



DELIVERING SEAMLESS CONNECTIVITY FOR A NEW COMPETITIVE EDGE:

**SOLVING THE TOP FOUR TRANSPORTATION AND
LOGISTICS COMMUNICATION CHALLENGES**





As the pandemic swept the globe in 2020, the transportation and logistics sector faced unprecedented challenges that remain, and have even accelerated, in the years since. At the start of the pandemic some facilities closed. Workers became ill. And new approaches to safety took on an even more central role in operations.

At the same time, as many consumers transitioned to remote work, demand for specific items skyrocketed, especially those for the home along with electronics and other goods.

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 begins to live with the virus 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: device reliability and durability; audio clarity; the integration of data applications across devices; and keeping all devices updated and secure.

THOSE 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.



CHALLENGE 1: DEVICE DURABILITY AND RELIABILITY

Transportation and logistics work is conducted indoors and out and the need for rugged, durable, and reliable devices is universal. When workers are wearing required protective gear such as gloves, eye and ear protection, hard hats and specialised 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, warehouses, 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 warehouse, or on the road, means workers can perform their jobs safely, without interruption and with total confidence.

That's why we built our MOTOTRBO™ R7, MOTOTRBO Ion two-way radios, and our Evolve LTE device to be ultra-durable.

The MOTOTRBO R7 is designed and tested to MIL-STD-810 military standards, so you can rely on it wherever and however you work. Tested to IP66 and IP68 standards, the MOTOTRBO R7 radios are dust-tight and protected from water immersion of up to two metres 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 substances¹.

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

Evolve is a powerful LTE handheld device, purpose built as the ideal companion for Motorola Solutions broadband push-to-talk systems including WAVE PTX. Together, these solutions enable your teams to connect with greater speed and efficiency across different devices, networks and locations. It's also built to withstand tough working conditions. It's dustproof and submersible in up to two metres of water for up to two hours. Its rugged, 5" glove-operable, liquid-resistant display features a Gorilla Glass 3 screen, so it can withstand repeated drops onto concrete. Built for multi-shift use, Evolve also enables a long run time with high-capacity swappable batteries that ensure the device can be handed over from shift-to-shift without charging.

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, sometimes dangerous machinery and equipment at a facility, multiple teams of workers conversing, and vehicles constantly entering and exiting, makes 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 key feature of every MOTOTRBO R7, Evolve, 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 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 a noisy loading bay or a quiet supervisor's office. 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 advanced 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.

A truly business and mission-critical device, Evolve allows teams to hear and be heard in any environment. It features three microphones for superior noise suppression and echo cancellation and is compatible with a range of accessories, such as wireless full duplex remote speaker microphones that provide even quicker access to push-to-talk, or compact earpieces that let teams be discreet as they communicate.



CHALLENGE 3: INTEGRATION OF DATA APPLICATIONS

Our survey revealed that device proliferation is a growing pain point across the transportation and logistics industry. Over 80% of transportation and logistics workers 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 PTT 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, 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.

Evolve also offers broadband data capability, allowing users to share large files and videos, with internet access and cloud-based applications on an open Android platform available anywhere there's a 3G, 4G, or Wi-Fi connection available.

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 prioritise 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.



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.

To ensure continuous security, performance and optimal functionality, the R7, Evolve and Ion devices include up to a five year warranty that provides software updates, technical support and hardware repair. Plus, for an enhanced level of protection, optional service packages are also available to cover for accidental damage as well as general wear and tear.



SEAMLESS CONNECTIVITY: THE NEW COMPETITIVE EDGE

As the world begins to live with COVID-19 and continues to deal with ongoing supply chain challenges, 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 distribution 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 devices, accessories, infrastructure 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 transportation and logistics, please visit www.motorolasolutions.com/en_xu/solutions/transportation-logistics.html

¹ Please refer to the MOTOTRBO R7 user manual for a list of approved disinfectants and decontamination substances.

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