



CONNECTING AT THE SPEED OF YOUR BUSINESS

Solving the Top Four Transportation and Logistics Communication Challenges





The transportation and logistics industry always keeps safety at the forefront of operations. In recent years, finding new approaches to safety has been a top priority. At the same time, as many consumers transitioned to remote work, the demand for delivered goods skyrocketed.

The resulting supply chain crunch has upended transportation and logistics companies, which were already under strain from the ongoing shift to e-commerce. Yet, as the world adjusts to new norms and companies continue coping with supply imbalances, the need for greater connectivity between people, vehicles, facilities, and data has grown substantially.

Unified communications technology will be a key enabler of this new reality, with the ability to advance three connected goals: safety, efficiency, and productivity.

Adopting systems that enable seamless communications and that are durable, reliable, and integrated will allow forward-looking transportation and logistics companies to grow and meet shifting business requirements now and well into the future.

While every transportation and logistics operation is unique, most share similar communication challenges.

According to a recent comprehensive survey from Motorola Solutions, the industry faces four key hurdles to increasing connectivity and unifying communications: communication device reliability and durability; audio clarity; the integration of data applications across devices; and keeping all devices updated and secure.

Companies that are able to overcome these challenges will see immediate benefits for both their people and productivity, while gaining a clear competitive advantage. Here's how.

**OVER
80%**
OF TRANSPORTATION
WORKERS ARE USING
MULTIPLE DEVICES TO
COMMUNICATE WHILE
ON THE JOB

— 2021 Motorola Solutions
Transportation Survey



CHALLENGE #1:

Device Durability and Reliability

Transportation and logistics work is conducted both in and outdoors, therefore, the need for rugged, durable, and reliable devices is universal. When workers are wearing protective gear such as gloves, eye and ear protection, hard hats and specialized clothing, handling devices isn't just a challenge, but a possible safety risk. Communicating with vehicles on the road brings additional safety and regulatory challenges.

In these environments, delicate electronics that aren't up to the task simply won't last long. Transportation and logistics workers need devices that can handle the specific challenges of the office, facilities, the road, and everything in between. They need durable devices that can withstand the knocks, drops and spills that happen in these settings every day – so workers can keep communicating no matter what the day brings.

Durability and reliability is the key to maintaining a safe, efficient and productive environment. Knowing that a teammate is always a reliable button press away, whether they're in the office, at a facility, or on the road, means workers can perform their jobs safely, without interruption and with total confidence.

That's why MOTOTRBO™ R7 and MOTOTRBO Ion radios are built to be ultra-durable.

The MOTOTRBO R7 is designed and tested to military standards, so you can rely on it wherever and however you work. Tested to IP66 and IP68 standards, MOTOTRBO R7 radios are dust-tight and protected from water immersion of over 6 feet for two hours and can even withstand high-pressure water jets. Plus, the enlarged screen is ruggedized so it can stand up to repeated drops, even on concrete. The casing on MOTOTRBO R7 was even designed to medical-grade specifications so it can resist damage from disinfectants and decontamination substances.

MOTOTRBO Ion uses ultra-strong materials both inside and out for outstanding impact resilience. It has an ultra-rugged, liquid-resistant touchscreen and is easy to operate with or without gloves. Because temperature extremes can wreak havoc on battery life, MOTOTRBO Ion has a long battery life through extreme temperatures—hot or cold.

Providing next-level noise cancelling, loudness and clarity, [MOTOTRBO R7](#) excels where audio communications can be challenging, so your team can hear and be heard.





CHALLENGE #2:

Audio Volume and Quality

It's not surprising that respondents to our transportation and logistics industry survey said that audio volume and quality is a top communication challenge for workers. Companies in this industry deal with frequently loud, often chaotic operational environments. The presence of heavy, dangerous machinery and equipment at a facility, multiple teams of workers conversing, and vehicles constantly entering and exiting – make seamless communication and the ability to hear absolutely critical to safety.

Transportation and logistics companies need communications devices that ensure they can hear correctly the first time, every time, no matter where their teammate is at that moment. That's why superior loud and clear audio is a top feature of every MOTOTRBO R7 and MOTOTRBO ION we offer.

The MOTOTRBO R7 excels in the most challenging audio conditions. Adaptive dual microphone noise suppression cancels deafening sounds from machinery, engines and road noise, whilst automatic feedback suppression intelligently cancels out the feedback from other nearby radios when individuals are working in close proximity. The R7 also offers an extra-loud audio profile option, allowing teams to hear each other clearly even in loud environments. Intelligent audio monitors background noise, adjusting speaker volume automatically so that audio is always at the right volume, whether in digital or analog mode. No missed messages, no requests to repeat what was said, just clear and audible communications that cut through the clamour of facilities and vehicles.

With industry-leading volume, clarity, and noise suppression features, MOTOTRBO ION's voice communications outperform the competition. The radio has intelligent audio features such as adaptive dual microphone noise and automatic acoustic feedback suppression. With microphone distortion control and even adaptive wind noise mitigation, ION is ready for whatever the day brings.

Connecting Across the Country

Warehouses always have instant access to check on stock with colleagues around the country. And shipping companies can easily radio other locations to check on specific items. But, collaboration shouldn't be confined to just the facility.

Within the industry, using a smartphone in transit isn't just a distraction, but a safety hazard as well as a violation of state and federal law. The TLK 100, with its tactile one-button functionality, keeps employees safely in contact anywhere the job takes them. So, trucking companies are assured instant and clear voice communications from city to city and state to state.

TLK Series radios merge the power of nationwide mobile broadband with the simplicity and functionality of a Push-to-talk two-way radio, making them ideal for trucking, shipping, towing, and other transportation and logistics companies. [WAVE PTX](#) connects all employees' devices, from smartphones and TLK Series radios, to laptops and tablets. Drivers can instantly connect with the warehouse, including those on digital or analog MOTOTRBO devices, with other drivers, or with a customer expecting a shipment. Dispatchers can set up location-based talk groups, so conversations can be limited to people within a specific facility or area, prioritizing essential interactions. On the road, where laws often prohibit cell phone use while driving, TLK Series radios offer instant Push-to-talk communication while protecting driver safety and reducing employer liability.

*Please refer to the MOTOTRBO R7 user manual for a list of approved disinfectants and decontamination substances.



CHALLENGE #3:

Integration of Data Applications

Our survey revealed that device proliferation is a growing pain point across the transportation and logistics industry. Most transportation and logistics workers—83 percent—say they currently use more than one device to communicate while on the job, with workers reporting they frequently use up to three and even four devices.

Yet, when it comes to transportation and logistics, safety and efficiency depend on fast and clear communication. Companies want a range of features and applications that go beyond voice communications such as Bluetooth connectivity, rich data, and text to speech.

By adding these capabilities directly on the Push-to-talk devices workers already know and love, then making them all compatible with each other, teams can get the job done using only one communication device.

That's why we offer digital radios with the capability to run a range of applications, purpose-built for every type of transportation and logistics team, from route planning and optimisation, to dispatch management and indoor location tracking.

For example, the MOTOTRBO Ion's business-ready communications capabilities include always-on broadband capabilities and an open app ecosystem running on the Android platform. With built-in access to Motorola's unified technology ecosystem, teams can stay connected across multiple networks and devices.

For environments where app use may not be appropriate, such as on the road, the MOTOTRBO R7 offers the ability to connect and collaborate without distraction. MOTOTRBO R7 keeps teams connected with streamlined critical communications, while offering the ability to collaborate with video security systems, sensors and more.

Workers can prioritize only the alerts that keep them and customers safe, avoiding excessive notifications, so they can maintain peak productivity and efficiency while staying compliant with all regulations.

GO ALL ON WITH MOTOTRBO ION

[MOTOTRBO Ion](#) is our first business ready communication device with always on voice and broadband data capabilities. It brings together renowned Push-to-talk performance, an open app ecosystem on the Android platform, and access to our unified technology ecosystem - without compromising on durability.



CHALLENGE #4:

Keeping Devices Updated

With the broad adoption of data and applications to enhance transportation and logistics operations, ongoing, proactive software updates are now a critical part of deploying technology. This proactive maintenance is necessary to prevent downtime, stay current on software features and ensure security.

Yet, constantly maintaining devices can be challenging, requiring additional staffing or expertise. For many companies, the answer is a service that transfers the burden of ongoing maintenance to a third party, for a predictable, low-cost-per-user subscription fee.

Service packages from Motorola Solutions include features that ensure continuous security, performance and enhanced functionality of radios and infrastructure. Depending on the adopted service level, companies can transfer radio operations and updates to our experienced managed services professionals, reducing risk and maximizing radio performance. Our service packages also provide priority access to MOTOTRBO certified and tested release software updates and upgrades.

SEAMLESS CONNECTIVITY:

The New Competitive Edge

As the world continues to deal with ongoing supply chain challenges and recovery from a pandemic, transportation and logistics companies are embracing a new reality, with the need to keep workers safe and connected as they deal with the strain of unprecedented demand and shifting business requirements.

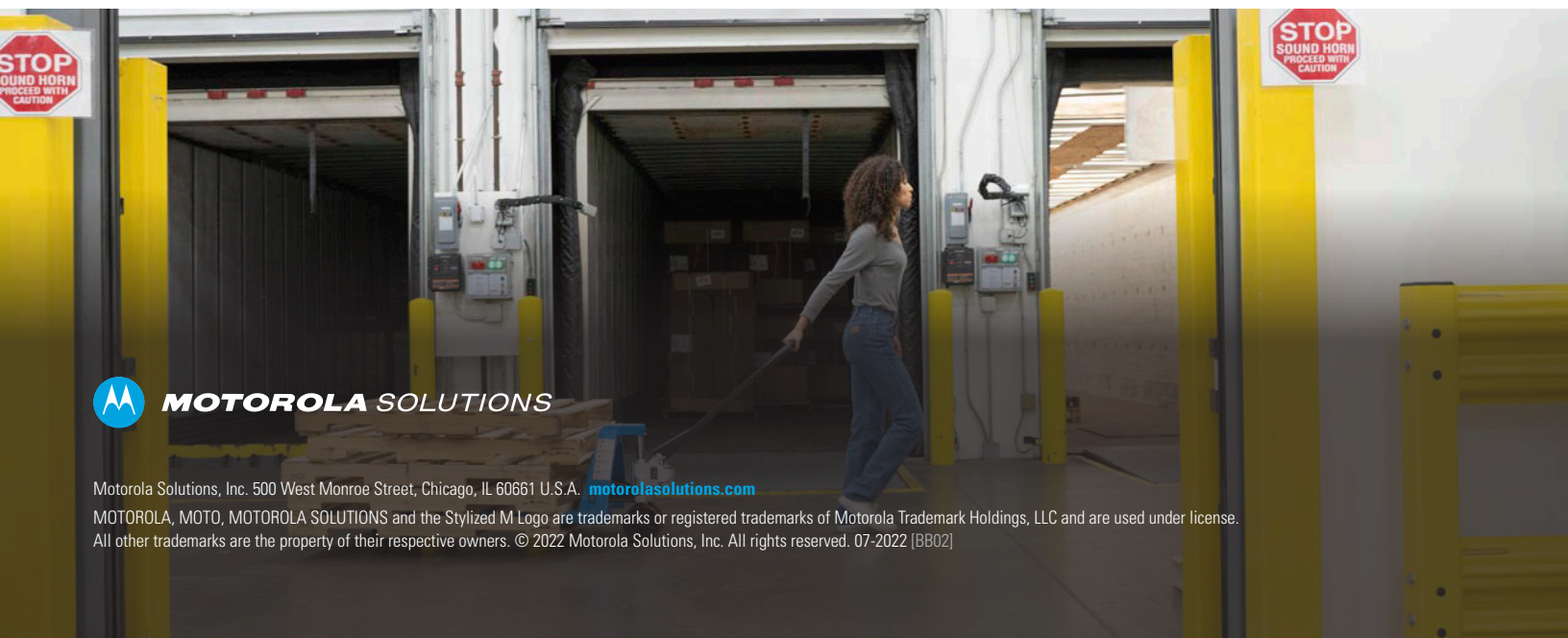
In this new reality, all team members must be able to seamlessly communicate, including those working at a sorting facility, those working remotely, or those workers in transit. That's why, today, seamless connectivity is a critical business imperative for transportation and logistics companies of all types.

Forward-looking companies are adopting new systems and devices that enable seamless communications for increased safety, efficiency, and productivity. To get there, they're confronting key communication challenges including device reliability and durability, audio clarity, the integration of data applications across devices and keeping all devices updated and secure.

With the help of the Motorola Solutions ecosystem of radios, devices, and services — transportation and logistics companies can easily overcome these challenges.

The result? Immediate benefits in both safety and productivity. And a clear competitive advantage.

To learn more about Motorola Solutions communications solutions for Manufacturing, please visit <https://www.motorolasolutions.com/en-us/solutions/transportation-logistics.html>



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