



# PAVING THE WAY FOR CHANNEL PARTNERS IN THE RADIO RENTAL BUSINESS

## RECOGNIZING A MARKET PROBLEM

What happens when you see a market need and use your partner connections to fill it? Golden State Communications, Inc. discovered just that by adding the WAVE two-way radio, TLK 100, to their Communication Rental Service.

Golden State Communications (GSC) has been a leading nationwide provider of onsite communication solutions since 1992. But in the later half of 2018, GSC recognized the industry was still missing a key solution for many companies in the marketplace.

### GOLDEN STATE COMMUNICATIONS, INC.

- Established in 1992
- Represents more than 5,000 companies and organizations nationwide, including the San Francisco 49ers and Marriott Hotel
- Serves a dozen different industries including construction, education, healthcare, hospitality, law enforcement and utilities

### TLK 100 RENTALS

- Established in October of 2018
- Brings in \$3.8 million a year
- Includes more than 250 units





## PROVIDING AN INNOVATIVE SOLUTION

Over the years, GSC had come across companies that found existing communication solutions difficult to use in rough terrain or to cover short-term events that span a large area. That's when GSC realized the TLK 100 might be the best solution because it allows customers to use the carriers' LTE networks with nationwide coverage, without any need for additional infrastructure. In addition, GSC knew the TLK 100's rugged, purpose-built, radio-like features would make it more appealing to customers who had been reluctant to use broadband push-to-talk (PTT) devices in the past.

As a Motorola Solutions channel partner, GSC has a long history of selling ASTRO 25 and MOTOTRBO radios. However, they realized the TLK 100 could prove to be a lucrative complement to the land mobile radio (LMR) business because of the reasonable rental price for customers looking for a short-term solution and because it provides them with unlimited coverage, enhanced features and LMR interoperability. That's when they decided to include the TLK 100 as part of their existing rental business. Providing customers with the option to rent the TLK 100 has not only helped bridge this industry gap, but it's also grown into a substantial portion of Golden State Communications' rental business.





## ACHIEVING NEW MARKET GROWTH

GSC began with a retail inventory of about 90 TLK 100s in October of 2018 and has increased to more than 250 units in less than a year. Gary Carroll, President of Golden State Communications, stated that although the rental business has taken over some of the radio rentals, the growth they have encountered far outweighs the cost, particularly because it has allowed them to get back some business previously lost to cellular services.

**“Overall we’ve gained about 22% in revenue.”**

Gary Carroll, President of Golden State Communications

“We’re seeing \$3.8 million a year from our rental business,” Carroll said. “Even though the rentals have cannibalized about \$200,000 in revenue, we’ve also grown the TLK 100 radio side to \$310,000. So overall we’ve gained about 22% in revenue.”

The average customer for the rental service side of GSC typically rents around 75 TLK 100 radios. Many of the customers are using the rental units for specialized events. For example, Stanford University rented 80 units from GSC for its commencement ceremony, citing that it was simpler to use than other solutions and did not require a set infrastructure to be in place, all while providing 100% coverage.

Similarly, GSC rented 45 units for a local church-sponsored event. When attendance neared 13,000 guests, the church group was easily able to add an additional 55 units to better cover the event. The ability for the TLK 100 to utilize both LTE and t-Fi, a feature not available with most two-way radios, also proved useful for the organization.

“The event had a much larger number of attendees than was originally planned which caused congestion in the LTE network,” Carroll said. “But using the TLK 100, they were able to switch to using the Wi-Fi, which provided much better service for the remainder of the event.”

GSC has also discovered that renters often turn into future buyers. After renting 60 TLK 100 radios for an “Iron Man” triathlon event, the event’s organizers purchased 200 units to be used over the next two years.

“Renting customers like it when they find an expert,” Carroll said. “As long as you don’t screw things up, they aren’t going to leave you.”

As a pioneer of this new rental business model for Motorola Solutions channel partners, Golden State Communications has experienced record growth and is now a market leader in providing customers with the TLK 100 radio in a vast, lucrative territory. The leaders at GSC saw the opportunity to be the first to market to this underserved customer base and drive the business in a way that made the most sense for Golden State Communications, and it’s paid off in a relatively short amount of time.

“I think every Motorola Solutions channel partner should consider establishing a rental program,” Carroll said. “In less than a year, we’re already making good money with it.”

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For more information about the TLK 100 radio and how Motorola Solutions is helping its channel partners achieve success in the rental business, visit [motorolasolutions.com/wave](https://motorolasolutions.com/wave)



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