficient, it allows you to double the capacity of your existing 12.5kHz channel which can lower your licensing costs.



## STRONGER COVERAGE

Digital performs better even at the far edges of coverage. Built-in error correction helps eliminate the static, background noise, and voice distortion that can occur with analog radios as you reach the limits of coverage.



## LONGER BATTERY LIFE

While battery life is a challenge for all mobile devices, digital technology is much more efficient, allowing batteries to last up to 40% longer.

Taken alone, these benefits can have a powerful impact on your business. Yet, they're just the beginning.



Moving from analog to digital doesn't simply boost the performance and efficiency of your radio communications, it provides an entry-point to a range of integrated applications and solutions that can unify communications from end-to-end, transforming the way your business operates. This includes video and security, dispatch, work ticketing, and more.

# TAKING THE LEAP: TRANSITIONING TO DIGITAL IS EASIER THAN EVER BEFORE

Not sure where to start? Motorola Solutions and our extensive network of channel partners are here to help you navigate the transition from analog to digital communications. The steps are easier than you might imagine:



STEP  
**1**



## CONTACT US

Start by reaching out to Motorola Solutions. Our team will spend time understanding the unique needs of your business and help you explore options to maximize your technology investment such as trade-in, leasing, and service options.

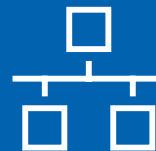
STEP  
**2**



## SEE IT IN ACTION

You'll never have to guess how Motorola Solutions digital radios will work in your environment – we're happy to show you. We'll stage a full demonstration of the solutions in your workspace. We'll walk you through digital features and benefits, demonstrate capabilities, and even create a customized map of coverage if applicable.

STEP  
**3**



## PLAN & PREPARE

We'll create a detailed proposal based on your needs. Before going live, we'll work with you to configure solutions in advance, creating your talk groups, setting user preferences and privileges, and ensuring the system is ready to work optimally in your environment the moment you transition to the new technology.

STEP  
**4**



## BRING IT TO LIFE

We understand that business continuity is your top concern and we'll work with you on a plan that makes sense for you and your business. We can stand up your new ecosystem side-by-side with your existing infrastructure to help ensure continuous coverage. You can opt to transition your system as a whole or piece by piece, depending on your specific needs or concerns. Finally, we'll make sure your entire team is comfortable and confident with the new technology, conducting training and providing support to ensure you're getting the most out of the solution on an ongoing basis.

# ACCESS TO A MORE CONNECTED WORLD

As powerful as it is, digital radio is only the beginning – a gateway to a host of technology and integrations that unify your teams, streamline your communication, protect your data, and help you enhance safety. Here's how it all comes together in one end-to-end communications suite:

## MOTOROLA SOLUTIONS END-TO-END UNIFIED TECHNOLOGY ECOSYSTEM UNIFIED TEAM COMMUNICATIONS



# SEAMLESSLY CONNECTED, LIKE NEVER BEFORE

## ENABLE ANY COMMUNICATION DEVICE THAT NEEDS TO CONNECT WITH CRITICAL OPERATORS

MOTOTRBO™ Digital Two-Way Radios sit at the center of the communications ecosystem. With the most comprehensive portfolio of digital products available, MOTOTRBO offers a range of durable, dependable two-way radios. Superior range, battery life, and responsiveness enable you to communicate more effectively than ever before.

In an always-on world that demands instant connection, the WAVE Push-to-Talk (PTT) Mobile App lets you communicate with any team member, anywhere, on any supported mobile device. A subscription-based service, the app offers the simplicity of PPT radio with the power of a national network and scalable services, instantly connecting your team across locations and devices, and integrating into your radio network.

Featuring a coast-to-coast broadband network, the TLK 100 two way radio and the TLK 150 mobile radio are rugged, reliable radios that operates over LTE.

## MOBILIZE YOUR WORKFORCE

Mobilize your workforce more effectively with AVTEC Scout™ dispatch solutions. Scout streamlines management of day-to-day tasks, enabling you to create, design, and assign tasks, then track them to completion. Integrating with two-way radio solutions, broadband push-to talk systems, and telephony technologies already in use, Scout is flexible, scalable, and reliable enough for businesses of all sizes. Avtec Scout Enterprises consoles bring it all together. The official dispatch solution for MOTOTRBO radios, Avtec Scout Enterprise consoles let you instantly connect to MOTOTRBO systems through a wireline or wireless connection for customized, scalable, reliable software-based IP communications that operates over LTE.





## MANGE INCIDENTS WITH CONFIDENCE

Safety is a top priority across all industries – yet accidents and incidents happen. ALLY, our intuitive dispatch and incident management platform, doesn't just help you document incidents with ease – it allows you to analyze incident trends. ALLY's centralized, secure database lets you input and access real-time information from multiple devices, generate built-in reports, and develop improved insights for more proactive security planning.

## PROTECT AND PREVENT

Video security and access controls are a key piece of any enterprise communications ecosystem. Video provides a critical record of incidents and combined with robust analytic capabilities and real-time alerts, it becomes a powerful preventive tool. **Avigilon Video Security** offers high-definition cameras with supreme image detail, allowing your team to see incidents as they happen, minimizing response times, and protecting valuable assets. **Avigilon Unusual Motion Detection** brings security to the next level, continuously learning typical activity and patterns, then detecting and flagging unusual motion. **Access Control Manager** lets you view and control access points virtually from anywhere. **Radio Alert** rounds out the integrated system, enabling your teams to receive and acknowledge real-time- video and access control intelligence via their MOTOTRBO radios. The result is faster response time and more effective utilization of security teams, who are freed from continually monitoring desktop video feeds.

## COMMUNICATE WITH CONFIDENCE

As your end-to-end communications platform evolves, Motorola Solutions' wide range of **Managed and Support Services** let you shift technology support to our data and voice communications experts so you can focus on what you do best – operating and growing your business. Infrastructure services feature 24/7 access to technical support staff, minimizing disruptions and ensuring the continuity of your communications network. With **Device Services**, our experts monitor and update all of your devices, ensuring peak performance, improved response, and continuity through timely software updates and hardware repair.





# THE FUTURE IS NOW

There has never been a better or more important time to explore the benefits digital communications offer your business. Digital radios are ideal, with the power, flexibility, and performance your business requires. As the industry continues to shift from analog to digital technology, organizations who embrace the evolution sooner are more likely to enjoy an advantage over the competition.

Along with our partners, Motorola Solutions makes it easy for you to transition from analog to digital technology. With a range of tailored solutions and services, we're committed to helping you make the leap smoothly and seamlessly. Once you do, you'll have access to so much more – a world of innovative, integrated communications solutions that can transform the way you do business.

The future of business communications technology is here. With the ability to increase efficiency, drive productivity, and enhance safety, Motorola Solutions digital communications allow you to evolve your communications technology at your own pace, providing a clear competitive edge today and a strong foundation for growth tomorrow.





Learn how to build out your digital two-way radio fleet online today, visit: [www.motorolasolutions.com/solutionfinder](http://www.motorolasolutions.com/solutionfinder)



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