



# KEEP MOVING SAFELY AND EFFICIENTLY WITH AN END-TO-END TECHNOLOGY ECOSYSTEM



## WHAT ARE CONSUMERS SAYING?

Supply chain management has always been a complex undertaking. Managing, warehousing, and transporting goods via air, land, sea across regions and borders is inherently challenging. Transportation and logistics (T&L) companies expertly navigate these complexities every day, making them a critical component of the global manufacturing industry and economy as a whole.

Yet, the pressures on T&L providers have increased exponentially over the past decade. The continued growth of e-commerce means increased demand for faster lead times, expanded products and services, and tailored experiences. Expectations on delivery times are changing as well with one- or even same-day delivery becoming the norm on many purchases. 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, T&L companies are working with ever-shrinking delivery windows.<sup>1</sup>



<sup>1</sup>Infographic: The Importance of Same Day Delivery - Statistics and Trends," Khalid Saleh. Invespro, [www.invespro.com/blog/same-day-delivery/](http://www.invespro.com/blog/same-day-delivery/)



## ANSWERING THE CALL DURING COVID-19

Now, the COVID-19 pandemic is creating additional, unexpected challenges for the T&L industry. On-again, off-again lock-downs and border closures threaten to restrict the movement of goods. Additional safety and health protocols have impacted front-line workers and introduced bottlenecks for freight. Economic uncertainty has made it more difficult to anticipate demand. At the same time, the pandemic has led consumers to even more heavily rely on online retail over in-person shopping.

For the T&L industry, which must continually optimize operations and increase efficiency to stay competitive, this simultaneous increase in complexity and volume has the potential to be negatively impacted if not handled properly.

That's why the ability to communicate effectively and stay connected anywhere, anytime, on any device is so important. To succeed in today's environment, T&L companies must prioritize employee safety and stay agile to anticipate changing conditions, all while maintaining highly efficient operations.

**The right communications technology can help get you there.**



# THE MOTOROLA SOLUTIONS UNIFIED TEAM COMMUNICATIONS ECOSYSTEM

## INCREASING SAFETY AND EFFICIENCY WITH END-TO-END COMMUNICATIONS

From two-way radio and broadband push-to-talk, to video security solutions and to our new COVID response technologies, the Motorola Solutions unified technology ecosystem is a powerful tool-set for forward-looking T&L companies.

The Motorola Solutions ecosystem empowers you to quickly detect problems, analyze data, communicate with your teams, and respond to incidents that can threaten the health and safety of both your employees and your business. When incidents occur, you can stay agile while ensuring team members stay safe and operations run smoothly.



# MOTOROLA SOLUTIONS END-TO-END COMMUNICATIONS SUITE

## UNIFIED TEAM COMMUNICATIONS FOR TRANSPORTATION AND LOGISTICS



### **MOTOTRBO™ Digital Two-Way Radios**

Rugged, reliable design; superior voice quality; digitally encoded speech capabilities to maintain clarity; always-available communication capabilities; and clear, continuous coverage even across large regions.



### **WAVE™ Broadband Push-to-Talk**

Lets you reach workers immediately, regardless of device or location. For employees both on- and off-site, WAVE provides seamless communication enhanced with location mapping and photo, video, and file sharing.



### **Avigilon™ Video Security Solutions**

Built-in intelligence, including the power to quickly search through vast amounts of HD footage; Unusual Motion Detection and real-time alerts; AI capabilities; and robust data analytics that drive future decision making.



### **AVTEC Dispatch™**

Manage day-to-day activities by giving your team the ability to create tasks, assign them to employees, and track in real-time with an easy-to-use dispatch console.



### **ALLY™ Incident Management**

Utilizes an easy-to-access cloud-based platform to streamline incident management and dispatch and provide real-time intelligence and communication.



### **Private LTE**

Combines private broadband data with business-critical voice over CBRS, delivering nearly four times the range of Wi-Fi, twice the data capacity of Wi-Fi, and upload speeds of up to 60 Mbps.



### **Flexible Third-Party Integration Capabilities**

Extend the ecosystem, allowing you to connect sensors, alerts and other critical equipment to connected devices.



### **Managed and Support Services**

Provide technical support, hardware repair and replacement, and software updates to ensure your two-way radio, infrastructure, and cameras are always working at peak performance.



## DETECT, ANALYZE, COMMUNICATE AND RESPOND

### USE CASE

#### COMPLIANCE OF HEALTH & SAFETY PROTOCOLS

In today's landscape, protecting the health of your business means protecting the health of your employees and preventing the spread of COVID-19. Enacting health and safety regulations is more critical than ever, but how do you enforce compliance among employees and visitors across your campus? For example, what happens when someone arrives at your facility lacking proper face coverings? The new "No Face Mask" detection feature, available in all Avigilon H4A and H5A Avigilon cameras, uses advanced analytics to **detect** and flag the infraction in the ACC dashboard and triggers an automatic notification alert to the safety officer on duty. The safety officer can then radio instructions to the closest personnel to address the violation as quickly as possible. The security officer can also run reports on overall violations by time period, location, or department to improve compliance and identify areas where additional communication or education may be required.



### USE CASE

#### MISSING INVENTORY FOR SHIPMENT

Your ability to track and move inventory quickly and efficiently is critical, but in a busy, hectic environment, goods aren't always where they're supposed to be. For example, a truck driver arrives to ship scheduled inventory, only to find out that the pallet isn't in the expected location. The truck driver contacts dispatch for assistance. Rather than launching a time-consuming physical search, the dispatcher runs an Avigilon "thumbnail search" using images of the pallet to **analyze** activity and help pinpoint its current location. Via Avigilon's Mobile3 application, dispatch sends instructions to the operations team, who then transfer the pallet, scan the inventory tags over the Nitro network, and load the pallet onto the truck. Dispatch communicates to the truck driver with clearance to leave, and what might have been an hours-long search requiring significant man hours is now complete in mere minutes.



## USE CASE

### PERIMETER BREACH

Avigilon cameras are equipped with advanced License Plate Recognition (LPR), which helps detect potential threats the moment they enter your campus. With LPR, you can create watchlists of vehicles approved to enter your site, as well as a list of vehicles that are specifically banned, including those belonging to former employees if needed. Even at night or in the darkest conditions, if an unknown vehicle enters your campus, LPR technology scans the plate, compares it to your watch list, and issues an alert if the vehicle is not approved. Via ACC, the dispatcher can access a live camera feed, then **communicate** instructions to field security teams via MOTOTRBO two-way radios. Field security can then quickly intercept the vehicle before a theft or other criminal activity occurs.



## USE CASE

### TRESPASSER ON SITE

Your security team can't be everywhere at once. With Avigilon cameras, they don't have to be. For example, a trespasser or intruder enters your distribution center. Avigilon security cameras capture the event and relying on self-learning video analytics, immediately flag the activity as unusual motion. The Avigilon system issues a real-time alert to security personnel, who immediately access the feed from the appropriate camera. MOTOTRBO radios are used to notify and dispatch field security to the scene, where they quickly **respond** and intercept the intruder before employees or property are harmed. The security officer completes and signs off on a report that was automatically generated when the initial event took place, which can be studied in the future to inform future decision-making and help prevent future similar events.



## PREPARED TO NAVIGATE ANY SITUATION

In the complex, demanding, and fast-moving world of transportation and logistics, it's not a matter of if, but when an incident will occur. With the Motorola Solutions unified communications technology ecosystem, you'll be prepared to detect issues faster, analyze incidents and patterns more intelligently, communicate more confidently, and respond more effectively. All while better protecting the safety of your employees and the efficiency of your operations. So you can thrive in the midst of today's unique issues and rise to meet tomorrow's next challenges.

To learn more, go to: [www.motorolasolutions.com/transportation](http://www.motorolasolutions.com/transportation).



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