



SAFETY CHALLENGES AND NEEDS OF THE COMMERCIAL SECTOR

Motorola Solutions 2023 Commercial Survey Report





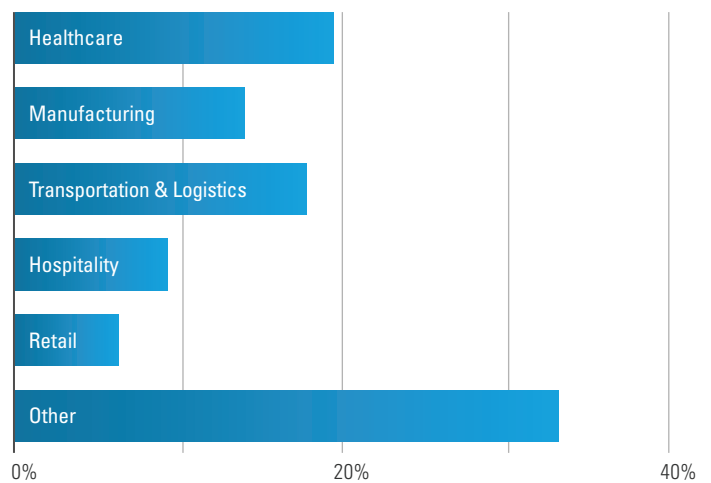
USING INTEGRATED TECHNOLOGY TO KEEP COMMERCIAL OPERATIONS SAFE

The commercial sector includes a wide range of different industries, each with its own unique safety challenges. And within each industry are countless organizations of different sizes, scope and location. What all these businesses have in common is a need for unified communications technology that allows their operations to run safely, efficiently and reliably.

Whether it's a busy manufacturing plant or a hospital, workers and staff need to be as well equipped as possible to meet security challenges and keep themselves and others safe and protected. Communications and safety technology is constantly evolving, so in order to gauge how industries are taking advantage of this technology, Motorola Solutions conducted the 2023 Commercial Survey.

With over 330 respondents from commercial organizations across the United States, the survey gained insight from a diverse range of facilities including healthcare, retail, hospitality, construction, private security, and transportation and logistics.

What industry are you in?





INSTANT COMMUNICATION

Every Second Counts in the Commercial Sector

Our respondents said that instant communication is the most important feature for their facility communications. They also cited the importance of automatic alerts when a potential safety, security, or emergency incident arises. Other top priorities include protecting workers and visitors with safety features and reaching workers anywhere, on and off-site.

TOP 5 FEATURES FOR FACILITY COMMUNICATIONS

- 1 Instant voice communication
- 2 Automatic alerts when a potential incident arises
- 3 Protecting workers and visitors with safety features
- 4 Reaching workers anywhere, on and off-site
- 5 Discreet communication options

THE CHALLENGE OF CLEAR COMMUNICATION

Improvements are Needed in Audio Quality and Coverage of Communications Systems

Respondents to our survey made it clear that the biggest communication challenge they are facing is maintaining reliable coverage across their sites. We asked those taking the survey to indicate the top three communication challenges for their organization, and over 60% included coverage in their response.

Many commercial organizations operate across large sites and some have workers spread across numerous locations. Think of transport companies with personnel on the road, or hospital staff staying connected on a large campus. They need reliable, robust communication technology that can cover these wide areas and keep workers connected.

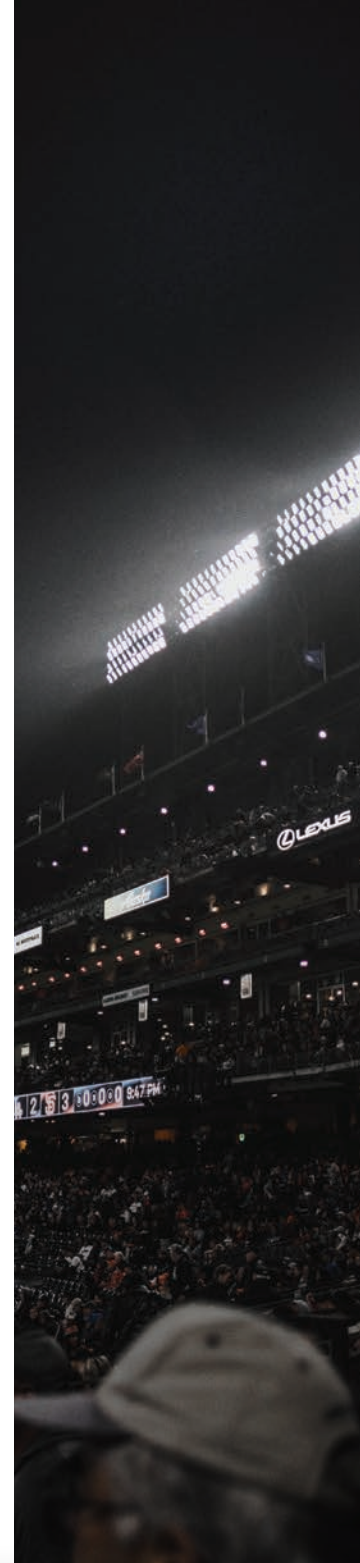
Not only does this technology need to provide coverage for commercial organizations, it also needs to guarantee clear audio quality when it's used. More than a third of respondents selected audio quality as a top challenge they are currently facing. In order to keep operations running smoothly - and to respond to safety incidents when they arise - staff need to hear and be heard on their communication devices.

Rounding out the top three communication challenges faced by organizations is the ability to keep teams and workers connected, with just under 30% of respondents highlighting this issue.

Two-Way Radios The Device Of Choice For Voice Communications

While our survey respondents highlighted that they're using a range of communication devices, two-way radios are by far the most commonly used. Just under 75% of respondents said their workers use radios for voice communications. Despite this wide use of two-way radios, phones are also used by many of our respondents. Around 60% revealed that they use smartphones for voice communications, while just over 30% use landline phones.

What all of this highlights is just how crucial voice communications are to commercial organizations. In fact, 91% of respondents use voice to communicate with other workers. This underscores the 37% of respondents that highlighted audio quality as a key challenge. Workers in the commercial sector rely heavily on voice communication and it is essential that they can hear and be heard clearly.



DEVICES THAT LET YOU COMMUNICATE CLEARLY AND INSTANTLY

MOTOTRBO Ion



Two-way radios and smartphones are the most commonly used devices by workers in the commercial sector - but what if you had a device that combines them?

MOTOTRBO Ion eliminates the need for a worker to use multiple communication devices. It combines the dependability and ruggedness of a two-way radio with the open app ecosystem of an Android device.

With a high-resolution touchscreen, you can view detailed images, schematics, diagrams, photos and videos. Send images and videos — and use video chat — with an integrated rear-facing camera. MOTOTRBO Ion has a level of durability that most smartphones can't match. It's completely dust-tight and protected from immersion in water — up to 2 meters for 2 hours. And it's built with ultra-strong materials inside and out — from its housing, to its Gorilla Glass 3 touchscreen, to its internal components — enabling it to withstand a 4-foot drop onto concrete.

Our survey revealed that

56%

of respondents are using three or more devices per worker for communication purposes, which can lead to confusion and slower response times.

The device also comes with the top 3 features that respondents to our survey said would help their team:

- 1 Emergency call
- 2 Text messaging and alerting
- 3 Outdoor GPS location tracking



MOTOTRBO R7

MOTOTRBO R7 lets your team hear and be heard the first time — when it matters most. Adaptive Dual Microphone Noise Suppression brings game-changing noise canceling to your team, so you can hear them over the noise of busy work sites and large crowds.

Automatic Acoustic Feedback Suppression intelligently cancels out the feedback of other close-by radios, for a seamless voice experience in tightly packed areas. Intelligent Audio monitors background noise and adjusts speaker volume so users don't have to, ensuring calls are always at the perfect volume.

R7 is also designed for seamless collaboration. It connects with video security systems, sensors and more, allowing you to streamline communication and keep your staff in touch across a range of devices and systems.



VB400

When an incident occurs, it's important to gather as much evidence as possible in order to review actions taken and get a much clearer picture of what happened. This is something 77% of respondents agreed with.

Body-worn cameras are one of the most effective ways to capture video evidence of such incidents and interactions. They can be worn by staff and give a first-hand account of the events. Despite their uses, just 11% of respondents to our survey currently have body-worn cameras at their facility.

With the VB400 body camera, your staff can be in control of every situation - no matter how, or where, they work. It allows for full HD recording in 1080p and its long battery life lasts for a full shift.



KEEPING STAFF AND CUSTOMERS SAFE WITH INTEGRATED TECHNOLOGY

Commercial organizations use technology in almost every facet of their operations. But when it comes to communications and security, too often they must make do with aging or inefficient equipment. Medical staff, operations managers, and security staff all want their technology to do more.

Within businesses large and small across the region, workers need their communications technology to keep them connected across devices and networks. They want crystal clear sound, the ability to hear in noisy spaces and the convenience and power of apps and texting.

Above all, they want capabilities that will keep their staff and customers safe both from everyday incidents and large-scale threats.

Motorola Solutions can help you get there, empowering companies like yours to thrive with an integrated, flexible, always-connected infrastructure that can accommodate evolving communications and safety needs.

To learn more and explore how we're bringing commercial communications into the future, visit: www.motorolasolutions.com



Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. motorolasolutions.com

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2023 Motorola Solutions, Inc. All rights reserved. 10-2023 [KR03]