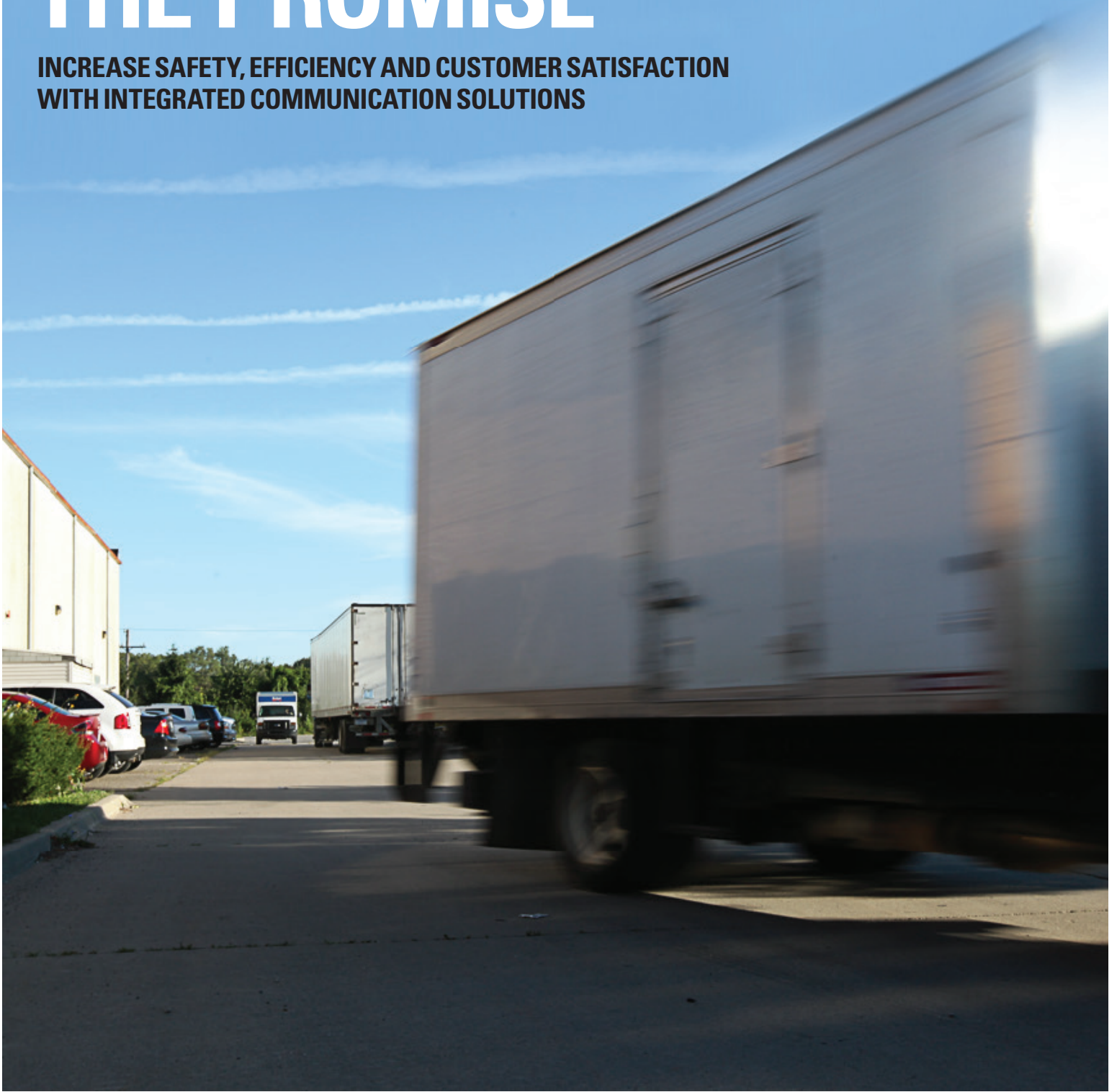


# DRIVE BUSINESS FURTHER BY DELIVERING ON THE PROMISE



**INCREASE SAFETY, EFFICIENCY AND CUSTOMER SATISFACTION  
WITH INTEGRATED COMMUNICATION SOLUTIONS**

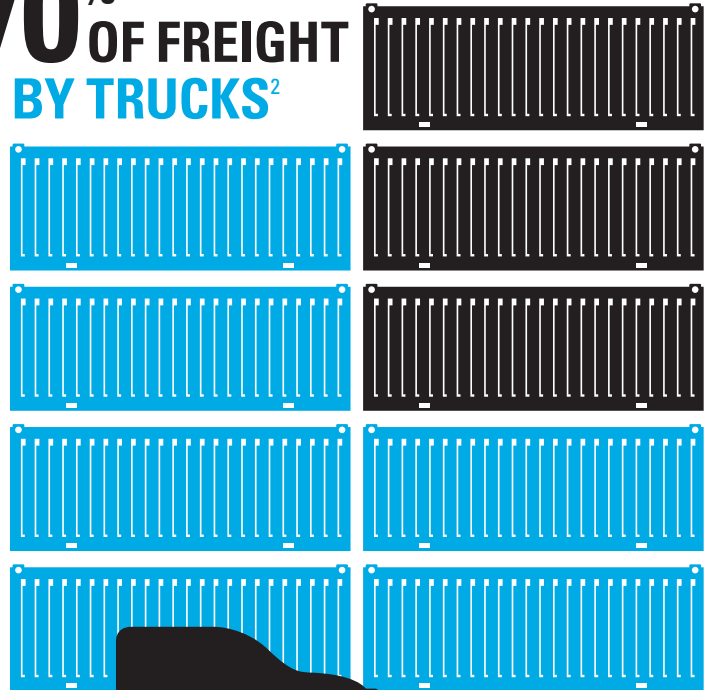
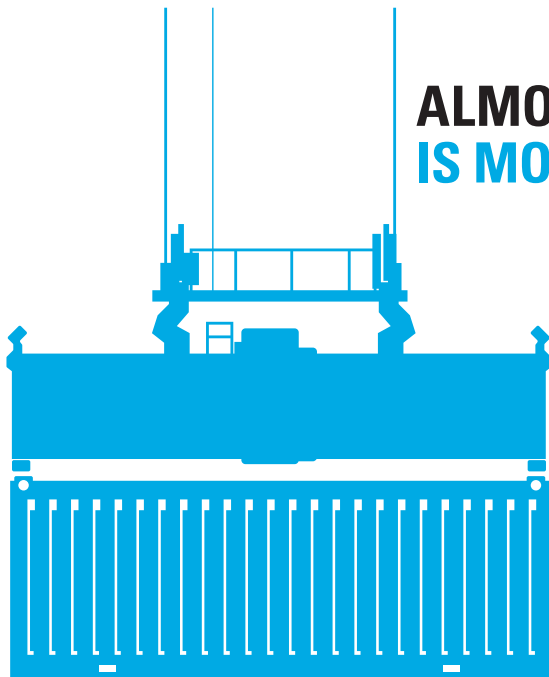


# MEET EXPECTATIONS OF RIGHT HERE, RIGHT NOW


Customers want on-time shipments to be an all-the-time reality. Deliveries must arrive at the moment they're desired. In our need-it-now economy, enterprises and consumers share these expectations of perfection. Getting the right delivery to the right place at the right time requires well-orchestrated technology and well-executed logistics.

According to Gartner, transportation and logistics companies must focus on innovation to sharpen their competitive edge. Rather than reducing costs, they should invest in new processes and technologies to differentiate themselves in the marketplace.<sup>1</sup>

ALMOST **70%** OF FREIGHT  
IS MOVED BY TRUCKS<sup>2</sup>



OVER  
**\$700** BILLION RECORD-HIGH  
REVENUE FROM TRUCKING<sup>2</sup>

A black silhouette of a semi-truck. The truck is shown in profile, facing right. It has a large cab with a window and a long trailer. The wheels are represented by simple black circles.

# CONNECT DRIVERS SAFELY TO MAKE TIGHT DEADLINES

Delivery and logistics companies face enormous challenges in this globally-connected world. You need to guarantee reliable on-time delivery of shipments to customers without costly disruptions. Your fleets are relied upon to meet ambitious deadlines, yet distracting communication technologies put your driver's safety at risk. Cell phone distractions alone caused 600,000 crashes, 330,000 injuries and 3,000 deaths in 2014.<sup>3</sup>

The pressure for fleets to perform is non-stop. Whether parts must arrive at a warehouse or a rush order has to arrive in time, expectations are greater, margins are tighter and costs are higher. Average warehousing and transportation costs eat up 2.3 to 4.6 percent of sales in the consumer products industry alone.<sup>4</sup>



## UNITED STATES DISTRACTED DRIVER LAW



**RESTRICTED BY THE U.S. DEPARTMENT OF TRANSPORTATION FOR COMMERCIAL DRIVERS<sup>5</sup>**



**TEXTING PROHIBITED FOR U.S. COMMERCIAL DRIVERS<sup>6</sup>**



**NOT RESTRICTED BY THE U.S. DEPARTMENT OF TRANSPORTATION<sup>5</sup>**

# INTERACT SAFELY AND PRODUCTIVELY IN THE FIELD WITH MOTOTRBO™ XPR DIGITAL RADIOS

We understand the realities of logistics and delivery, and constantly innovate communication solutions that respond to your challenges. The clear, reliable audio and advanced data capabilities of our MOTOTRBO XPR Series keep your personnel productive and safely connected over a wider area, on the road or in the warehouse, without interference or distracting static.

Personnel and fleet tracking applications help you keep track of people and locations. You can receive status updates with real-time data applications and be instantly alerted to unresponsive workers.

And if an emergency occurs, priority voice and data communications will get through with the Digital Emergency and Transmit Interrupt features on XPR Series radios.

Hands-free accessories with integrated Bluetooth® let your vehicle operators communicate without distractions or wires in the way. The long range wireless mobile microphone enables them to step away from the vehicle up to 100 meters (328 feet) and stay connected.



# CONTROL PROCESSES AND COSTS MORE EFFICIENTLY ON A MOTOTRBO DIGITAL RADIO SYSTEM

MOTOTRBO is the flexible communication solution that includes two-way digital radios, accessories, applications, systems and support services. MOTOTRBO connects personnel to help your operation increase safety, accelerate deliveries, automate processes, better manage risks and costs, and respond to customers quickly.

By seamlessly integrating voice and data into a single cost-effective solution, your personnel can collaborate more efficiently wherever they work. All while protecting their safety and enhancing overall productivity.

Operations-critical data applications, such as Work Order Ticket Management, track orders, confirm deliveries and keep tabs on workflows to pinpoint opportunities where you can streamline processes. Key features like over-the-air programming and battery management help ensure radios work overtime and don't sit in the shop. And with privacy options and remote disable, you know communications and information are secure.



# GAIN GREATER VISIBILITY AND REAL-TIME AGILITY FROM A ROBUST APPLICATION ECOSYSTEM

Your customers not only expect on-time deliveries, they want visibility of cargo in transit and the flexibility to make changes to shipments. In fact, 78 percent of buyers want to track and trace purchased products regardless of channel or delivery option.<sup>7</sup>

Dispatch and fleet management applications integrate voice and data to give you an accurate, up-to-the-moment view of your assets. You can

track vehicle data, such as location and speed, to ensure route adherence and delivery agility. Monitor fuel consumption, ignition status and perform on-board diagnostics for proactive vehicle maintenance to make sure your fleet is always ready to deliver. Voice and data applications can provide you with these valuable insights to help you deliver on your promise to the customer.

## AFFORDABLE CONNECTIVITY OPTIONS WITH MOTOTRBO COMMERCIAL SYSTEMS

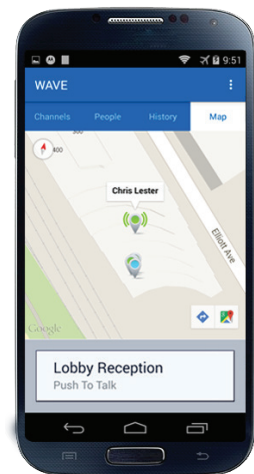
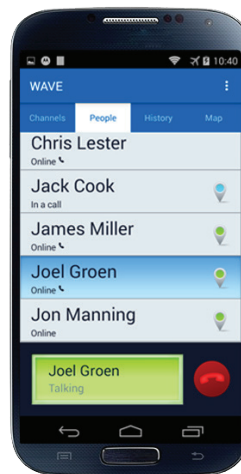
Communicate with your workforce on the move with MOTOTRBO Commercial Systems. If your business model doesn't support investing in your own radio system, sign up for service from one of our partners' MOTOTRBO Commercial Systems.

You get affordable, high quality voice and data without having to buy a FCC license, transmitters or towers. Simply purchase monthly airtime on a regional radio network.



## WAVE™ WORK GROUP COMMUNICATIONS

Extend your reach further with WAVE Work Group Communications and notify personnel of last-minute delivery changes or alerts by maintaining radio communications, even outside your MOTOTRBO radio network. With access from any network and on any device – such as a smartphone or tablet – workers can stay connected to you wherever they have a broadband connection.



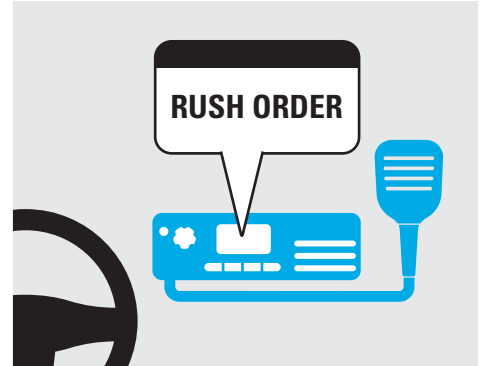
# MOTOTRBO INTEGRATES IT ALL SO YOU MOVE AHEAD



A rush order comes in from a sales rep on-site with a customer. With the **WAVE Work Group Communications** application, the sales rep immediately connects with a supervisor in the warehouse.



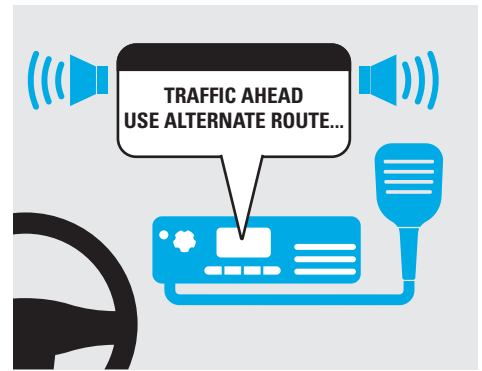
The supervisor then alerts a worker to the required part on his **XPR 7000 portable radio**.



The part is loaded onto a delivery truck and the **XPR 5000 mobile radio** receives a **Work Order Ticket**.



The dispatcher views **GPS Outdoor Location** and **Fleet Management** information to monitor route adherence, speed and fuel consumption. Seeing traffic congestion on the road, the dispatcher sends a **text** to the driver with an alternate route.



The driver stays safely focused on the road as **text-to-speech** reads aloud the route change.



He confirms by voice using the **steering wheel PTT switch and visor mic** connected to his mobile radio via Bluetooth and the dispatcher receives the confirmation through the **MIP 5000 Radio Console**.



The sales rep stays in contact with the driver and dispatcher until the part is successfully delivered using the **WAVE** application on her smartphone.

# DELIVERY AND LOGISTICS TRUST MOTOROLA TO TRANSFORM OPERATIONS

Across the city and around the continent, in the office or on the road, Motorola Solutions is helping you operate safer, work more productively and deliver more efficiently to meet deadlines and exceed expectations.

Enterprises worldwide are transforming their workplace with the MOTOTRBO digital platform and expertly-integrated systems, applications, accessories and services.

Connect different people, fleets and locations together to streamline operations, keep your workers safe, control costs and drive your business further.

## SOURCES

1. Predicts 2015: Global Logistics Differentiating the Future, Gartner, November 4, 2014
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5. [www.fmcsa.dot.gov/rules-regulations/topics/distracted-driving/overview.aspx](http://www.fmcsa.dot.gov/rules-regulations/topics/distracted-driving/overview.aspx)
6. <http://www.fmcsa.dot.gov>
7. Building the Omni Channel Commerce Platform of the Future, Accenture, 2014

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