ANSWERING THE CALL:
WHY END-TO-END COMMUNICATION MATTER IN TRANSPORTATION AND LOGISTICS

How unified communication systems give transportation and logistics organizations an edge in today's accelerated shipping environment.

PEERLESS
CONTENT CREATION

MOTOROLA
SOLUTIONS

Logistics
MANAGEMENT

SUPPLYCHAIN
MANAGEMENT REVIEW

WHITE PAPER

MOTOROLA
SOLUTIONS

In a world where 96% of customers feel that "fast delivery" and "same-day delivery" are synonymous, more than half of today's retailers offer same-day delivery and 65% plan to offer it within the next two years.

With 56% of online consumers aged 18-34 expecting a same-day delivery option, and with 61% of buyers willing to pay more for that service, companies are working with ever-shrinking delivery windows.

R apid, accurate deliveries have become table stakes for both B2C and B2B companies operating in the modern business world. Where it may have been acceptable just five years ago to receive an order and schedule it for delivery at a later date—knowing that the customer would probably just wait for it—companies must now turn those orders into deliveries within a day or two (or less).

"We're seeing increased demand and pressure being put on transportation and logistics [TNL] companies to make sure that any goods or any service is in the hands of the user as fast as possible," says Jared West, a strategic account director with Motorola Solutions. "As e-tailers continue to transform the online and offline retail environments and customer experiences, there's been a real push to tie together disparate communication solutions into a single ecosystem."

FAST DELIVERY MEANS SAME-DAY DELIVERY

In a world where 96% of customers feel that "fast delivery" and "same-day delivery" are synonymous, more than half of today's retailers offer same-day delivery and 65% plan to offer it within the next two years. With 56% of online consumers aged 18-34 expecting a same-day delivery option, and with 61% of buyers willing to pay more for that service, companies are working with ever-shrinking delivery windows.[1]

To fulfill those customer demands while maintaining profitability (and in many cases, their own sanity), companies are reimagining their same-day and next-day shipping strategies. The core of any successful TNL operation is Unified Team Communications. Unifying workgroup communications from end-to-end fulfills an important role as companies strive to develop reliable, real-time operations centers in their supply chains.

"We're all being asked to do more with less and seconds matter," says Kurt Johnson, PCR specialist with Motorola Solutions. "Regardless of the person's position or function, he or she needs a device that enables instantaneous contact and communication. Equipped with the right device in the right situation and at the right time, employees can make better, faster, and safer decisions that help the organization achieve its goals."

[1] **Source:** Infographic: The Importance of Same Day Delivery - Statistics and Trends," Khalid Saleh. Invespcro, www.invespcro.com/blog/same-day-delivery/ .

WHITE PAPER

MOTOROLA
SOLUTIONS

*According to the 2019 Motorola Solutions TNL Survey, **81%** of TNL workers rely on multiple devices for on-the-job communications, and **92%** say it would be valuable if they could instantly communicate across any device type.*

INSTANT COMMUNICATIONS NEEDED

According to the 2019 Motorola Solutions TNL Survey, 81% of TNL workers rely on multiple devices for on-the-job communications, and 92% say it would be valuable if they could instantly communicate across any device type.

To round out their unified communications ecosystems, 60% of TNL companies use video surveillance, 59% have deployed access control, and 58% are using incident and dispatch tracking and reporting. Across these various communication modes, just 12% of TNL operators are leveraging analytics. This presents multiple opportunities for companies that use integrated communication systems that not only enable effective collaboration, but also generate actionable data that companies can use for better operational efficiencies and decision-making.

BETTER REAL-TIME MONITORING NEEDED

Running a successful transportation and logistics operation requires seamless coordination and collaboration, neither of which is possible without a reliable, end-to-end communication system. "Without it, breakdowns will occur," says West, who works frequently with TNL operations that are struggling under the weight of disparate communications systems and related technology. Under one roof, for example, workers may be using a patchwork of two-way radios, smart phones, cellular devices, and Wi-Fi-enabled tablets.

The same facilities likely have a myriad of different video camera setups, security guards, and loss prevention teams—none of which are operating from the same source of truth. "It's a lot to manage," says West. "At the end of the day, all TNL organizations really just want to operate efficiently and offer their people the best tools. That's not easy to attain when you have a high number of disparate systems in place."

For example, a company that has a 1-million-square-foot distribution center (DC), likely has many different surveillance cameras positioned onsite. Those cameras may not be monitored by the security manager who often manges communications, but rather by the company's loss prevention division. That means two separate systems feed information to two different divisions, neither of which is connected with the other.

A scenario like this can be particularly challenging if, say, an employee is stealing materials or inventory. "Just one employee taking packages home over a period of time can lead to some major financial losses for the company," West explains. "If the cameras aren't smart enough to use actual analytics to track, monitor, and record that repeated activity in a timely manner, the loss can be substantial."

WHITE PAPER

MOTOROLA
SOLUTIONS

Large distribution centers require a system that sends out alerts when "door X was opened at an odd hour," or when there was an "unusually high level of activity in a certain area of the DC." Any breakdown in communication can lead to an impact on operations. Unless the multiple different departments (e.g., security, safety, loss prevention, delivery, deadlines,

dispatch, etc.) are connected on a single platform, visibility into those issues will be extremely limited (or nonexistent).

With the Motorola Solutions end-to-end communication and security solution, those alerts go directly to the appropriate employees via two-way radio text alerts and text-to-voice alerts to initiate a

END-TO-END UNIFIED TEAM COMMUNICATIONS

As the world continues to become more data driven, ensuring that data is unified and made accessible to those workers who truly need it is a must-have for TNL organizations. Every individual piece of the Motorola Solutions Unified Team Communications ecosystem is powerful—from land mobile radio, to broadband push-to-talk, to video security solutions. With each piece working together as a single, end-to-end communications ecosystem, companies can operate more efficiently, safely, and profitably.

THE KEY COMPONENTS THAT GO INTO THESE ECOSYSTEMS HELP COMPANIES:

COMMUNICATE INSTANTLY.
Using MOTOTRBO™ two-way radios, TNL workers can press a single button to communicate instantly with multiple other team members. This not only saves the time it takes to establish critical communications, but it also keeps all team members up to date and in the know about current issues and to respond appropriately. The Broadband Push-to-Talk application known as WAVE™ connects disparate networks to a single push-to-talk (PTT) platform, so workers and managers can communicate between smartphones, radios, tablets, computers, and/or landlines.

MOBILIZE WORKGROUPS.
AVTEC™ Dispatch enables business-critical communications across diverse networks. The solution provides voice over internet protocol (VoIP) dispatch services over land mobile radio (LMR) and broadband networks. Its services enable TNL companies to connect operations center personnel using AVTEC dispatch solutions with workers in the field using two-way radios and other devices. "AVTEC Dispatch solutions are essential as they allow trained personnel to take charge in a critical situation," says Johnson, "to prevent loss of profit or workplace wellbeing."

WHITE PAPER

MOTOROLA
SOLUTIONS

"We've invested in various different work-flow components, all of which we integrate into a unified solution," says Johnson. "At the end of the day, that's what counts in this fast-paced environment, where safe, reliable, same-day and next-day deliveries are absolute must-haves."

CAPTURE, ACT AND ANALYZE.

Ally™ Incident Management is an all-in-one, web-based security incident management software solution that TNL organizations can use to store and organize records for names, vehicles, premises, and incidents. Both in-house and contract security teams can use the online platform to view relationships between records and attach files such as images, PDFs, audio clips, videos, and Microsoft Office documents to any record. "Incident management is all about reducing liability for the organization," says Johnson. For example, if there is an accident in the yard involving a passenger vehicle and a tractor trailer, then all of the related notes and photos can be documented and uploaded to the cloud. Once there, the information is accessible to managers, executives, lawyers, or "whomever needs to go back and look at the information," Johnson explains.

PROTECT AND PREVENT.

Avigilon™ video security, video analytics, and access control solutions are designed to provide TNL operators with the right information at the right time to help detect and analyze activities that may need attention. This allows them to focus on accurate verification and fast response, and to take decisive action. Combining video cameras with built-in analytics, Motorola Solutions enables seamless physical surveillance. Rather than monitoring a hundred different camera feeds, for instance, the Avigilon ACC software makes it easy to just monitor the camera feed where the event is taking place. "If something unusual is taking place out on the dock or in the ware-house—or, if the company is looking for a specific person—the cameras zero in on that," says Johnson. The system can also be programmed to notify and alert a manager every time someone enters a secure area. "It's all centered around proactive safety and security," says Johnson.

COMMUNICATE WITH CONFIDENCE.

Motorola Solutions' managed and support services allow companies to focus on their operations—not the technology. The company offers expertise to deliver communications that are "always on" so that teams are mobilized every day. "You're just not purchasing piece parts, cobbling them together, and serving as your own expert," says Johnson. "Motorola Solutions is behind you, making sure everything works and that the technology and equipment is integrated across the end-to-end ecosystem."

OVERCOME WI-FI CHALLENGES.

Last but certainly not least, Nitro™ Private LTE rounds out the ecosystem by delivering an end-to-end enterprise communications solution of fast private broadband data with premium voice communications. With Nitro, for example, TNL users experience improved indoor coverage for voice and data across their entire organization, enabled by fast private broadband data at twice the capacity and up to four times the range of Wi-Fi.

"Nitro is an operation-critical network where a TNL operation's most sensitive data is securely stored," says Johnson, who points to Motorola Solutions' more than 90 years of experience developing "instant communication" equipment as proof of the value that it brings to the TNL sector.

READY, SET, GO!

For TNL companies that are ready to realize the benefits of a unified communication system, West suggests taking a step back and giving your current setup an honest assessment.

- *Look at the gaps, assess its strengths, review what technology you already have in place, and then figure out what hardware and software you need to create a truly unified system.*

- *Next, bring people into the equation, says West, who tells TNL organizations not to overlook the roles that loss prevention teams, security guards, IT teams, compliance departments, and warehouse managers will play in the end-to-end system.*

- *Finally, get everyone onboard with a cohesive plan that's supported by state-of-the-art technology outlined in this white paper.*

- *"Look at the technology options that are out there and the best practices for using those solutions in real-world TNL settings," says West, "all with the goal of creating simple, safe, and efficient processes that help transportation and logistics run seamlessly in this same-day shipping environment."*

ABOUT MOTOROLA SOLUTIONS

Every day, our enterprise and public safety customers rely on effortless and reliable communications to keep business thriving and communities safe. They call it their lifeline. At Motorola Solutions, we not only build that lifeline – with mission-critical services, software, video and analytics, backed by secure, resilient land mobile radio communications – we advance it every day through our commitment to innovation. Our drive for continuous innovation and partnership with our customers enables them to be ready – in the day-to-day moments, and in the moments that matter most.

For more information, visit: www.motorolasolutions.com/transportation