



# REPLACING NEXTEL PUSH-TO-TALK IN MANUFACTURING: INCREASE END-TO-END PLANT EFFICIENCY AND UPTIME WITH A MOTOROLA MOTOTRBO™ TWO-WAY DIGITAL RADIO SYSTEM

## MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM



### **THE CHALLENGE** FINDING THE RIGHT REPLACEMENT OPTION FOR NEXTEL PUSH-TO- TALK SERVICES

Whether you run a global network of warehouses or multiple local plants, you need reliable communications in order to maximize efficiency and productivity — and eliminate unplanned downtime. Today, your Nextel mobile phones provide that critical communications link. But with the Nextel network closing down in June 2013, you need to find a new way to link workers in every corner of the plant — from production line operators and supervisors to engineers, warehouse workers, quality control and facilities security.

### **THE SOLUTION** DELIVER PUSH-TO-TALK SERVICES AND MUCH MORE AT A LOWER COST WITH THE MOTOROLA MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM

When you choose a Motorola MOTOTRBO two-way radio system, you get the same high-quality push-to-talk services that were delivered over the Nextel network, plus additional communication services that help to further improve operational efficiencies, uptime and your competitive edge — all at a lower cost. In addition, you get the flexibility to choose the right radio for each worker, plus the deployment style that best fits your business needs: you can purchase your own system; simply add subscribers to a commercial MOTOTRBO system — or both.



# NATION PIZZA AND FOODS

LEADING MANUFACTURER OF BAKED, PREPARED AND FROZEN FOODS

**“MOTOTRBO digital radios improve plant efficiency by at least 10%.”**

*- Mike Alagna, Chief Operating Officer*

**“MOTOTRBO has definitely reduced response time and is definitely paying for itself.”**

*- Julian Bauer, Process Improvement Supervisor*

## **ALL THE COMMUNICATION SERVICES YOU NEED TO ACHIEVE PEAK EFFICIENCY AND REAL-TIME VISIBILITY IN YOUR MANUFACTURING OPERATIONS**

The Nextel network provided basic PTT services. Your MOTOTRBO system provides so much more:

### **A new level of flexibility for your push-to-talk services**

With MOTOTRBO, you can create however many talk groups are needed to help ensure your workers can reach whoever they need with the press of a button — the limitations imposed by the Nextel network on the number of talk groups and number of users in a talk group are eliminated. Now, you can finally make all the connections needed to create a tightly knit workforce that can instantly respond to almost any situation. And since you're in control, you can even create a temporary talk group. For example, you can connect senior executives to all department managers during an emergency.

### **A new level of audio quality for your push-to-talk services — hear every word on every call**

With TDMA digital technology and the Intelligent Audio feature on the two-way radios in our MOTOTRBO manufacturing portfolio, users can count on crystal-clear audio, without background noise or static — especially crucial in industrial environments. Noise suppression software filters out nearby machinery sounds and conversations. In addition, call volume is automatically adjusted based on background noise, which could prevent workers from missing a call or disturbing other workers in the area.

### **Text messaging and email**

Workers can send and receive text messages and emails on MOTOTRBO two-way radios, improving communication flexibility. Workers can retrieve messages when convenient, preventing work disruptions for non-urgent communications.

### **Data applications**

With support for data, electronic work ticket orders can be sent directly to MOTOTRBO radios, helping to ensure engineers perform maintenance on time. In the event a machine malfunctions, an alarm can be directed to the right engineer to provide the prompt attention required to keep the production line up and running.

### **Real-time dispatch**

Any MOTOTRBO user can be patched directly to municipality first responders to help boost worker and plant safety, such as fire and police. In addition, plant managers can be easily patched into any talkgroup, always available to help wherever they are needed to keep the plant up and running at peak performance.

### **A complete family of accessories**

No matter which radios you choose, our enterprise-class accessory family allows you to customize your two-way radio solutions to meet the requirements of different types of users. And our industrial grade wireless headsets are built to help ensure clarity despite the high noise levels found in industrial manufacturing environments.

## TAILOR YOUR MOTOTRBO SOLUTION TO MEET YOUR SPECIFIC NEEDS

### FLEXIBLE DEPLOYMENT OPTIONS

MOTOTRBO allows you to choose deployment options based on your business needs and your budget. You can purchase a MOTOTRBO system or take out a monthly subscription on one of the commercial MOTOTRBO networks.

In addition, deployment options can be combined. For example, you may opt to purchase a MOTOTRBO system to support users inside your plant, eliminating monthly fees for dispatchers, maintenance technicians, operators and warehouse personnel. Senior executives can be served by the local commercial systems for true anywhere and anytime instant push-to-talk connections to department managers, without the investment required to build out a wide area MOTOTRBO network.

### THE ADVANTAGES OF OWNERSHIP — COMPLETE CONTROL, NO MORE COVERAGE ISSUES, NO MORE AIRTIME FEES

When you opt to buy a MOTOTRBO system, you own it and you control it. Benefits include:

#### Coverage issues can be eliminated

Unlike the cellular network, you decide where and how to build out the infrastructure. You can ensure coverage in every inch of vast outdoor yards and challenging indoor areas, such as production lines deep inside buildings. As a result, you can connect every aspect of your manufacturing operations, from raw materials to finished goods.

#### Service level issues can be eliminated

Since you own the network, you own all the bandwidth. You may never need to worry about service level issues when the network is overloaded with users during peak usage times.

## THE RIGHT RADIO FOR EVERY JOB

You have different types of workgroups inside your operations — you'll need different types of two-way radios to cost-effectively meet their needs. With the MOTOTRBO manufacturing portfolio, there is a two-way radio that is perfect for every worker.



### SL SERIES SENIOR EXECUTIVES/ PLANT MANAGERS

Executives need to be connected, yet want a device that is stylish and discrete. The ultra-thin and ultra-light SL 7550 is right for the job, with a smartphone-slim contemporary design that easily fits in a pocket for the ultimate in style, but with all the power of the MOTOTRBO voice and data experience.



### XPR 6000/7000 SERIES MAINTENANCE, ENGINEERING, OPERATORS AND SECURITY

The XPR 6000/7000 Series radios provide the key features operators, maintenance personnel and engineers require: voice, data and rugged design. These radios are built for industrial environments, delivering reliable operation even if dropped in water or



### XPR 4000/5000 SERIES DISPATCH AND MATERIALS MANAGEMENT

The XPR 4000/5000 Series keeps warehouse workers and dispatchers in touch

exposed to extreme cold, snow, rain or dust. The XPR 7000 boasts a large 5-line full color display that is ideal for reading automated alarms, text messaging and work orders.



### XPR 3000 SERIES WAREHOUSE

The cost-effective XPR 3000 Series is ideal for workgroups that may only need voice, such as warehouse workers.

with the flexibility to communicate by voice, text or a simple work order application.

**Large monthly airtime fees are eliminated**

With a private two-way radio system, you can say goodbye to monthly airtime fees for push-to-talk and text services — forever. Now your communication services are much more cost effective, and the savings can flow directly to your bottom line — improving profitability.

**Radio solutions designed to grow with you**

When you invest in a MOTOTRBO system, you get the peace of mind that the solution you purchase today is designed to meet your needs many years into the future. Expansion capabilities are virtually limitless for this highly scalable solution. Whether you need to add capacity for more users, improve coverage in challenging areas, add coverage in new areas within your plant, connect multiple plants or enable communications between two-way radios and other types of mobile devices, your networks can easily grow to meet your changing needs.

**THE ADVANTAGES OF OPERATING ON COMMERCIAL MOTOTRBO SYSTEMS**

The benefits of opting to continue the same monthly user-fee model you use today on the Nextel network include:

**Fast and cost-effective wide area coverage**

Creating a MOTOTRBO wide area network can be a significant investment. For the small number of workers that need coverage beyond your property walls, the monthly user-fee model on a commercial MOTOTRBO system is a very cost-effective way to provide the same

anywhere and anytime services as a cellular network. Services are targeted to your specific area and often provided at a lower cost than what you've come to expect from legacy push-to-talk services from Nextel.

**Continue to utilize your existing operating expense budget for your communications**

Operating on our commercial MOTOTRBO systems minimizes any impact on your budget. The same monthly allotment for two-way radio services is simply allocated to MOTOTRBO service. The system can provide the bridge that fits in your budget today, helping to ensure continuity of communications for your workforce, wherever they are — inside the manufacturing plant or out on the road.

**Fast deployment**

You can add MOTOTRBO subscribers today and be up and running tomorrow — there is no radio network infrastructure to purchase, test or install.

**Lower deployment and management costs**

With our commercial systems, deployment costs are minimized. The only deployment costs you'll incur are the cost of the two-way radios — a cost you'll incur regardless of which solution you use to replace your Nextel service. In addition, there is no infrastructure to maintain and manage, reducing IT time and cost.



**GEORGIA NUT COMPANY**

QUALITY CONFECTIONS, SNACKS AND NUTS

**“With IP Site Connect and MOTOTRBO, there’s now solid and consistent communication between the dispatcher, mechanics and production personnel. With this new system, we can work much more efficiently, which translates into much higher profitability.”**

*- J.R. Vazquez, Dispatcher, Georgia Nut Company*



## MOTOTRBO. THE NEXTEL REPLACEMENT THAT GIVES YOU MORE.

Simply put, when you replace your Nextel services with MOTOTRBO, you get all the same services — and much more:

- **More flexibility and control** — Tailor your communication solution to meet the specific needs of your business, your budget — and every one of your users.
- **More push-to-talk functionality** — More talk groups and more users per talk group let you create all the talk groups you need to maximize collaboration.
- **More services** — In addition to voice, our MOTOTRBO family of radios can support data, including text, email and basic work order applications.
- **Superb audio quality** — With TDMA digital technology and our Intelligent Audio feature, your users will hear virtually every word on every call — no matter how much background noise is present.
- **More devices** — The MOTOTRBO portfolio offers a wide range of two-way radios that meet the needs of different types of workers — from line operators, maintenance personnel and engineers to dispatchers, warehouse workers, security officers and senior management.

MOTOTRBO — the communication solution that gives you everything you need to take efficiency, uptime and safety in your plant to the next level.

REPLACE YOUR NEXTEL PUSH-  
TO-TALK SERVICES WITH A  
SOLUTION THAT DELIVERS  
**MORE, COSTS LESS AND DRIVES  
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YOUR MANUFACTURING PLANT TO  
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## MOTOTRBO

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Or locate your nearest Motorola  
representative at:  
[www.motorolasolutions.com/contactus](http://www.motorolasolutions.com/contactus)



**MANUFACTURING SOLUTION BRIEF**  
MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM

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***MOTOTRBO***  
*DIGITAL*  
*REMASTERED.*