

DRIVING COMPETITION, DELIVERING BREAKTHROUGH CUSTOMER EXPERIENCES

2019 TRANSPORTATION AND LOGISTICS
COMMUNICATIONS SURVEY REPORT



TRANSPORTATION AND LOGISTICS COMMUNICATIONS TECHNOLOGY

In the fast-paced, time-sensitive world of transportation and logistics, clear communication—across teams, throughout the country, and around the world—is the foundation of success. Effective, instant communication is an invaluable tool that helps transportation and logistics companies better ensure safety, improve efficiency, and increase productivity, all while meeting growing customer demands for faster delivery. However, as innovations in communication technology continue to change the marketplace, many unanswered questions remain.

What does the transition from analog hardware to integrated digital solutions mean for transportation and logistics? What investments should your company be making now to ensure you're positioned for continued success in the future? What do your employees consider to be their most pressing communications challenges and how can technology best overcome them?

Motorola Solutions has been closely following emerging transportation communications technology trends to help provide answers. The Motorola Solutions 2019 Transportation and Logistics Communications Survey provides new and compelling insights into the trends driving the fast-changing landscape of transportation communications.

Radio communication remains vitally important for transportation and logistics workers. In fact, advancements in technology are providing radio users with new levels of safety, functionality, and efficiency.

Your customers expect deliveries when and where they want them and expectations continue to rise, with 2-day, 1-day, even same-day shipping becoming the norm. Meeting these demands requires instant, reliable communications—from the warehouse to the point of delivery—to help streamline operations, control costs, and exceed customer expectations. Digital two-way radios give you the power to do just that, unifying team communications and enabling all workers to instantly communicate with each other in new, exciting ways. Our survey also highlighted the need for more intelligence-led operations, including AI-enabled video security, analytics-driven applications, and more.

This year's survey queried nearly 400 respondents, representing a range of transportation and logistics professions and job functions in the United States, including customer service, information technology, maintenance and engineering, senior and middle management, communications, and security. Respondents represented a large cross section of transportation and distribution sectors, from trucking and rail, to airlines and airports and distribution and warehouse facilities.

JOB FUNCTIONS HEARD FROM:



Customer Service



Information Technology (IT)



Maintenance/Engineering



Management



Communications



Security

TNL SPECIALTIES HEARD FROM:



Rail



Airlines/Airports



Trucking



Distribution/Warehouse


INSTANT VOICE COMMUNICATION: THE STARTING POINT FOR TRANSPORTATION AND LOGISTICS CONNECTIVITY


Instant voice communication that connects colleagues across teams and networks is core to any successful transportation and logistics business. Two-way radios and smartphones are the most common means for transportation and logistics workers to communicate today, with 75% using one of these two devices as their primary means of communication.



Additionally, two-way radio is expected to become even more popular, as **20% of Fortune 500 companies have policies prohibiting handheld and hands-free phone use altogether.**

PRIMARY FORM OF VOICE COMMUNICATIONS

 **36%**
TWO-WAY RADIOS

 **38%**
SMARTPHONES

 **8%**
LANDLINE PHONES

 **16%**
INTERNET/ IP VOICE



ACCELERATING DIGITAL ADOPTION

The migration to digital two-way radios continues to steadily advance in the transportation sector. According to our survey, over one-third of respondents have already made the transition. When combined with respondents who report using a mix of both analog and digital radios, a majority are using digital radio in some capacity. However, approximately two-thirds have yet to make the leap to a fully digital radio fleet.

Among respondents who have yet to transition to digital two-way radios, nearly half plan on doing so in the next five years, indicating that these radio users clearly understand the importance of going digital. With the power of instant push-to-talk functionality, crystal clear voice communications, and intelligence-driven applications, digital radios empower transportation and logistics companies to more effectively meet their objectives today while providing a solid platform to support technological advancements tomorrow.

NAVIGATING THE NEW DEMANDS OF RADIO MAINTENANCE

Most transportation and logistics companies still take a reactive approach to radio maintenance, waiting until something goes wrong or it's absolutely necessary to perform service and maintenance. The majority of respondents (51%) say their company only performs radio maintenance on an "as needed" basis; in other words, when something breaks or is past due for an update. Another 12% say they never perform radio maintenance. Our survey also found that two-way radio maintenance service is mostly provided in-house or through a local service provider.

This reactive approach to radio maintenance can have a negative impact. A breakdown in communications technology can lead to costly disruptions, missed connections, and logistical nightmares. There is a better way. Taking a proactive approach to radio service by investing in a two-way radio maintenance plan can relieve pressure on staff and keep companies armed with the most current software and features. This ensures minor issues can be resolved long before they become major emergencies.

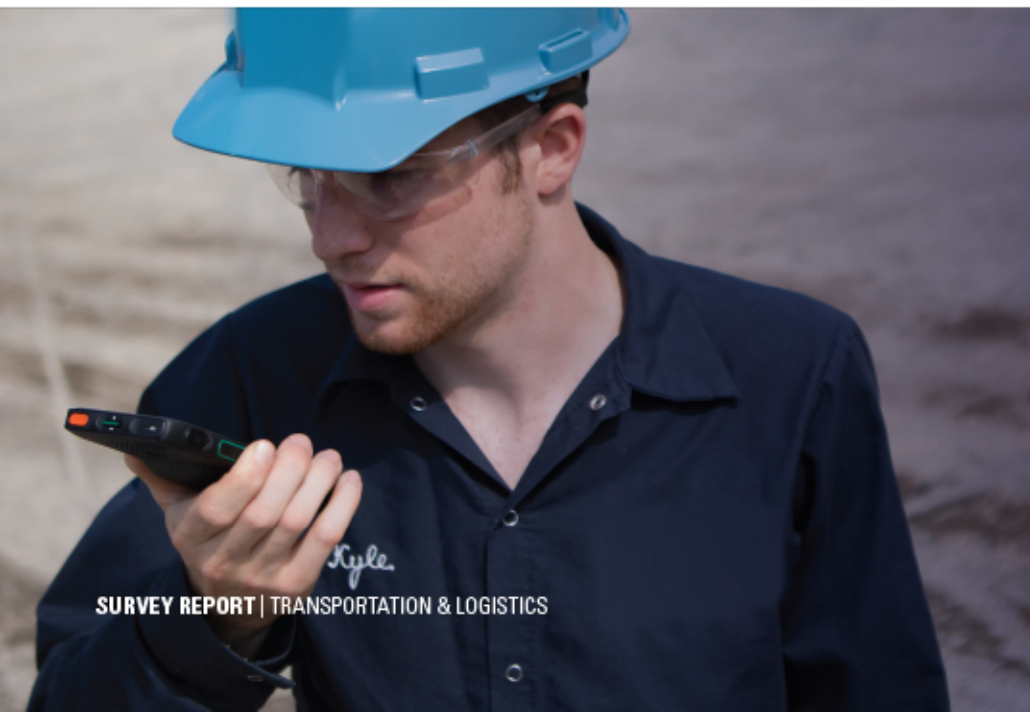
RADIO MAINTENANCE FREQUENCY



MOTOROLA SOLUTIONS TWO-WAY RADIO SERVICES

Motorola's Two-Way Radio Services can help you maximize the benefits of your radio investment by alleviating the responsibility and pressure of maintaining and managing your communications devices in-house. Expert, reliable management of all your communication devices provides you greater peace of mind and ensures your business is keeping up with the speed of innovation while keeping costs predictable. With three levels of service, you can always find the amount of support that's right for your business.

SEE HOW OUR SERVICES CAN OPTIMIZE YOUR DEVICES [▶](#)



COMMUNICATIONS MAINTENANCE



UNIFYING TEAM COMMUNICATIONS: ANY DEVICE, ANY NETWORK, ANY LOCATION

The average number and types of communication devices we use every day in our personal lives continues to grow as technology advances. With the Internet of Things (IoT) and smart technology connecting and bringing more devices online every day, that trend is only set to continue. This expansion of devices is changing expectations for enterprises as well. Transportation businesses are no exception, with 81% of workers reporting that they use more than one device to communicate with colleagues on the job. Workers today are using two-way radios, smartphones, landline and IP-based phones to communicate.



81% OF TRANSPORTATION WORKERS USE MORE THAN ONE DEVICE TO COMMUNICATE ON THE JOB.

Instant communication is an integral part of a successful transportation and logistics enterprise, helping ensure the safe, efficient delivery of people and cargo. But with so many different devices, communication can be challenging. Transportation workers ranked the ability to reach workers anywhere, on and offsite, as the most important factor in their communications systems. Close behind were the ability to communicate with colleagues on any device and protecting staff and customers with safety features. Further highlighting the importance of integrated team communications, an overwhelming 92% of workers believe it would be valuable—with over half stating it would be very valuable—to connect all devices, allowing anyone to communicate instantly with colleagues using any device.

UNIFIED TEAM COMMUNICATIONS: THE POWER OF NOW

Is your transportation and logistics enterprise operating at the speed of now? Meeting customer expectations while ensuring seamless deliveries requires reliable, clear voice and data logistics communications that connect workers across all teams and all levels of operations. Unified Team Communications from Motorola Solutions makes it all possible, enabling instant, integrated communication without boundaries — and with added intelligence and confidence.

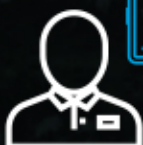
Powered by the WAVE Push-to-Talk (PTT) Application, Unified Team Communications takes PTT beyond the boundaries of traditional radio. It brings all teams together under one network, allowing executives, fleet managers, dispatch, drivers, warehouse personnel, and other integral transportation and logistics teams to stay connected without requiring multiple devices.

Unified Team Communications extends PTT to smartphones, laptops, tablets, and PCs, so employees will always be informed and in touch, helping you streamline processes and operations, respond to customer demands quickly and efficiently, and ensure the smooth flow of finished goods to their points of destination through the power of real-time data and always-on communications.

[LEARN MORE](#)



92% OF TRANSPORTATION WORKERS SAY IT WOULD BE VALUABLE IF THEY COULD INSTANTLY COMMUNICATE WITH COLLEAGUES USING ANY DEVICE.





INTELLIGENCE IN EVERY MOMENT

Keeping up with the rigorous demands of delivering cargo and passengers safely and efficiently requires more than just voice-to-voice conversations. Intelligence-driven applications leveraging real-time data empowers transportation and logistics companies to keep operations moving without interruption. What's more, they can help provide new insights and advise new procedures that reduce downtime, save money, and maximize resources. Transportation workers indicated that text messaging, work order ticketing, and GPS location tracking would be the most helpful applications and features to have on the job — enabling greater productivity and efficiency while delivering on customer satisfaction.

TOP REQUESTED APPLICATIONS



Text messaging and alerting



Work order and job assignment



GPS (outdoor) location tracking



Video surveillance



Bluetooth accessories



Access control





TOP COMMUNICATION CHALLENGES

Among the communication challenges they face today, transportation workers overwhelmingly listed coverage as the most pressing. Other top challenges included connecting workers and teams, device reliability, and battery life. Thankfully, new communication technologies are helping to empower transportation and logistics companies to overcome these challenges with lightning-speed connections, enhanced coverage, and rugged, durable designs tailor-made for the transportation environment.

TOP COMMUNICATION CHALLENGES



Coverage



Device Durability/Reliability



Battery Life



Connecting Workers and Teams



Keeping Devices Updated



WAVE™ TWO-WAY RADIO TLK 100: RAPID, RELIABLE DEPLOYMENT. NATIONWIDE USE.

The WAVE two-way radio, with its tactile one-button functionality, keeps employees safely in contact anywhere the job takes them — from the warehouse or distribution center to the roads and railways to the point of delivery. Now, transportation and logistics companies and workers can always access instant voice communications from city-to-city and state-to-state, giving warehouses instant access to check on stock with colleagues across the country. All these capabilities are packed into a powerful and slim PTT-enabled two-way radio that delivers crisp, crystal-clear audio.

DISCOVER WAVE™ TWO-WAY RADIO TLK 100



A SMARTER APPROACH TO SECURING TRANSPORTATION AND LOGISTICS OPERATIONS

When it comes to transportation and logistics, ensuring the safety and security of workers, drivers, deliveries, and customers is a fundamental concern. Cargo often includes valuable, time-sensitive, or potentially hazardous goods and materials. Any interruption in their delivery can be costly and dangerous, making safety and security a vital priority for any transportation and logistics company. To help mitigate these risks, respondents listed video surveillance and access control as the top two security capabilities their companies utilize, followed by incident dispatch, tracking, and reporting. However, while more than half of transportation workers are utilizing video surveillance, only 12% of these workers are able to access video analytics. This is both a challenge and opportunity, as new advancements in artificial intelligence (AI), machine learning, and analytics are helping transform video security. These new technologies act as force multipliers, adding more intelligent, effective security, with fewer resources.

TOP REPORTED SECURITY CAPABILITIES



60% Video surveillance



59% Access control



58% Incident dispatch, tracking and reporting



12% Video analytics



AVIGILON, A MOTOROLA SOLUTIONS COMPANY.

ADVANCED VIDEO SOLUTIONS FOR TRANSPORTATION AND LOGISTICS.

Your video solutions should fit within your existing workflow, not introduce new technologies that will add more complexity and time. Avigilon's seamless, end-to-end HD video solutions provide built-in intelligence that allows you to focus on what's important — meeting and exceeding customer expectations while ensuring the safe delivery of cargo, goods, and people.

Avigilon's AI-enhanced capabilities enable security professionals to quickly and efficiently search through vast amounts of video footage, saving time and money. Deep information security provides an extra layer of protection for sensitive data. And Avigilon's intuitive platform makes migration and implementation easy and cost-effective.

DISCOVER HOW AVIGILON CAN HELP SECURE YOUR OPERATIONS





THE COMPETITIVE EDGE HELPING YOU EXCEED GROWING CUSTOMER EXPECTATIONS TODAY AND TOMORROW

The Motorola Solutions 2019 Transportation and Logistics Communications Survey provides an inside look at how transportation workers view and utilize communications technology today. To support their needs and meet the demands facing your industry, technology must enable instant, on-demand communication with all colleagues across all devices. Transportation workers require the power to connect to each other wherever the job takes them, and the intelligence that will help them do their jobs more safely, securely, and efficiently.

As companies continue the migration to digital two-way radios, new advancements in communications technology powered by intelligence-driven applications, AI, and analytics-enhanced video are helping transportation and logistics firms overcome communication challenges to maximize their potential. While progress continues, our survey reveals there are still many opportunities for businesses to ensure workers are equipped with the tools they need to help streamline processes, control costs, and deliver on customer satisfaction.

As the transition from legacy hardware to integrated team communications solutions continues, providing your workers with intelligent, instant, and reliable connectivity will help ensure a powerful competitive edge. One that exceeds today's customer expectations while propelling your company into the future, so you can meet any new challenges tomorrow brings.

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



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