



RELIABLE COMMUNICATIONS PRODUCE GAME-CHANGING ADVANTAGES FOR MANUFACTURERS

Founded in 2008, Steadfast MediShield Private Limited has over 100 products and SKU's in its pharmaceutical and nutraceutical range. Steadfast MediShield caters to products for patients with chronic kidney disease and renal transplant patients, while its division Steadfast Nutrition provides sports and wellness nutrition supplements. Steadfast MediShield Pvt Limited has 250 plus employees with a large distributor network serving the healthcare needs of patients, doctors, and customers all over India.



The challenge: poor coordination and regulatory approval for frequency allotment by the wireless regulators

Steadfast Medishield wants to connect seamlessly with production, maintenance and security teams for better coordination of tasks, greater situational awareness and safer outcomes. Staying in touch with team members is vital to a smooth operation.

The team had previously used their mobile phones to communicate but found that they could not make group calls. This added to frustration as employees needed help communicate with other teams, share real-time updates, or resolve issues promptly.

The alternative was using two-way radios, however getting the frequency allotment by the wireless regulators is a complex process that requires much time and effort. Other issues include setting up costly infrastructure or deploying technical staff to support the set-up.

Any breakdown in communication with operational teams would affect customer satisfaction because of delivery delays, and compromised safety protocols, and which would hurt business revenue. Steadfast Medishield needed a robust and reliable communications network to empower teams to respond promptly in every situation.





The solution: reliable coverage, instant connection for higher productivity

Our partner Micromap Electronic System, supported by Arya Communications & Electronics as a trusted distributor, worked closely with Steadfast Medishield to identify communication gaps and customise a seamless connection network for the security, production and maintenance departments.

Micromap analysed the requirements and proposed the WAVE PTX solution with the TLK series of devices. WAVE PTX unifies the existing network of devices with the speed and interoperability of Push-to-Talk (PTT) radios, connecting users with rich audio, text, photo or video data. Micromap provided trial sets to Steadfast Medishield Private Limited to familiarise the team with the new communications technology.

Within ten days, together with Arya Communications & Electronics, Micromap implemented the WAVE PTX solution comprising 43 TLK 100, seven TLK 150 radios, one dispatcher,


and a personal device (BYOD mobile client). The TLK handheld two-way radios are designed exclusively for broadband PTT and deliver clear audio quality wherever the location.

Optimising the efficiency and user-friendliness of two-way radio, the TLK radios have advanced features like location tracking, 3G/4G/LTE, Wi-Fi, Bluetooth, voice announcement and incoming call identification.

Mr. Bhupendar Bhandari, Manager of Micromap, said, "WAVE PTX equipped Steadfast Medishield to make group calls efficiently, which empowered security and manufacturing teams to make good decisions for more productive outcomes. We also helped to train Steadfast Medishield's teams, set up customer and dispatcher accounts, and create or add talkgroups for different users and departments, as part of our commitment to deliver full-service support for our customers."

Choosing WAVE PTX technology by Motorola Solutions instead of other brands was easy after hearing good feedback from manufacturers all over India. Steadfast Medishield relied on Motorola Solutions' trusted brand reputation, Made-in-India software and strong after-sales support. This include a two-year warranty on all hardware, a one-year warranty on accessories, an accessible service centre in Bangalore, and 24/7 support from Motorola through its reliable partners. Another factor was the seamless connectivity of the WAVE PTX solution and TLK 100, the rugged, user-friendly two-way radios with its award-winning design.

Motorola Solutions' unified communications deliver game-changing advantages for Steadfast Medishield to secure a sustainable future in biopharmaceutical manufacturing.



“Motorola’s WAVE PTX increased our productivity by 50% because of the instant connection to all our departments. Communicating with various departments was simple, with the push-to-talk button to clarify, coordinate or update teams. WAVE PTX helped us become more efficient compared to the past when we had to make multiple individual mobile phone calls to complete our tasks.”

Mr Charan Singh, GM Finance & Accounts of Steadfast Medishield

Benefits of WAVE PTX:

- **Strong partner support by Micromap** with over 25 years of communications experience to ensure customized solutions for different manufacturers’ coverage and connectivity issues. Downtime is minimised, users are trained adequately, and devices and software are installed promptly.
- **Reliable communication** at any location connects Security and Operations teams with mission-critical multimedia information for all teams to operate safely and efficiently..
- **A centralized view** of teams and reporting for quicker response and efficiency. WAVE PTX features GPS location, an audit trail of routes taken, and a log of conversations so that a rapid response strategy can be implemented to decrease downtime, maintain productivity and ensure the health and safety of workers.
- **Depending on usage, predictable costs** from WAVE PTX application subscription keep expenses under control with fixed billing.
- **Better decision-making** with real-time data and insights for better situational awareness, timely emergency response and resource optimisation.
- **Scalable future-forward solutions** are achievable with WAVE PTX – all part of Motorola’s unified technology ecosystem to address evolving security needs.

For more information, please visit motorolasolutions.com/waveptx



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