



MOTOTRBO DMRAIert® IN-TRACK

Integrated Personnel Tracking Solution Elevates Performance at Meadowhall Shopping Centre



Landmark Retail Centre Fortifies Customer Service with Digital System

Yorkshire's iconic Meadowhall Shopping Centre situated on the outskirts of Sheffield has established itself as the region's definitive retail experience, attracting millions of visitors each year. Stretching across 1.5 million square feet of floor space, the Centre houses 280 stores featuring designer brands such as Firetrap, Lipsy and Hotel Chocolat. Shoppers can dine at 50 different eateries or be entertained by the 11-screen cinema complex.

With their strong focus on safety and high standards of customer service, Meadowhall required an integrated personnel tracking solution that would enable the company to locate staff throughout the centre quickly and accurately while also meeting their needs for reliable one-to-one and group communication.

Motorola Distribution Partner DCRS worked with Application Partner Alsatel to develop DMRAIert® IN-TRACK, a customised tracking solution running on the MOTOTRBO digital radio platform.

Single Solution Sought To Advance Efficient Use of Resources

Meadowhall had previously used a manual personnel monitoring system to plot the location of its staff. This combined with an analogue two-way radio system, which had several coverage black spots, making it difficult to communicate at times.

An integrated communications solution was needed to allow the security team to track staff movements throughout the site. This would help to improve staff safety, allocate resources more effectively and aid the assessment and rewarding of good performance.

Digital Radio Provides Backbone for Customised Tracking System

Having already developed a personnel locating system to run on MOTOTRBO, Alsatel was approached by DCRS and they collaborated to modify the DMRAIert solution to meet Meadowhall's specific requirements. The result was a single, integrated system that allows management to track and pinpoint the location of personnel anywhere on site, with MOTOTRBO digital two-way radios providing crystal clear voice and data communication throughout the entire centre.

In order to handle the high volume of voice and location data, the system is using Motorola's Capacity Plus trunking technology that dramatically increases the capacity of a standard MOTOTRBO system.

Customer Profile

Company

Meadowhall Centre Limited

Partner

Distribution Partner: DCRS Ltd
Professional Radio Application Partner: Alsatel

Industry Name

Retail

Product Name

- MOTOTRBO
- Capacity Plus
- DMRAIert® IN-TRACK

Solution Features

- Extended communications coverage
- Simultaneous voice and data
- Integrated personnel tracking
- Lone worker protection

Benefits Features

- Increased safety
- Better utilisation of resources
- Quicker reaction times
- Improved security

“This system is just part of our approach to improving the safety and security of visitors, retailers and staff within the centre. It provides excellent coverage of the centre, allowing us to ensure swift and targeted support, whilst improving response times and ultimately safety.”

Dawn Osborne, Head of Operations, Meadowhall

Meadowhall Shopping Centre has deployed an integrated personnel tracking solution using the MOTOTRBO digital radio platform. The MOTOTRBO DMRAAlert® IN-TRACK system enables real-time tracking of staff and provides full communications coverage throughout the site, improving response times and safety levels.



Meadowhall has purchased a fleet of MOTOTRBO DP3600 hand portable radios for management, security, technical and cleaning employees to use across the centre. Each radio has been fitted with a DMRAAlert® IN-TRACK option board. This interacts with wireless beacons that have been installed discreetly throughout the site. Every time a radio passes a beacon, it sends a signal to the control room. The radio's location is mapped on one of two plasma screens, which respectively show the centre's upper and lower malls. Tracking information is recorded by the centre and stored for full traceability.

“This is a passive tracking solution that doesn't require users to swipe a card or tag a key fob. They simply go about their normal daily duties and their location is recorded. The system allows management to see the exact location of personnel at all times and to contact them instantly via push-to-talk or text messaging,” explained Dan Faulkner, Account Manager at DCRS.

MOTOTRBO's advanced call management feature facilitates individual and group calls between multiple users and has an all call option to override communications in the event of an emergency. The Automatic Registration Service (ARS) command shows which radios are on-line and those that can be enabled or disabled remotely.

In addition to Meadowhall's own teams, there are over 280 retailers within the centre who connect to the control room via a 'Centrelink' analogue radio system. MOTOTRBO's ability to operate in both analogue and digital mode will facilitate the gradual upgrade of the 'Centrelink' system to a digital platform, to allow them to benefit from the increased functionality and extended coverage offered by the new network.

Greater Coverage and Monitoring of Staff Movements Adds True Value to Retail Outlets

The ease of installation of the MOTOTRBO DMRAAlert® IN-

TRACK system caused minimal disruption to Meadowhall's operations and communication has been improved due to the full indoor and outdoor coverage provided by the digital radio system.

In addition, the integration of the retailers' analogue communication system into the digital network enables retailers to share information with security officers. This has tightened security and promotes a co-ordinated effort for tackling criminal activity.

The ability to track and locate personnel throughout the centre will improve response times and safety levels. Also, being able to store data from the tracking system and draw reports which indicate the date, time and location of staff, can be invaluable in mitigating insurance claims for slips and trips. Together with CCTV footage, it provides important evidence that the correct action was taken.

“The flexibility of the MOTOTRBO DMRAAlert® IN-TRACK system caters for future expansion, maximising their investment and offering easy upgrade paths,” noted Faulkner.

Future plans include linking the system to Meadowhall's Daily Occurrence Log which records everything from the time the centre opens its doors to details of all incidents. Security is also expected to be enhanced further by linking CCTV to the network, so when a user pushes the alarm button on their radio the CCTV system automatically focuses on their location.

For more information please contact your local Motorola Authorised Dealer or Distributor



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