



SERVITRON (MEXICO) INCREASED ITS OPERATIONAL CAPABILITY BY 30% THANKS TO A MOTOROLA TETRA DIGITAL RADIO COMMUNICATIONS NETWORK

The trunked radio communications service provider deployed a new TETRA-based digital network at 25 sites in various Mexican cities, increasing the availability of terminals to serve Energy, Transportation and Public Safety customers, among other vertical markets.



The core infrastructure of Servitron's new network, deployed in six to nine months, included Dimetra IP switches, 25 remote sites equipped with MTS4 TETRA base stations and over 7,000 MTM800, MTM800e, MTP850 and CEP400 terminals.

Servicios Troncalizados (Servitron) is a leading trunked radio communications (trunking) service provider for public and private sector organizations in Mexico. With more than 15 years in the market and more than 20,000 users on its networks from sectors such as Energy, Transportation and Public Safety, the company was planning to expand its trunking service capacity looking to offer value-added services to its customers, something that was not possible with other existing analog technologies. The company also required a rapid-deployment solution that would match its go-to-market time and offer funding opportunities that would match its economic reality.

The solution

Servitron decided to explore technology options from different world's leading providers, including Motorola iDEB technology (Integrated Digital Enhanced Network). Finally, the operator selected a TETRA digital solution, with Dimetra IP infrastructure, MTS4 base stations at 25 remote sites and over 7,000 terminals from the MTM800, MTM800e, MTP850 and CEP400 lines. This network was deployed from scratch in six to nine months during 2009 and 2010, and is already operational in Mexico City and the metropolitan area and in the cities of de Monterrey, Guadalajara, Saltillo, San Luis Potosí, Querétaro, Pachuca, Tula, Tulancingo, Puebla, Veracruz, and Culiacán.

Motorola's product quality, brand prestige, technology and commercial support, translated into a funding plan suitable for Servitron's business times, were decisive for the selection of

Motorola's TETRA solution. In addition, the operator plans to continue to expand the infrastructure deployed to reach more customers with the service supported by TETRA technology.

Benefits

Thanks to this implementation, Servitron was able to expand its operational capability by a 30% of its customer base, which is currently composed of 20,000 users on its networks. Based on TETRA technology, the operator provides lightweight, rugged and easy-to-use devices, with an unmatched audio quality and the ability to transmit data for a wide variety of applications.

In addition, Motorola's TETRA devices enable Servitron to offer a wide range of applications customized to meet its customers' business needs, such as Automatic Vehicle Location (AVL) using the device's internal GPS, audio recording of all the system calls, text messaging through Servitron's Internet site, and WAP applications for the automatic assignment of work orders, among others. These applications were developed in-house by Servitron's engineering department.

"We needed a user friendly technology that would provide us not only with a scalable network and differentiated coverage but also value-added applications and services, a key differential to compete against the existing substitute technologies. Motorola's TETRA devices offer us an alternative that is customized to our needs for the migration of our services to the digital era, and provide our customers with lightweight, rugged and highly intuitive terminals," said

IMPLEMENTATION SUMMARY

Client:
Servitron

Location:
Mexico City (The company operates in various cities in different Mexican states)

Website:
www.servitron.net

Vertical Market:
Trunked radio communications (trunking) service provider for customers in the Energy, Transportation and Public Safety markets, among others.

Solution:
Dimetra IP switches
25 MTS4 base stations
7,000 terminals of the MTM800, MTM800e, MTP850 and CEP400 lines

Applications:
Group call, GPS-based Automatic Vehicle Location (AVL), centralized call recording, text messaging between terminals and from the provider's Internet site, and WAP applications for work order management, among other applications.

CASE STUDY

Engineer Edgar Fajardo M., Vice President of Business Development at Servitron.

"Given the current market dynamics and the organizations' communications needs, migration to digital technology is a must. Motorola's portfolio of TETRA solutions offers a scalable and highly versatile alternative for a seamless migration process that is aligned to each business objective. There is no doubt that digital solutions are the future of radio communications," said Juan Barragan, Radio Channel Manager at Motorola Solutions.



For more information, visit www.motorola.com/caribbean/tetra

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