



SAFETY CHALLENGES AND NEEDS OF THE COMMERCIAL SECTOR

MOTOROLA SOLUTIONS 2023 COMMERCIAL SURVEY REPORT





USING INTEGRATED TECHNOLOGY TO KEEP COMMERCIAL OPERATIONS SAFE

The commercial sector includes a wide range of different industries, each with its own unique safety challenges. And within each industry are countless organisations of different sizes, scope and location. What all these businesses have in common is a need for unified communications technology that allows their operations to run safely, efficiently and reliably.

Whether it's a busy manufacturing plant or a hospital, workers and staff need to be as well equipped as possible to meet security challenges and keep themselves and others safe and protected. Communications and safety technology is constantly evolving, so in order to gauge how industries are taking advantage of this technology, Motorola Solutions conducted the 2023 Commercial Survey.

With over 370 respondents from commercial organisations across Europe, the Middle East and Africa, the survey gained insight from a diverse range of facilities including healthcare, retail, hospitality, manufacturing, and transportation and logistics.

INSTANT COMMUNICATION

EVERY SECOND COUNTS IN THE COMMERCIAL SECTOR

Our respondents said that instant communication is the most important feature for their facility communications. They also cited the importance of protecting workers and visitors with safety features. Other top priorities include automatic alerts when a potential safety, security, or emergency incident arises and reaching workers anywhere, on and off-site.

Speed of response is clearly a priority for commercial organisations when it comes to the safety of their workers and visitors, which is why automatic alerts are a key feature for facilities.

TOP 3 FEATURES FOR FACILITY COMMUNICATIONS

- 1 Instant voice communication
- 2 Protecting workers and visitors with safety features
- 3 Automatic alerts when a potential incident arises



COVERAGE, QUALITY AND CONNECTION

A RANGE OF DEVICES ARE BEING USED BUT THERE ARE STILL CHALLENGES TO OVERCOME

Respondents to our survey made it clear that the biggest communication challenge they are facing is maintaining reliable coverage across their sites. We asked those taking the survey to indicate the top three communication challenges for their organisation, and over 70% included coverage in their response.

Many commercial organisations operate across large sites and some have workers spread across numerous locations. Think of transport companies with personnel on the road, or hospital staff staying connected on a large campus. They need reliable, robust communication technology that can cover these wide areas and keep workers connected.

Of course, a communications device is only useful for as long as it has energy, which is why over 42% of respondents included battery life as one of the top three communications challenges they're currently facing. When a worker picks up a device at the start of their shift, they need it to last the entire time - particularly if they're going to be in a remote location or far from the centre of operations.

The other major communication challenge faced by commercial organisations is audio quality - 36% of respondents included this in their top three. Personnel need to hear and be heard when it matters most, so their communications devices must produce sufficient sound quality and volume. This is crucial for the majority of companies given that 91% of respondents use voice to communicate with other workers.





TWO-WAY RADIOS AND SMARTPHONES REMAIN THE DEVICES OF CHOICE

Companies in the commercial sector are using a range of devices for communication, but there are two that are used more than any others: two-way radios (used by 67% of respondents) and smartphones (used by 51%). Internet/IP Voice-enabled devices were selected as a source of communication by 29% of respondents.

These numbers reflect the continued demand across all sectors for next generation devices with 'smart functionality' that enable workers to easily and quickly communicate while also using apps to accomplish dedicated tasks. Commercial organisations, however, require both functionality and durability. That's why the ideal communications device for this sector may be a type of hybrid device: a rugged, reliable two-way radio that offers the features and data capabilities of a smartphone.

MORE COMPANIES ARE EMBRACING DIGITAL TWO-WAY RADIOS

About 36% of survey respondents have transitioned to digital two-way radios while an additional 22% are using a mix of digital and analogue. That's compared to 30% who are just using analogue radios.

Digital radios offer better voice quality, stronger coverage, and longer battery life. Yet, the move to digital is about more than performance. With digital radios, commercial staff can access a range of integrated applications, analytics, and communications capabilities that transform operations. Today's digital radio applications include a universe of options for video and security, dispatch, work ticketing, and many more solutions that enhance security, efficiency, and help create more positive customer experiences.



KEEPING WORKERS AND CUSTOMERS SAFE WITH VIDEO SECURITY

Almost half of all respondents to our survey feel unsafe or at risk while at work - 29% said they occasionally feel like this while a further 18% revealed they regularly feel this way. Despite this, 30% of them don't have any major facility security capabilities at the moment. While this is somewhat surprising, it does mean that video security - currently used by 34% of respondents - is likely a growth area for commercial businesses.

The use of body-worn cameras in particular looks set to rise dramatically over the next few years. As things stand, just 15% of respondents have these sorts of devices at their disposal, however 30% indicated that they plan to invest in this technology over the next five years. And for good reason: body-worn cameras are an efficient way of gathering evidence and improving worker safety.

That being said, companies still face challenges when it comes to achieving those two goals. According to our respondents, the top three challenges when it comes to evidence gathering and worker safety are:

- 1 Equipment's battery doesn't last for a full shift (33% of respondents)
- 2 Equipment isn't robust enough (31% of respondents)
- 3 I am unable to share my current situation in real-time & it can be difficult to take accurate records of events (both 28% of respondents)



DEVICES THAT LET YOU COMMUNICATE CLEARLY AND INSTANTLY

MOTOTRBO ION



Two-way radios and smartphones are the most commonly used devices by workers in the commercial sector - but what if you had a device that combines them? Our survey revealed that 58% of respondents are using three or more devices per worker for communication purposes, which can lead to confusion and slower response times.

MOTOTRBO Ion eliminates the need for a worker to use multiple communication devices. It combines the dependability and ruggedness of a two-way radio with the open app ecosystem of an Android device.

With a high-resolution touchscreen, you can view detailed images, schematics, diagrams, photos and videos. Send images and videos — and use video chat — with an integrated rear-facing camera. MOTOTRBO Ion has a level of durability that most smartphones can't match. It's completely dust-tight and protected from immersion in water — up to 2 metres for 2 hours. And it's built with ultra-strong materials inside and out — from its housing, to its Gorilla Glass 3 touchscreen, to its internal components — enabling it to withstand a 4-foot drop onto concrete.

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of respondents are using three or more devices per worker for communication purposes, which can lead to confusion and slower response times.

The device also comes with the top 3 features that respondents to our survey said would help their team:

- 1 Emergency call
- 2 Outdoor GPS location tracking
- 3 Text messaging and alerting



MOTOTRBO R7

MOTOTRBO R7 lets your team hear and be heard the first time — when it matters most. Adaptive Dual Microphone Noise Suppression brings game-changing noise cancelling to your team, so you can hear them over the noise of busy work sites and large crowds. Automatic Acoustic Feedback Suppression intelligently cancels out the feedback of other close-by radios, for a seamless voice experience in tightly packed areas. Intelligent Audio monitors background noise and adjusts

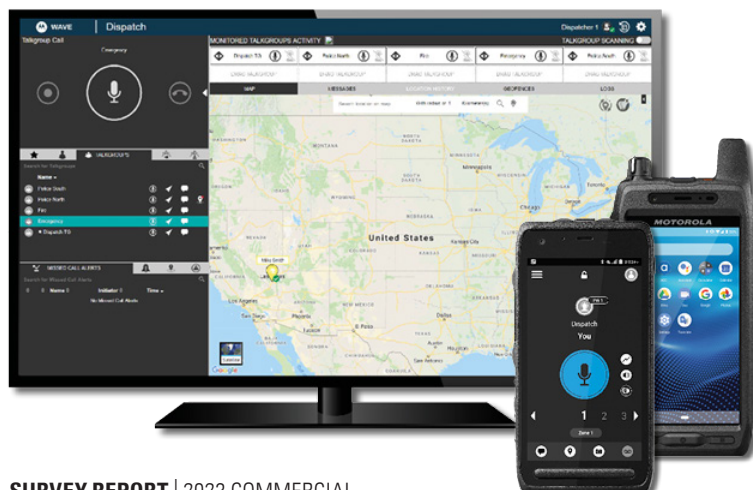
speaker volume so users don't have to, ensuring calls are always at the perfect volume.

R7 is also designed for seamless collaboration, which will appeal to the 91% of our respondents who said it would be valuable if their devices could all connect to each other. R7 connects with video security systems, sensors and more, allowing you to streamline communication and keep your staff in touch across a range of devices and systems.

WAVE PTX

What this year's survey has made clear is that commercial companies prioritise connectivity and coverage when it comes to communications within their business. A huge 72% need to stay in touch with their team when travelling offsite while 35% of respondents said they experience connectivity issues every single day. Further to that, 47% said that their biggest challenge with their current network is coverage in and around the facility.

That's why they need WAVE PTX, a subscription-based group communication service that instantly connects your team across different devices, networks, and locations. Using broadband push-to-talk (PTT), you can connect your professional radio system to WAVE PTX and reach more team members over a wider service area.



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VB400

When an incident occurs, it's important to gather as much evidence as possible in order to review actions taken and get a much clearer picture of what happened. This is something 94% of respondents agreed with.

Body-worn cameras are one of the most effective ways to capture video evidence of such incidents and interactions. They can be worn by staff and give a first-hand account of the events. Despite their uses, just 15% of respondents to our survey currently have body-worn cameras at their facility.

With the VB400 body camera, your staff can be in control of every situation - no matter how, or where, they work. It allows for full HD recording in 1080p and its long battery life lasts for a full shift.



KEEPING STAFF AND CUSTOMERS SAFE WITH INTEGRATED TECHNOLOGY

Commercial organisations use technology in almost every facet of their operations. But when it comes to communications and security, too often they must make do with ageing or inefficient equipment.

Medical staff, operations managers, and security staff all want their technology to do more. Within businesses large and small across the region, workers need their communications technology to keep them connected across devices and networks. They want crystal clear sound, the ability to hear in noisy spaces and the convenience and power of apps and texting.

Above all, they want capabilities that will keep their staff and customers safe both from everyday incidents and large-scale threats.

Motorola Solutions can help you get there, empowering companies like yours to thrive with an integrated, flexible, always-connected infrastructure that can accommodate evolving communications and safety needs.

To get a better idea of which communications solution is right for your organisation, use our

SOLUTION FINDER

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