

---

WHERE MOBILE PHONES FALL SHORT,  
**DIGITAL RADIOS**  
KEEP YOU GOING.



Ultra Smart Digital Two Way Radio Solutions

**TRBOCALL™**



Do mobile phones  
replace digital  
radios when it  
comes to  
business-critical  
communication?



As mobile phones become smarter, and more accessible, businesses are trying to use them for business-critical communications.

But the reality doesn't meet the expectation...



Ultra Smart Digital Two Way Radio Solutions

**TRBOCALL™**

# DIGITAL RADIOS VS. MOBILE PHONES



## AVAILABILITY



## DIGITAL RADIOS



- ✓ Wide coverage
- ✓ High capacity, unaffected by public demand
- ✓ Engineered for reliability
- ✓ Can be expanded, upgraded, improved

**UNWAVERING RELIABILITY**



## MOBILE PHONES

- ✗ Gaps in coverage
- ✗ Unpredictable access, especially at rush hour
- ✗ Unavailable during emergencies when cell towers overload
- ✗ A network that cannot be controlled

**UNPREDICTABLE, UNCONTROLLED**

# DIGITAL RADIOS VS. MOBILE PHONES



AVAILABILITY	 DIGITAL RADIOS	 MOBILE PHONES
	<ul style="list-style-type: none"><li>✓ High-volume audio</li><li>✓ Industrial noise cancellation</li><li>✓ Rugged accessories for improved audio</li><li>✓ Feedback suppression, intelligent audio</li></ul>	<ul style="list-style-type: none"><li>✗ Limited speaker volume</li><li>✗ Limited cancellation of background noise</li><li>✗ Typically fragile earpieces</li><li>✗ No advanced features</li></ul>
	CLEAR COMMUNICATION	DIFFICULT TO HEAR AND BE HEARD



INTELLIGENT  
AUDIO



WINDPORTING



NOISE  
CANCELLATION






FEEDBACK  
SUPPRESSOR



# DIGITAL RADIOS VS. MOBILE PHONES



AVAILABILITY	 <b>DIGITAL RADIOS</b>	 <b>MOBILE PHONES</b>
	<ul style="list-style-type: none"><li>✓ Withstands vibrations, shocks, heat</li><li>✓ Sealed against water, dust, humidity</li><li>✓ Tested against drops and tumbles</li><li>✓ Comes with Motorola's warranty and repair service</li></ul>	<ul style="list-style-type: none"><li>✗ Fragile, breakable</li><li>✗ Sensitive to dust and moisture</li><li>✗ Consumer-grade hardware</li><li>✗ Limited warranty</li></ul>
	<b>TOUGH, RUGGED, GOOD INVESTMENT</b>	<b>EXPENSIVE, FRAGILE</b>

## FACT:

### CONSUMER-GRADE DEVICES

- INCUR **50% HIGHER TOTAL COST OF OWNERSHIP** THAN RUGGED DEVICES OVER A FIVE-YEAR PERIOD.<sup>1</sup>
- ARE **3X MORE LIKELY TO FAIL**<sup>2</sup>
- CAUSE **180-260 MIN. OF DOWNTIME PER FAILURE**<sup>2</sup>



**PROVEN  
TOUGH**

# DIGITAL RADIOS VS. MOBILE PHONES



## BATTERY LIFE



### DIGITAL RADIOS



### MOBILE PHONES



- ✓ Battery lasts a full work day
- ✓ Easily changeable
- ✓ Tough, withstands extended temperatures
- ✓ Advanced battery monitoring

- ✗ Batteries not designed for continuous use
- ✗ Battery non-removable or difficult to swap
- ✗ Fragile, consumer-grade quality
- ✗ No indication of battery's age or condition

POWER TO GET THE JOB DONE

NOT UP TO THE TASK

## FACT:

WITHOUT BATTERIES THAT LAST THE WHOLE SHIFT, YOU'LL NEED TO KEEP SPARES AND EXTRA CHARGERS, CAUSING YOUR PHONE COSTS TO INCREASE EVEN MORE.




ACCORDING TO VDC RESEARCH, **65% OF ENTERPRISE MOBILE USERS** TODAY INDICATE THAT THEIR PHONE BATTERIES "FREQUENTLY" OR "OCCASIONALLY" DO NOT LAST THE FULL SHIFT.



**PROVEN  
TOUGH**



# DIGITAL RADIOS VS. MOBILE PHONES




SECURITY	 DIGITAL RADIOS	 MOBILE PHONES
	<ul style="list-style-type: none"><li>✓ Private, closed system</li><li>✓ Private frequencies</li><li>✓ Privacy and encryption options</li><li>✓ Controlled access to software</li></ul>	<ul style="list-style-type: none"><li>✗ Public system</li><li>✗ Public frequencies</li><li>✗ Unknown encryption</li><li>✗ User- downloadable apps, viruses, malware</li></ul>
	<b>CLOSED, SECURE</b>	<b>OPEN, VULNERABLE</b>

## FACT:

**MORE THAN HALF OF THE COMPANIES SURVEYED REPORTED A SECURITY BREACH AS A RESULT OF USING A CONSUMER DEVICE IN THEIR BUSINESS.<sup>3</sup>**

# DIGITAL RADIOS VS. MOBILE PHONES



LIFECYCLE	 DIGITAL RADIOS	 MOBILE PHONES
	<ul style="list-style-type: none"><li>✓ Durable, rugged, long-lasting</li><li>✓ Business investment</li><li>✓ Long-term repair and support</li><li>✓ Can be expanded, upgraded, improved</li></ul>	<ul style="list-style-type: none"><li>✗ Disposable</li><li>✗ Consumer-quality device</li><li>✗ Not designed to be repaired</li><li>✗ Quickly obsolete</li></ul>
	INVESTMENT	COST





# DIGITAL RADIOS VS. MOBILE PHONES

USABILITY	 DIGITAL RADIOS	 MOBILE PHONES
	<ul style="list-style-type: none"><li>✓ Intuitive interface</li><li>✓ Can be used with gloves</li><li>✓ Prominent emergency button</li><li>✓ Audio cues, voice announcement</li></ul>	<ul style="list-style-type: none"><li>✗ Complex interface</li><li>✗ Needs direct skin contact</li><li>✗ No emergency button</li><li>✗ No cues</li></ul>
	INTUITIVE	CUMBERSOME



# DIGITAL RADIOS VS. MOBILE PHONES

APPS	 <b>DIGITAL RADIOS</b>	 <b>MOBILE PHONES</b>
	<ul style="list-style-type: none"><li>✓ All apps certified by Motorola Solutions</li><li>✓ Tested to work with your radios</li><li>✓ Workplace apps only</li><li>✓ Programmable by admin</li></ul>	<ul style="list-style-type: none"><li>✗ Uncontrolled ecosystem</li><li>✗ Constantly changing software and OS</li><li>✗ Games, viruses, malware</li><li>✗ Programmable by user</li></ul>
	<b>CONTROLLED, PRODUCTIVE</b>	<b>DISTRACTING, NO RESTRAINTS</b>

# SUMMARY



- Mobile phones are not suitable for your business critical work environment. They are unreliable, higher in cost, and do not give you the safety features you need to protect your workforce.

45% of VDC Research respondents were “dissatisfied” or only “somewhat satisfied” with the ROI they realized from their mobility investment.

- Digital radios represent the best investment.
- Digital radios offer you a wide portfolio of solutions to meet your needs.