



EXPANDING SAFETY'S REACH

NORTH SLOPE BRINGS RELIABLE CONNECTION TO ALASKA AND BEYOND

The land commonly known as “The Last Frontier” is perhaps one of the last places you would want to navigate without reliable communications at your fingertips. Thanks to North Slope Telecom, Inc. (NSTI), Alaska-based companies don't have to worry. Since its founding in 1980, North Slope Telecom is widely recognized for planning, engineering and installing communication systems that operate reliably even in the harshest environments and most remote locations.

In 2013, NSTI expanded its communications portfolio to include land mobile radio solutions, becoming a Motorola Solutions Channel Partner. Keeping with its philosophy of providing the most current technology, NSTI added WAVE broadband push-to-talk and the TLK 100 two-way radios to its portfolio in July of 2019. Today, North Slope Telecom is the largest Motorola Solutions dealer for Professional & Commercial Radio (PCR) systems in Alaska.

NORTH SLOPE TELECOM, INC.

- Established: 1980
- Service Area: Throughout Alaska and parts of the lower 48
- Industries Served: Hospitality, education, national parks, tourism, construction, oil and gas, transportation and logistics
- Motorola Solutions Channel Partner since 2013
- Launched TLK 100 and WAVE broadband PTT in July 2019

WORLD CLASS OPERATIONS DURING A GLOBAL CRISIS

Reliable communication is a must in any situation but on the frontlines of a pandemic in one of the most remote states in the country, it becomes each user's lifeline to the rest of their team. That's why Bean's Cafe, an Anchorage-based charitable organization, turned to North Slope Telecom as it ramped up its emergency shelter and food prep operations in response to COVID-19.

As a Motorola Solutions Channel Partner, NSTI provided Bean's Cafe with 25 TLK 100 two-way radios free of charge for its kitchen, medical and security staff to use for quick communication both between shelter locations and outside of the area. According to Kim Kovol, Chief Operating Officer at Bean's Cafe, the TLK 100s have been essential to operations during the pandemic, helping Bean's Cafe manage the facilities and programs needed to ensure its clients get the assistance they need.

"We needed something that was efficient and that would function outside the area for our managers who are on 24/7," Kovol said. "And these radios meet that criteria, they're just amazing."

With their initial locations quickly filled to capacity and the shelter-in-place order extended, Bean's Cafe expanded their operations to two more ice rinks in Anchorage. The organization contacted Whitney Robins, Sales and Marketing Manager at North Slope Telecom, asking for even more radios.

"They called me and said that they couldn't do without the radios now," she said. "They needed more and they needed them throughout the duration of the project."

Bean's Cafe expanded from 25 TLK 100s to 40. From their kitchen staff managing emergency food donations, to their onsite EMTs and nurses providing mandatory health checks for every client that walks through the door, to security personnel ensuring that everything runs smoothly, the radios have become an integral part in keeping everyone safe during the crisis.

"It's not just radios, this is really a lifeline for us," Kovol said. "I can't stress enough how it has elevated our operations."

– Kim Kovol, Chief Operating Officer at Bean's Cafe

Learn more about North Slope Telecom's partnership with Bean's Cafe during COVID-19 [here](#).





RELIABILITY IN THE MOST REMOTE AREAS

Bean's Cafe is just the latest NSTI customer to benefit from this new solution. NSTI added WAVE and the TLK 100 to their offers because its use of a commercial LTE network is a great fit for customers who do not have the budget to pay for a traditional LMR communications solution and associated network infrastructure.

When the Alaska Sled Dog and Racing Association suddenly found itself in need of a new communications provider just before the 2020 edition of the Iditarod Trail Sled Dog Race, it turned to North Slope Telecom and the TLK 100. Because the solution uses existing commercial LTE networks, NSTI was able to equip volunteers, race officials and other committee employees with the TLK 100s and WAVE subscriptions needed in less than four days. When a sled crashed on the trail and the dog team scattered, the TLK 100s were invaluable in getting both the musher and dogs the help they needed.

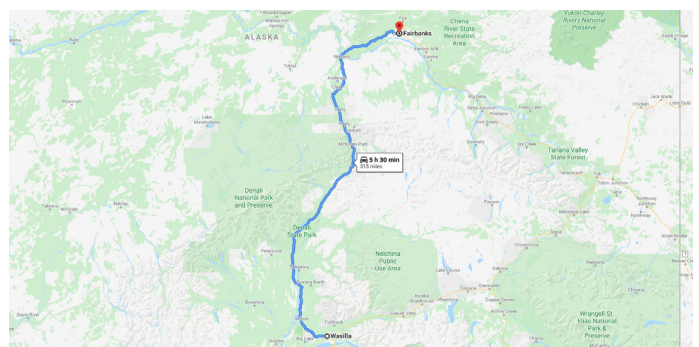
"That's an example of something that could have been a major pain, but ended up being all right because of their communication," Robins said. "They've already requested to utilize the TLK 100s again next year."

As a subscription service, WAVE helps customers with seasonal employees easily adjust the number of users as the size of their workforce changes. For companies throughout Alaska that utilize temporary workers during peak tourist times or seasonal workers after the "great freeze," this flexibility helps businesses both delight their customers and manage costs.

The vastness of Alaska means that many companies have workers in remote areas whose safety depends on having connectivity wherever they are. Running on the Verizon LTE network, the TLK 100 has demonstrated exceptional coverage, Robins said.

"I've sent radios out to very remote areas across Alaska and they're getting almost 90% coverage with just the TLK 100," Robins said. "I had a guy test these from Wasilla all the way to Fairbanks, going past Denali National Park, and they work the whole way!"

— Whitney Robins, Sales and Marketing Manager at North Slope Telecom



Users report being able to make the trip from Wasilla to Fairbanks, a six-hour, three-hundred mile journey past the Denali National Park, without losing coverage.



Companies from hospitality to education to oil and gas have all found that the TLK 100 is easy for workers to use and its fast, reliable push-to-talk communications saves time when compared to traditional phone calls or texting.

NSTI has also found that customers appreciate the fact that it does not have a screen to distract users. Freight and transportation customers particularly appreciate that the TLK 100 is compliant with the Federal Motor Carrier Safety Administration regulations for driver distraction.

North Slope Telecom's reputation has been built on successfully delivering rugged communications systems for remote, harsh environments in Alaska and beyond. Robins said it's important for her

to trust a product the way she trusts WAVE and the TLK 100, especially when working with companies that face life and death situations on a regular basis.

"I won't recommend a product that I don't think can withstand the conditions or issues that we have up here," Robins said. "For me, I love standing behind a product that I know is going to work."

— Whitney Robins, Sales and Marketing Manager at North Slope Telecom

For more information about the TLK 100 radio and how Motorola Solutions is proving the value of push-to-talk communication, visit www.motorolasolutions.com/wave



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