



# PUTTING **TEAM COMMUNICATIONS** TO WORK IN TRANSPORTATION & LOGISTICS

If your internal and external team members are juggling multiple devices and unable to collaborate safely, it's time to develop a strong team communications foundation supported by advanced technology.



**E**ffective communications are the foundation for any good team, and the transportation and logistics (T&L) sector is no exception. Charged with managing the warehousing, inventory, and movement of freight across the supply chain — both through internal and external distribution networks — T&L professionals rely on high levels of team collaboration to get the job done right.

By helping companies leverage the knowledge, talents, and insights of their people, effective team communications ensures that customers get their deliveries when, how, and where they want them. Meeting those expectations in today's fast-paced, demanding distribution environment requires reliable, clear voice and data logistics communications that start at the warehouse and end at the point of delivery.

In this white paper, we explore the key challenges that T&L companies are facing in today's business environment and hear how instant push-to-talk and advanced video surveillance can help them develop streamlined supply chains that go the distance.

## WANTED: SEAMLESS INTEGRATION ACROSS ALL DEVICES

According to a recent Motorola Solutions survey of more than 400 transportation and logistics companies, 92% say they want streamlined integration across devices in order to respond faster in emergency situations, enable team communications from any location or device, and to more quickly resolve problems and answer customer inquiries.

To communicate, most workers (78%) compensate for the lack of an integrated solution by carrying multiple devices. While the majority of workers with multiple devices (64%) are carrying only two, 17% are carrying three devices, and the remainder are using **more than three devices** to communicate with coworkers. While some of these devices are purpose-built for industrial communications — two-way radios are used by 67% of T&L firms, for example — others, such as smartphones, can cause additional delays due to cargo theft, which occurs four times more frequently and happens during transit 90% of the time. Other issues include gaps in coverage, insufficient

battery power, and lack of sturdy design. Smartphones and other devices also raise the specter of distracted driving along with associated government safety regulations. The trucking industry has responded with a number of measures meant to address the problem, such as vehicle tracking and installing two-way radios in vehicles.

With the ability to communicate instantly without boundaries, with added intelligence, and with confidence, team communications is vital in a distribution environment where smaller orders are being shipped faster, and where customers expect two-day or next-day delivery windows.

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### MAKING THE SWITCH FROM ANALOG TO DIGITAL

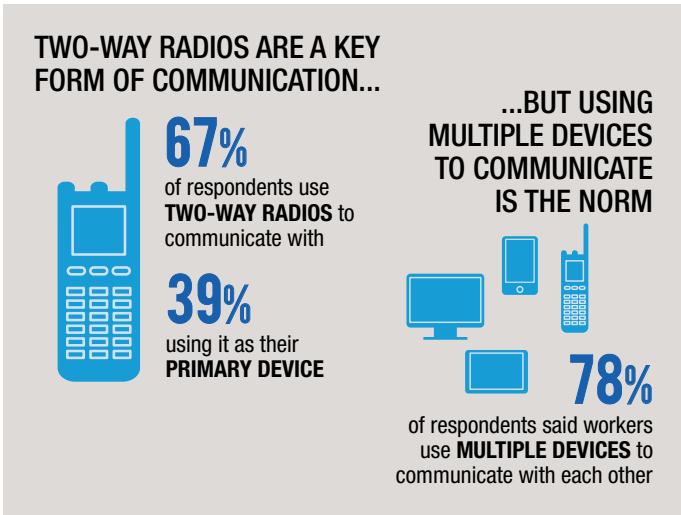
According to the Motorola Solutions survey, many T&L organizations have already upgraded (or, are planning to upgrade) to digital solutions, with 64% currently using a blend of digital and analog radios. About one-third of analog users plan to switch to digital in the next two years. From their new devices, companies are looking for features like GPS location tracking, text messaging/alerting, and activity/weather alarms.

For companies in the T&L space, streamlined communication isn't just about connecting different people to save steps or time — something that has historically been managed using the two-way radios that 67% of firms still rely on. They must add *more intelligence* to these communications while folding a myriad of disparate devices into the same communication stream.

Solutions, “and then uses those tools to infuse more intelligence into the communications stream.”

For example, individuals who work in a very hands-on way (i.e., heavy equipment or forklift operators) may not even carry a cell phone, but they must also be included in the communication. And logistics managers responsible for moving product from one place to another must be able to communicate with all warehouse/DC managers, dock supervisors, third-party logistics (3PL) providers, carriers, and many other internal and external supply chain partners.

Creating these open, collaborative lines of communication isn't always easy, nor is it a straightforward process. Many companies have a variety of communication tools in place, having phased in different solutions over time or through acquisitions. “There hasn't historically been an easy way to bring disparate teams together in a way that makes it easy for people to collaborate and talk to one another,” says Stephanie Leavine, a Motorola Solutions strategic account director.



“Team communications takes what already exists, technology-wise,” says Mark Clev-erly, strategic account director at Motorola



## UNDISTRACTED DRIVING

For transportation and logistics companies, employees who use smartphones aren't just creating a distraction; they're creating a safety hazard and are in violation of federal mandates. In fact, the National Safety Council says 20% of Fortune 500 companies have policies that ban handheld and hands-free phone use altogether. These realities present unique challenges for the T&L sector, which relies heavily on communication to keep the end-to-end supply chain running smoothly.

Using Motorola's nationwide WAVE™ two-way radio, with its tactile one-button functionality, logistics managers can keep employees safely in contact anywhere the job takes them. Trucking companies, for example, are assured instant, clear voice communications from city-to-city and state-to-state, while warehouses always have instant access to check on stock with colleagues around the country.

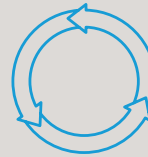
By incorporating Push-to-Talk (PTT) technology, WAVE leverages both one-to-many or one-to-one mobile voice communication that enables instant talk — all without the dialing, routing, ringing, and answering steps of a regular phone call. With the WAVE two-way radio, T&L users get a rugged PTT device that's purpose-built for their businesses; high reliability and durability; and the ability to connect with colleagues anywhere around the nation with instant, crystal clear audio.

Drivers who spend 8 hours to 12 hours a

day behind the wheel of a truck are covering a lot of ground, and they need communication tools that allow them to safely convey the "driver experience" to numerous recipients and then collaborate with those individuals as needed. By pressing a single button on a compact device, they can do this without any distraction.

"There's no risk to the driver or anyone around them," says Les Miller, North America commercial marketing manager at Motorola Solutions. "And the user gets nationwide coverage that allows the device to operate from anywhere. That's pretty powerful stuff"

### OVERWHELMING MAJORITY WANT SEAMLESS INTEGRATION ACROSS DEVICES



**92%**

of respondents said it was important to **SEAMLESSLY CONNECT** all communication devices

### ...IN ORDER TO REAP MULTIPLE BENEFITS



**RAPID RESPONSE**  
to emergency situations



Seamless, instant **TEAM COMMUNICATIONS** from any location or device



More quickly **RESOLVE PROBLEMS** and answer customer inquiries

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## HANDLING PEAK SEASONS AND FLUCTUATIONS

With PTT, Cleverly says that logistics managers also gain a valuable tool for handling the demands of peak season, and mainly when it comes to investing in and training employees on device usage.

“Transportation and logistics companies are fulfilling a lot of packages from e-tailers during the peak seasons,” says Cleverly. “Our WAVE two-way radio product allows a company to purchase a device with nationwide communication functionality for a limited period of time.”

Once a driver leaves the yard, for example, the same device can be used to communicate with that driver during transit or when the driver is at a customer site delivering packages. Activating a smartphone to manage the same tasks is cost-prohibitive and usually involves contracts.

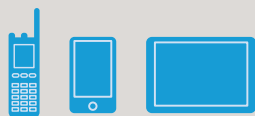
The long-range, Bluetooth-enabled WAVE two-way radio can be put into someone’s hand and used on a short-term basis (e.g., only during peak holiday season, or for a specific driver who is coming onsite for one day) to talk over LTE while the driver is in or out of the facility. When the season is over, the device can be turned off and redeployed.

Other benefits of PTT for the T&L industry include rapid deployment, quick activation times, no contracts, good coverage, and a minimal training curve for new users. “When combined,” says Cleverly, “these benefits add up to significant time and cost savings.”

### MOST EMPLOYEES CARRY AT LEAST TWO DEVICES...



**64%**  
of workers are using **2 DEVICES** to communicate



**17%**  
are using as many as **3 DEVICES**

### ...BUT DEVICES LIKE SMARTPHONES COME WITH CHALLENGES

**54%**  
Gaps in **COVERAGE**



**39%**  
Insufficient **BATTERY** power



**39%**  
Lack of **STURDY** design



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## PROTECTING VALUABLE TRANSPORTATION ASSETS

What do you get when you combine purpose-built, high-definition cameras with artificial intelligence (AI)? The end result is an extremely intelligent video surveillance and access control system that helps logistics managers protect valuable assets, control access to areas of a facility, and maintain the accurate shipping schedules that keep customers happy and coming back for more.


Security solutions from Avigilon, a Motorola Solutions company, include an array of video analytics, network video management software and hardware, surveillance cameras, and access control solutions. Using advanced search capabilities, logistics managers can quickly go back and review high-definition video to find scene changes, unusual motion, and events in any transportation facility.

Detection (UMD) technology continuously learns what typical activity in a scene looks like, and then detects and flags unusual motion, helping reveal events that might have otherwise been missed."


"It's a complete solution that can complement your existing hardware investments," says Cleverly. In the T&L environment, which usually focuses its surveillance activities on incident management (i.e., pinpointing things that aren't "right"), Avigilon security and analytics solutions are being used to help track operations and pinpoint operational bottlenecks.


"Companies need to know what's on a truck," says Cleverly, "to know how to best unload and sort the trailer, and then send it back out so that another truck can get to the dock."

Historically handled with consumer business radios, this process can be streamlined significantly using Avigilon's cameras, license plate recognition, alarms and alerts. Cameras can detect a truck as it approaches the gate and provide clear imaging of license plates, allowing operators to match up the license plate (or truck number) with the load and contact the dispatcher who, in turn, tells the driver which door to go to. "This happens very quickly and efficiently," says Cleverly, "and all while the goods are in motion."






**TRANSPORTATION COMPANIES HAVE UPGRADED OR ARE PLANNING TO UPGRADE TO DIGITAL SOLUTION...**

**64%**  of respondents are using **DIGITAL** or a **MIX** of digital and analog radios

**1/3**  of analog users plan to **SWITCH** to digital in the next 2 years

**...AND WANT TO LEVERAGE DATA INTELLIGENCE FROM THEIR COMMUNICATION SYSTEM WITH APPS**

 <b>57%</b> GPS location tracking	 <b>50%</b> Text messaging and alerting	 <b>46%</b> Activity alerts and weather alarms
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"There's no need to watch dedicated streams in order to catch movements or activity that shouldn't be happening on the premises," Cleverly says. "Without any predefined rules or setup, Unusual Motion



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## FEELING THE PRESSURE? HERE'S THE SOLUTION

In the T&L industry, team communications have entered a new era where groups across departments, locations, devices, and networks can collaborate with the push of a button, with real-time data intelligence at their fingertips.

They're taking advantage of mission-critical radio products, purpose-built for operations that can't afford to compro-

mise safety. With push-to-talk, WAVE, and intelligent video surveillance tools, both front-line and field workers can communicate instantly with other team members, quickly resolving issues and responding to emergencies.

Good team communications can also help to break down the barriers within your own organization, streamline mission-critical processes, and help everyone be more efficient, accurate, productive, and safe. "The companies that embrace good team communication and then pursue it vigorously will reap the

benefits," Miller says. "Those that choose not to will continue to struggle."

As the distribution world becomes more complex, and as customer demands continue to change, expect more T&L companies to invest in the technology they need to ensure strong team communications across the logistics enterprise.

"The increased pressures and expectations of meeting delivery schedules that the T&L industry is feeling right now would have been completely unrealistic just 5-10 years ago; but they're here now," says Miller. "In this environment, the ability to maintain communication with the press of a button — regardless of device or network — to contact a driver, supervisor, floor operator, or mechanic can't be overstated."

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*— Les Miller, North America commercial marketing manager at Motorola Solutions*

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## ABOUT MOTOROLA SOLUTIONS

Every day, our enterprise and public safety customers rely on effortless and reliable communications to keep business thriving and communities safe. They call it their lifeline. At Motorola Solutions, we not only build that lifeline – with mission-critical services, software, video and analytics,

backed by secure, resilient land mobile radio communications – we advance it every day through our commitment to innovation. Our drive for continuous innovation and partnership with our customers enables them to be ready – in the day-to-day moments, and in the moments that matter most.

**For more information, visit: [www.motorolasolutions.com/transportation](http://www.motorolasolutions.com/transportation)**