



# HARNESSING THE POTENTIAL OF BUSINESSES IN A DIGITAL AGE

CRITICAL COMMUNICATIONS WORLD 2018



**MOTOROLA SOLUTIONS**

**Digital technologies are changing the world. In this new age, rapid advances in digital technology have had a profound impact on our lives, enabling a digital economy and reshaping the commercial landscape businesses operate in.**

**At our stand, learn from experts who will demonstrate how large or small companies can help to boost efficiency, enhance customer service and improve personnel safety by addressing five key challenges of the digital age.**



### **CHALLENGE #1: KEEPING OPERATIONS RUNNING ALL DAY, EVERY DAY**

Getting things right first time, every time is no easy task, especially when budgets and timeframes are being squeezed. People, equipment and processes all need to interact efficiently to ensure that businesses run smoothly. Two-way radios offer unrivalled instantaneous communications between individuals and teams to help ensure workflows are handled effectively to get the job done. Whether for manufacturing or utilities, transportation or retail, waterproof, super-stylish or ATEX certified - whatever the requirement, Motorola Solutions has the right device for every user. A wide range of devices are available from basic voice-only to sophisticated value-add data functionality with super-slim, discreet or rugged form factors.

#### **ON THE STAND:**

Motorola Solutions offers a broad range of licensed and un-licensed two-way radios, plus smart apps to expand coverage and capabilities. See a selection of devices from our **Talkabout™, PMR446, VX- and EVX-Series, MOTOTRBO™** and **TETRA** portfolios.



## CHALLENGE #2 DEALING WITH UNPLANNED EVENTS

From minor hiccups to major incidents, businesses need to prepare so they are ready to respond when the unexpected happens. Two-way radio systems are relied on all around the world to provide dedicated, instantaneous communications that enable managers and workers to react rapidly, minimising the impact of the unplanned and returning to normal as quickly as possible. Motorola Solutions provides a huge range of devices, systems, services, accessories and apps to manage operations day-to-day and to react in an instant.

### ON THE STAND:

Our **Talkabout**, **PMR446**, **VX-** and **EVX-Series**, **MOTOTRBO** and **TETRA** two-way radios provide instantaneous push-to-talk communications suitable for users from the smallest business to the largest enterprise.

## CHALLENGE #3 KEEPING STAFF, CLIENTS AND VISITORS SAFE

Security of premises and protection of people is an increasing concern. With effective communication systems in place to monitor facilities and enable a swift reaction to situations as they arise, staff, clients and visitors are protected and buildings are secured. Modern work practices mean more and more staff members are working in areas on their own. Employers need to ensure there are systems in place to protect their staff and monitor their wellbeing so that when the unexpected happens, response is rapid. Motorola Solutions MOTOTRBO and TETRA devices have been designed with worker safety in mind and offer a suite of features to help keep users safe.

### ON THE STAND:

**MOTOTRBO** and **TETRA** devices with built-in lone worker and mandown functions automatically monitor users and instantaneous emergency calling, remote monitor and indoor and outdoor location tracking help ensure a rapid response when an incident occurs.

## CHALLENGE #4 ACHIEVING MORE WITH LESS

Improving efficiency can help generate savings and minimise the impact of rising costs and constrained budgets. Effective communication lets individuals and teams work as one, with clear goals and understanding, so there's no duplication of effort or wasted time. Seamlessly integrating staff, data, information and work processes allows organisations to function as effectively and efficiently as possible to combat restrictions. With Control Room systems from Motorola Solutions, managers can easily monitor and co-ordinate workers to maximise performance and boost efficiency.

### ON THE STAND:

**SmartPTT Plus** and **TRBOnet Plus** Control Room Solutions provide centralised management of teams, event logging for audits and training, plus location tracking, job ticketing and more to improve efficiency.

## CHALLENGE #5 ENSURING STAFF CAN COMMUNICATE ACROSS THE ENTIRE FACILITY

Creating reliable communications systems presents multiple challenges. Whether connecting people at different sites, filling in blackspots in reception, dealing with large numbers of users or providing wide-area coverage, network designers need to ensure that the technology used matches the user requirements. The unified communication platform from Motorola Solutions combines two-way radio networks and smart broadband-enabled devices to provide flexible, high capacity systems to connect people, data, information and work processes.

### ON THE STAND:

**MOTOTRBO Capacity Max** and **DIMETRA Express** provide trunked LMR network capabilities for DMR and TETRA users and the **WAVE** broadband Push-To-Talk platform connects users across radio, cellular, Wi-Fi and telephony networks.



## **CREATING COMPETITIVE ADVANTAGE AND IMPROVED CUSTOMER SERVICE IN A DIGITAL SOCIETY**

### **VISIT US ON STAND C10 AT CCW 2018**

For more information on Motorola Solutions involvement in CCW,  
visit [ccw.motorolasolutions.com](http://ccw.motorolasolutions.com)

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