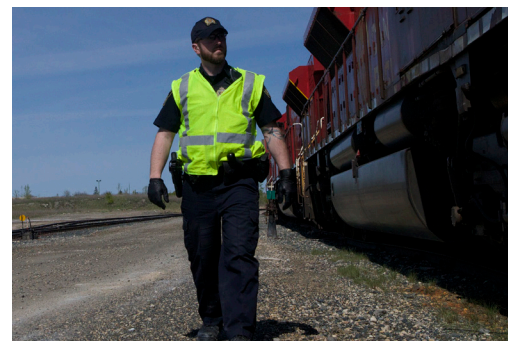




2016 STUDY

TOP SIX PRIORITIES FOR TEAM COMMUNICATIONS



SURVEY OVERVIEW

The 2016 Motorola Commercial Survey offers revealing insights into team communication trends in a variety of industries across the U.S. and Canada. These ranged from manufacturing to utilities to K-12 education. Conducted in May 2016, the survey represents the view of more than 1200 professionals, the largest single group of whom currently use two-way radios.

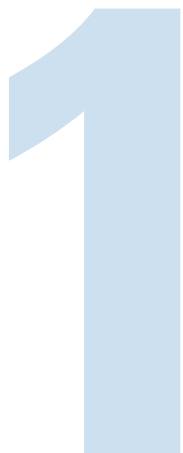
Seventy-five percent of responses were based on a blind study where participants were unaware that the survey originated from any specific company or industry. Respondents were primarily decision-makers and influencers of wireless networks, devices and applications. They included executives, owners, IT, engineering and operations personnel.



KEY CONSIDERATIONS FOR SMART, CONNECTED TEAM COMMUNICATIONS

Teams are more dispersed than ever. The variety of users and user equipment in the workplace continues to multiply. Businesses want a way to make communication easier and faster, while leveraging the resources they already have in place. These are the top six communications priorities revealed by the 2016 Motorola Commercial Survey.

1. Performance
2. Ruggedness
3. Application Integration
4. Voice & Data
5. Instant Work Group Communications
6. Interoperability



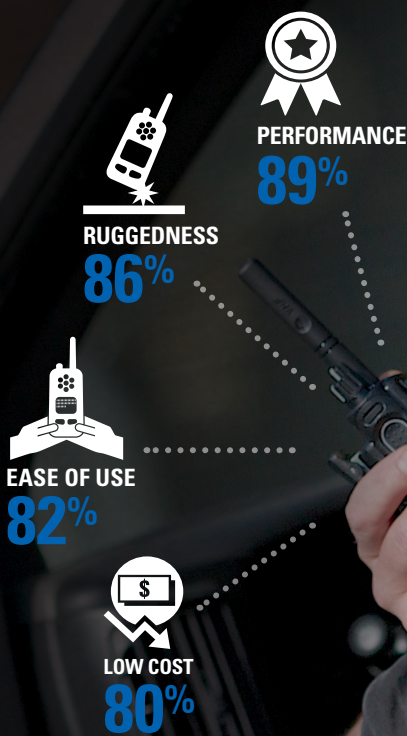
PUSH-TO-TALK (PTT) PERFORMANCE IS PARAMOUNT

The 1200-plus professionals surveyed said their most important criteria for selecting a push-to-talk (PTT) solution was **performance**, followed by **ease of use**, **ruggedness** and **low operating cost**.

WHY RADIO USERS CHOOSE PTT

A PTT solution, such as a two-way radio or software application like WAVE™ Work Group Communications, enables different workers and teams to communicate and collaborate instantly. Personnel simply press a button to talk to each other in real time or use a software app to connect their radios to other technologies – including smartphones, laptops, landline phones and overhead paging systems.

This can significantly improve worker productivity and safety because different groups, departments, facilities and sites are connected together instantly and efficiently.



2

RUGGED PTT DEVICES ARE HIGHLY DESIRED

The need to equip workers with rugged, commercial-grade PTT devices is on the rise. Companies report that breakage and repairs of non-rugged devices in the workplace cost them more than deploying commercial-grade devices from the start.

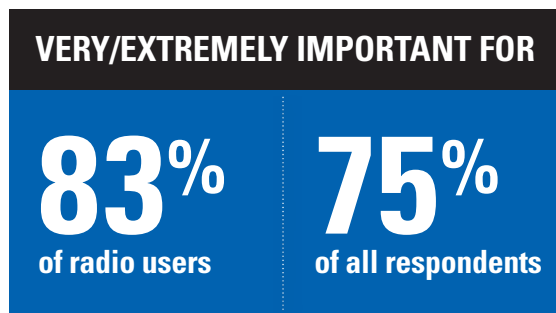
The 2016 Motorola Commercial Survey confirms this reality. Eighty-three percent of two-way radio users (and 75 percent of all survey respondents) say it is very important or extremely important for their devices to be purpose-built. In fact, ruggedness was the #2 priority for radio users and the #3 priority for all survey respondents across all sectors.

Rugged devices are imperative for industries where they are exposed to greater risks, from harsh weather to tough conditions. They are must-have technology for personnel who work outdoors, such as utility crews, or in high-noise environments, such as manufacturing teams.

Devices must be able to take a beating, have tactile and intuitive keypads for accurate and rapid data entry in the field, feature high-resolution, easy-to-read screens for diverse lighting conditions, withstand harsh weather, and be equipped with extended-life batteries.

DURABILITY NOT BREAKABILITY

Unlike other smart devices that break or shatter, Motorola Solution's MOTOTRBO™ two-way radios meet some of the most rigorous standards for durability – including U.S. Military 810 C, D, E, F and G and up to IP68 for exceptional waterproofing. They are remarkably resistant to drops, shocks, dust, moisture, vibration and water immersion.



3

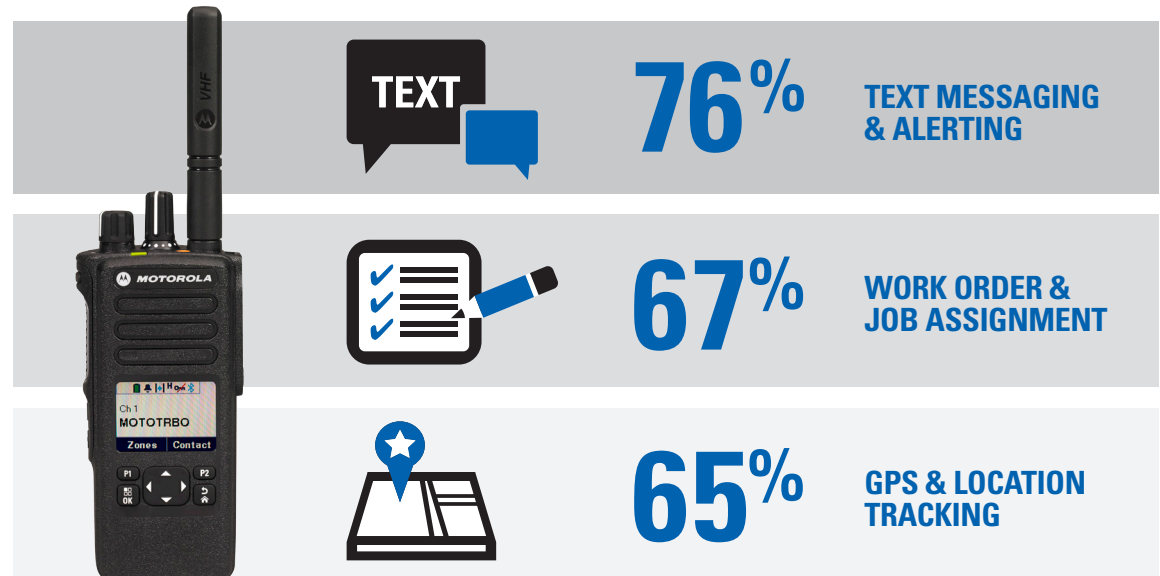
THE EMPHASIS ON MOBILE DATA IS ESCALATING

Mobile data is transforming the way businesses operate and interact with employees and customers. The 2016 Motorola Commercial Survey confirms this shift to a mobile mindset. Job assignment is the most important and fastest-growing data application included in the survey.

Across the board, survey respondents emphasized the importance of integrating workflow applications into their PTT devices or software solution – for staff management, maintenance, driver/vehicle operation, customer service and dispatch.

More than two-thirds want text messaging and alerting applications to be integrated into their PTT device or software solution. Seventy percent of radio users and 67 percent of all surveyed said it would be very valuable or extremely valuable to integrate job assignment applications into their PTT device or software solution; 69 percent of radio users and 65 percent overall underscore the importance of GPS and location tracking.

THREE KEY APPS FOR PTT DEVICES



PRODUCTIVITY-ENHANCING APPS

The MOTOTRBO platform features one of the industry's largest application developer program with a wide variety of apps for work order ticket management, GPS and location tracking, Bluetooth® data, email gateways, dispatch, telephony and more.



SAFETY-FOCUSED FEATURES



MOTOTRBO two-way radios help users prioritize communication right when it's needed. Transmit Interrupt, Man-Down and Lone Worker call for help when personnel can't. Location-tracking monitors vehicles, assets and personnel in real time so you know where they are virtually at any moment.

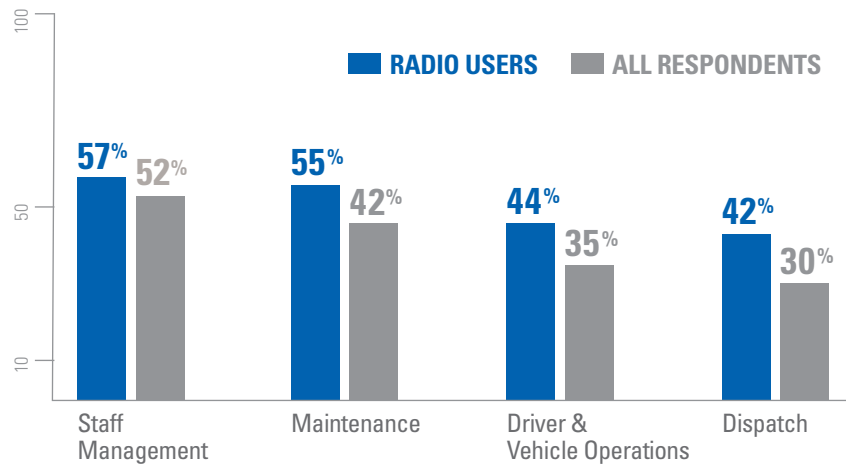
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INSTANT GROUP COMMUNICATIONS ARE IN HIGH DEMAND

Almost 80 percent of radio users and 66 percent of all survey respondents say having fast, immediate group communication is important in their business environment. As enterprises work harder and smarter to connect people, they realize that instant one-to-many communications are an operations-critical tool for improving worker productivity, safety and efficiency.

Here's how the 2016 Motorola Commercial Survey respondents leverage the value of voice and data communications for their work groups today:

TOP WORK TASKS USING VOICE & DATA



ENTERPRISE APPS ARE ON THE UPSWING

More than **60%** of global business decision-makers expect to invest in productivity-boosting apps in 2016¹.

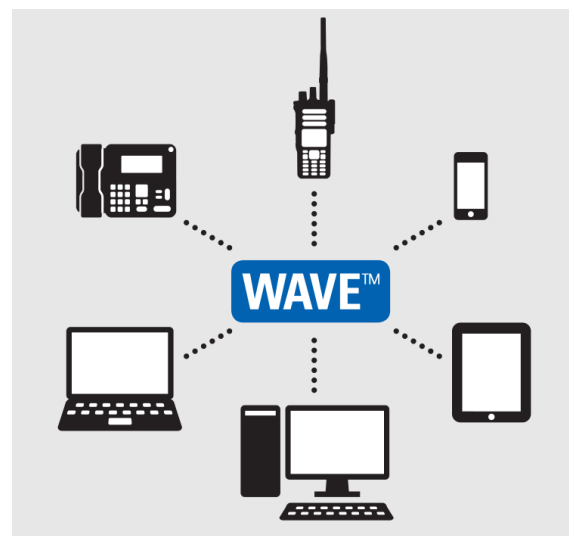
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EXTEND RADIO COMMUNICATIONS ACROSS THE ENTERPRISE

When it comes to extending radio communications to other devices, WAVE 5000 Work Group Communications is a predominant app for Over-The-Top (OTT) PTT services according to survey respondents. A large percentage who use two-way radios rely on WAVE as their PTT platform to enhance and optimize work group communications.

WAVE connects disparate networks such as two-way radio, cellular, Wi-Fi and telephony. Personnel can connect instantly and securely via PTT on a smartphone, radio, computer, landline or any other communications device.

Previous surveys confirm this with 60 percent of manufacturers seeking to connect two-way radios to other devices, 92 percent to smartphones and 50 percent to tablets and laptops². In the education sector, 85 percent of professionals want to communicate with personnel on the move, within or outside their school district, on any device.³



WAVE SOLUTIONS



HOSPITALITY

One of the largest hospitality and entertainment companies in the U.S. relies on WAVE to connect employees nationwide on their smartphones and Motorola Solutions two-way radios. By leveraging their existing communication infrastructure, they improve guest response, increase efficiency and reduce costs across their enterprise.



EDUCATION

A major county school system in Alabama uses WAVE to expand the reach of their MOTOTRBO radios district-wide. The easy-to-use WAVE app connects school bus drivers who use two-way radios to personnel on smartphones via cellular and Wi-Fi networks.



TRANSPORTATION

In Canada, WAVE connects transportation police officers across 14,000 miles of railway. They can talk to each other directly on their radios, cellphones, rugged handhelds and other devices, on both sides of the border, to help strengthen safety and infrastructure security.

6

CONNECT DIFFERENT DEVICES TOGETHER TO ENHANCE SAFETY

The ability to connect two-radios to different devices is essential for creating a safe environment. This communications compatibility or “interoperability” with other radios and smartphones is very or extremely important to two-thirds of radio users in the 2016 Motorola Commercial Survey. Interoperability was one of the top three criteria for selecting a PTT solution for respondents in the education, hospitality, and transportation and logistics industries.

CONNECT TO OTHER RADIOS OR SMARTPHONES

VERY/EXTREMELY IMPORTANT FOR

76%
of radio users

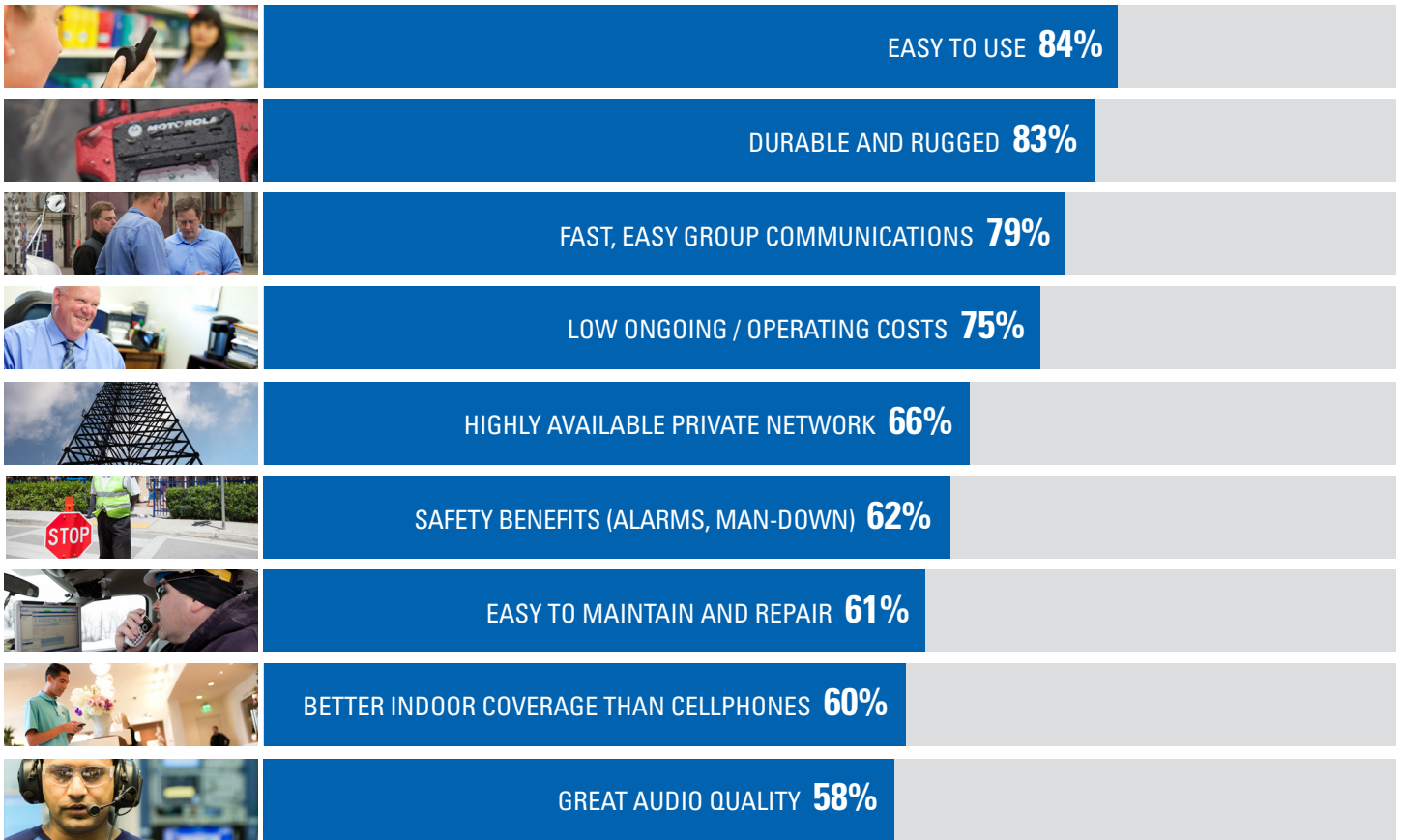
63%
of all respondents



School districts, for example, seek a direct connection to first responders. They know that seconds saved can mean lives saved, whether it is a routine accident or an extraordinary threat on their premises. This need for interoperability was emphasized in the latest Motorola Education Survey. Ninety-three percent of educators want to communicate with law enforcement, fire services and EMS directly and 85 percent to communicate with personnel, in or outside the school district, on any device⁴.

A large suburban school district in Ohio maintains a direct line of communication with first responders using MOTOTRBO digital radios and the SchoolSAFE® Network. The district improved efficiency in everyday operations and instant interoperability between school personnel and public safety agencies in the event of an emergency.

CURRENT USERS OUTLINE THE BENEFITS OF TWO-WAY RADIO



The business and operations-critical benefits of PTT are unmistakable and invaluable to the majority of the 1200-plus respondents in the 2016 Motorola Commercial Survey. From performance and ruggedness to mobile data and greater connectivity with other devices, personnel and work teams, PTT solutions deliver team communications for the smart, connected world.

This 2016 Commercial Study is part of an ongoing Motorola Solutions research initiative to help identify and report on trends affecting communications technology. For more information on planning and deploying a team communications solution to help improve safety, efficiency and productivity, contact your local Motorola Solutions representative or go to www.motorolasolutions.com/mototrbo

SOURCES

1. <http://www.cnbc.com/2015/11/09/forrester-mobile-predictions-for-2016.html>
2. 2015 Motorola Manufacturing Survey: Innovations in Plant Communications
- 3, 4. 2015 Motorola Education Survey: Communication Trends Shaping K-12 School Safety

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