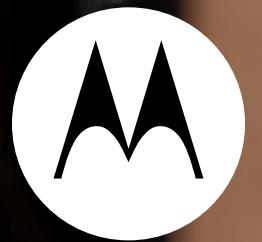


# SUCCESSFUL RADIO MANAGEMENT: **MOVING FROM REACTIVE TO PROACTIVE SERVICES**

2017 MOTOROLA SOLUTIONS  
APX™ TWO-WAY RADIO  
MANAGEMENT SURVEY RESULTS

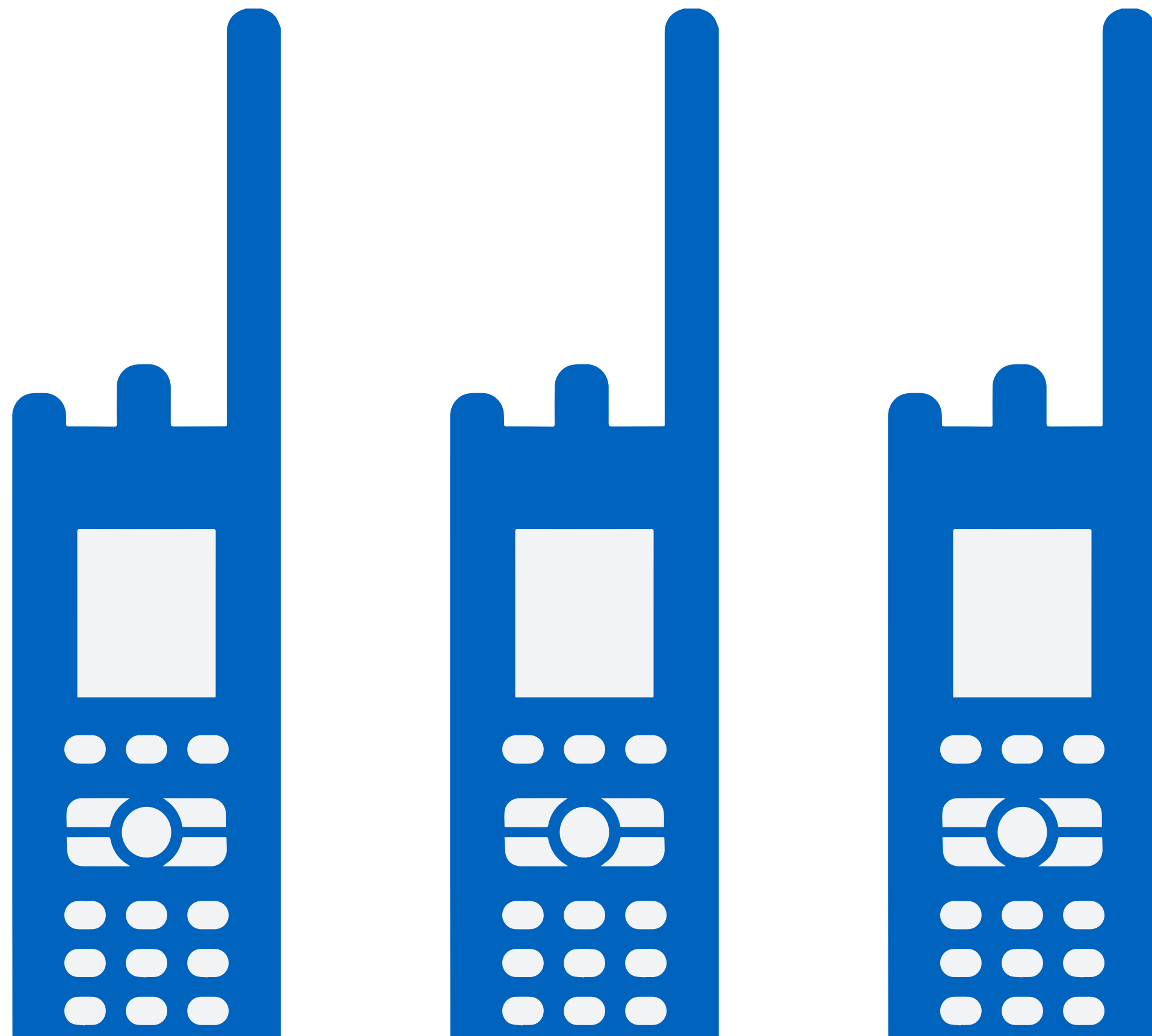
NORTH AMERICA



**MOTOROLA**  
SOLUTIONS



# THE JOURNEY: FROM REACTIVE TO **PROACTIVE RADIO MANAGEMENT**



For organizations and agencies who rely on two-way radios for critical, real-time communications—such as first responders and utilities—performance cannot be compromised. The stakes are simply too high.

It's imperative to have the right resources and tools to address issues that could result in radio downtime or inefficiencies. Motorola Solutions APX Radios are ultra-rugged and purpose-built to mission-critical specifications, but as with any modern communications device, they must be updated and maintained properly to function at optimal levels.

Issues such as obsolete software and hardware, programming challenges, lack of skilled resources or security breaches can make radio fleet management a time consuming and often overwhelming task.

For a range of reasons, including budget and resources, many organizations take a highly reactive approach to radio maintenance, essentially waiting until something goes wrong to address an issue.

That is not a good idea in a mission-critical environment. An issue that may have started as a small fix—if not caught early—can quickly escalate into a much greater, mission impacting problem.

To better understand the trends driving how our customers manage their two-way radios, we surveyed APX radio users across the U.S.

## FINDINGS-AT-A-GLANCE

### ORGANIZATIONS TYPICALLY REPROGRAM RADIOS AT LEAST ONCE A YEAR...



**58%**  
reprogram their fleets once a year—or more

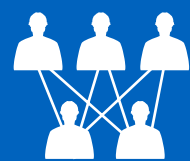
### ...WITH REPROGRAMMING ACTIVITIES DRIVEN BY THREE KEY FACTORS.



New features



Performance problems



Adding people

### THE MAJORITY OF APX USERS MANAGE RADIOS IN-HOUSE TODAY...



vs.



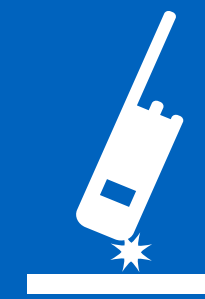
**73%**  
manage radios in-house versus a third-party provider

### ...AND, THOSE WITH LARGER FLEETS ARE THE MOST LIKELY TO DO SO.



**91%**  
with fleets greater than 5,000 manage radios in-house

### MAINTENANCE IS MOSTLY PERFORMED ON AN AS-NEEDED BASIS...



**70%**  
wait until something breaks to perform maintenance

### ...YET MANAGEMENT FACES CHALLENGES TO MAINTAIN RADIO PERFORMANCE.



Budget



Increased programming complexity



Maintaining technical staff skills

### MOST ORGANIZATIONS ARE OPEN TO USING THIRD-PARTY SERVICES...



**67%**  
with various fleet sizes

### ...WITH SMALLER FLEETS EXPRESSING THE GREATEST INTEREST.



Both small and large fleets can benefit from services

**TWEET THIS**



58% of @MotoSolutions APX #radio survey respondents reprogram their fleets once or more per year. Need help? Visit <http://bit.ly/APXRadioServices> [Tweet This!](#)

# SNAPSHOT: THE CURRENT STATE OF APX TWO-WAY RADIO MAINTENANCE

Organizations today are taking on the bulk of the maintenance and management of their two-way radios. The decision to keep the management in-house is likely driven by cost.

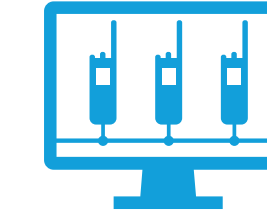
But, bigger questions remain. What factors are impacting programming? Is security top-of-mind? Is there a way to derive better value from in-house and outsourced two-way radios?



## RADIO FLEET MANAGEMENT: AN INTERNAL AFFAIR

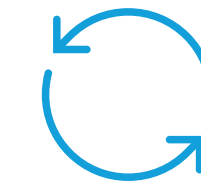


In-house  
73%



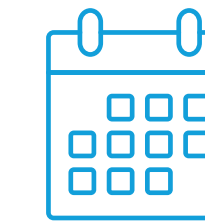
Third-party provider  
27%

## RADIO REPROGRAMMING: ONCE-A-YEAR ACTIVITY—OR MORE



Most respondents indicated they reprogram radios at least once a year or more.

58%



But a surprising share of respondents only reprogram radios once every few years.

42%

## PROGRAMMING ACTIVITIES: MANY FACTORS TO JUGGLE

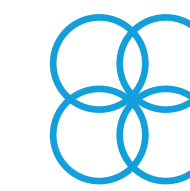
APX users indicated the following as the top drivers of reprogramming:



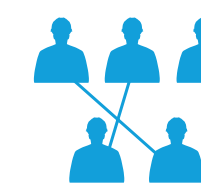
New features  
59%



Special events  
31%



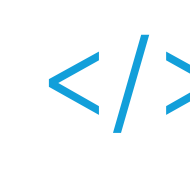
Interoperability  
15%



Talkgroup changes  
33%



Template changes  
22%



Codeplug changes  
11%



Performance problems  
31%



Major incidents  
17%

TWEET THIS 

70% of @MotoSolutions APX #radio survey respondents don't perform preventive maintenance. Do you? If not, visit <http://bit.ly/APXRadioServices> [Tweet This!](#)

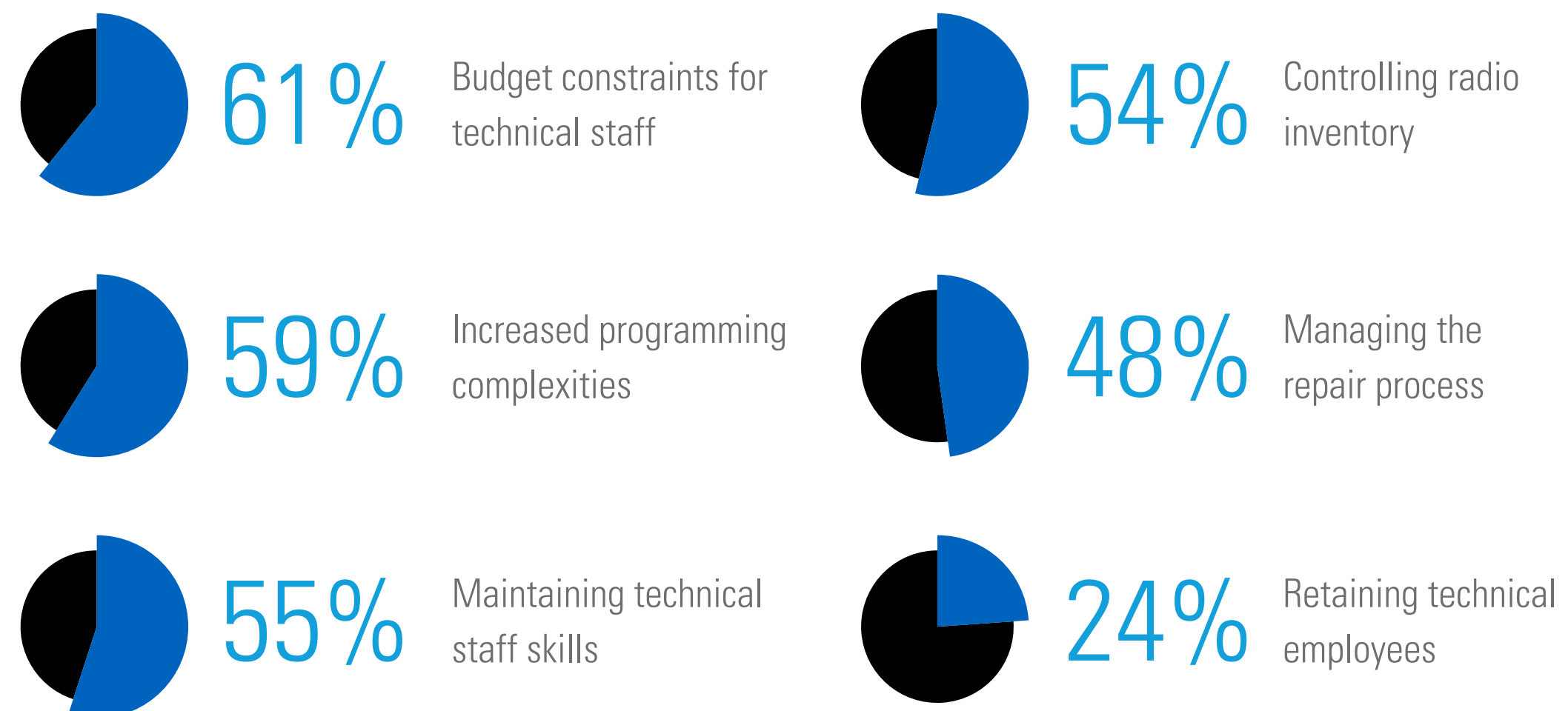


# TOP CHALLENGES OF IN-HOUSE DEVICE MANAGEMENT


WHILE THE MAJORITY OF SURVEY RESPONDENTS ARE MANAGING APX TWO-WAY RADIOS IN-HOUSE, MOST ADMIT THE TASK COMES WITH A LENGTHY LIST OF CHALLENGES

Tight budgets and programming complexities top the list, as well as efforts required to keep technical skills up to date—and to keep trained individuals on staff. Not only do technical personnel come and go, but so do other employees, resulting in time-consuming programming updates to refresh talkgroups.

## MAINTAINING RADIOS IN-HOUSE DOES NOT ELIMINATE CHALLENGES



## REACTIVE MAINTENANCE: IF IT AIN'T BROKE...

 Respondents performing radio hardware maintenance only as needed

70%

 Respondents doing preventative maintenance

30%

## RADIO SECURITY: A CONTINUOUS EFFORT

Making sure radios are secure is a continuous, proactive effort. When it comes to being hacked, 83% of respondents said they do not believe their radios are at risk. Are you sure? Even the most secure devices must be updated regularly to maintain optimum security.

17% of respondents believe their radios are at risk. What are you doing to make your radios more secure?



## CYBERSECURITY IS ONLY AS GOOD AS YOUR LAST UPDATE

In today's evolving threat climate, proactive security is a must. Protecting critical communications devices from looming threats is key to ensuring continuity and delivering mission-critical radio performance. The security measures you took yesterday, may not be right for tomorrow's cyber assault. To safeguard your communications infrastructure, it's important to understand and acknowledge existing vulnerabilities, assess risk posture and take proactive measures to keep risks at bay.

Some of the most important proactive measures are simply performing regular security updates. Just like a smartphone, tablet, or computer, regular security updates and patches are vital to keeping your two-way radios and your network operations safe and secure.



# MANAGED SERVICES: ENSURE PEAK PERFORMANCE OF YOUR RADIOS

Strained budgets, limited technical resources and increasing programming and provisioning complexities have created a perfect storm among organizations trying to manage their radio fleets in-house—putting radio performance at risk. Whether it's software and services to better help

manage radios or complete outsourcing, leveraging managed services and expert support opens the door to opportunities for tremendous efficiency gains, cost savings and more effective use of personnel to focus on more critical matters.



WATCH VIDEO



## TWO-WAY RADIO MANAGEMENT MADE SIMPLE

Managing a radio fleet is an important part of day-to-day operations, but it can also be expensive and time consuming. What if you could increase connectivity of your radios, while also reducing the complexity and risk?

Motorola Solutions offers three service packages to help meet your APX radio management needs. Each package provides a higher level of support to support your needs and reduce your risk.

To address labor intensive programming, we offer services and training that can reduce programming time and cost by as much as 90%—accelerating deployment and maximizing the performance of your APX two-way radios.

**67%**  
open to using third-party services to manage radios

EXPLORE SERVICES

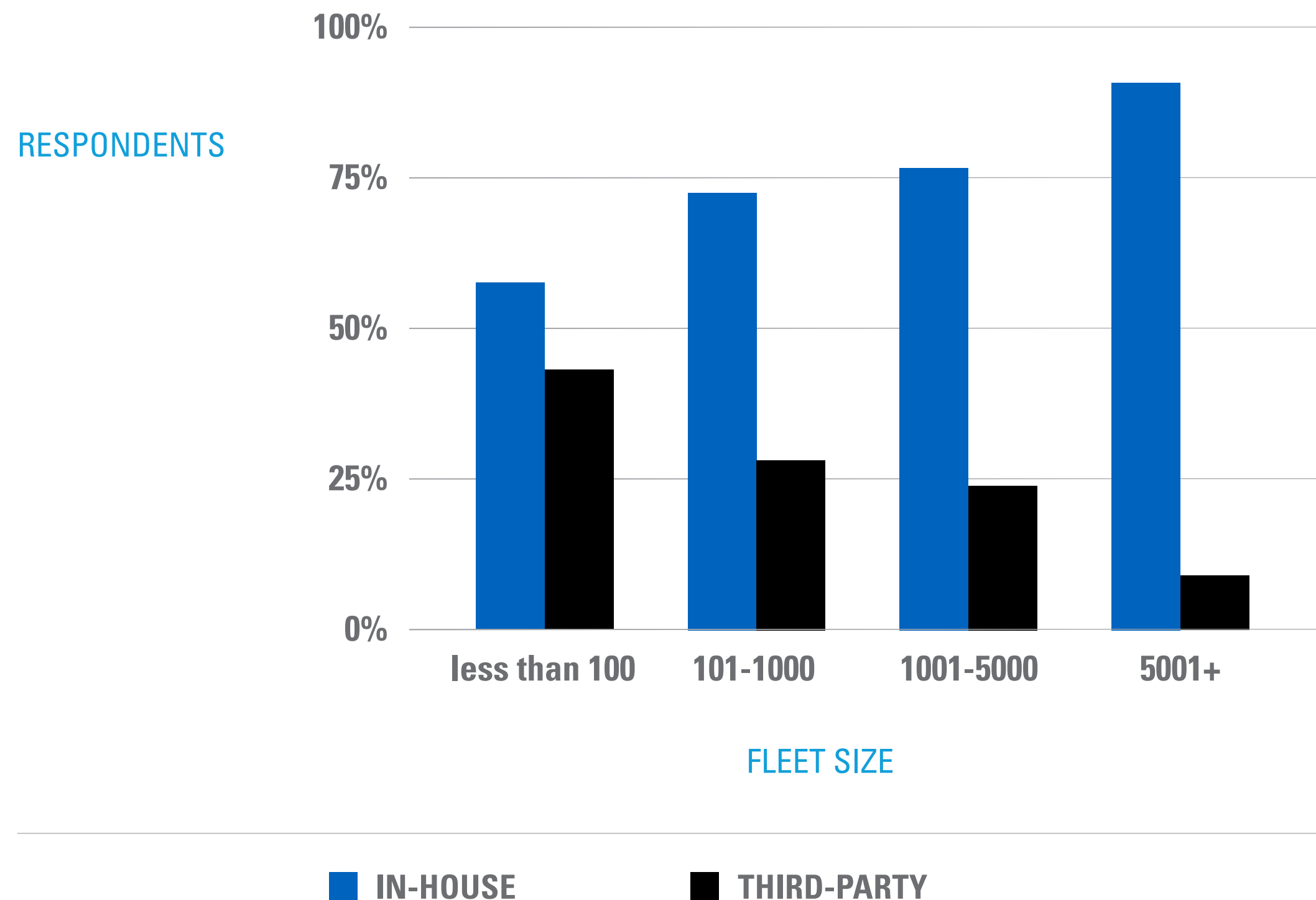




# SERVICES BENEFIT RADIO FLEETS OF ALL SIZES

## OUR SURVEY REVEALED THAT SIZE MAKES A DIFFERENCE WHEN IT COMES TO WHO MANAGES AN ORGANIZATION'S RADIO FLEET

APX users with the largest fleets are most likely to manage their radios in-house. For organizations with a fleet size of more than 5,000 radios, only 9% currently use a third-party. However, very large fleets often benefit the most from software and services tailored to directly support their in-house staff to better manage radios.



## SIMPLIFIED PROGRAMMING SAVES TIME AND MONEY

Advanced Services Radio Management accelerates deployment and improves continuity by using software to program radios in batches, eliminating the time consuming method of programming radios one-at-a-time. Database hosting reduces risk of data loss and insufficient storage space of local servers.

The centralized hosted database stores configurations and easily tracks radio fleet programming status and history for each device online—eliminating the need to use manual spreadsheets. Reduce overall downtime and labor. Any changes to a template can be automatically applied to all affected radios and additional programming jobs can be scheduled ahead of time for greater operational efficiency.

## SMALLER FLEETS ARE LOOKING FOR HELP

Respondents with smaller fleet sizes indicated the strongest interest in services and support:

**44%** Organizations with a fleet size of less than 1,000 who are interested in APX services to program and maintain their radios.

# PROACTIVE RADIO MANAGEMENT: LESS COMPLEXITY, LOWER RISK, BETTER OUTCOMES

Survey respondents who rely on APX radios for mission-critical communications want secure, consistent availability and optimal

performance. Managing evolving radio updates, repairs and programming with shrinking budgets and in-house expertise is no small task.

## CONNECT WITH MOTOROLA SOLUTIONS

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## LOOK

For more information, check out [Motorola Solutions APX two-way radio services](#).



## LISTEN

[This webinar](#) outlines the value of APX two-way radio services and best practices on how to address increasing complexities.



## LEARN

[This video](#) provides a quick overview on how expert services help accelerate radio deployment and enhance functionality.

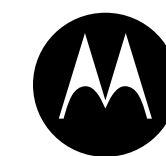
## SURVEY FINDINGS REVEALED A CLEAR AND POWERFUL NEW OPPORTUNITY

Agencies and organizations of all sizes can benefit from a cost-effective, efficient and more proactive approach to maintaining their two-way radios. One that ultimately provides more value over the life of their radios and provides better outcomes such as improved radio performance, more reliable communications and reduced overhead.

## MOTOROLA SOLUTIONS IS HERE TO HELP

Whether maintaining radios in-house or not, by taking advantage of APX two-way radio services you can say goodbye to reactive, ad-hoc radio management and shift to a more effective and proactive approach that leads to better outcomes—reduced programming errors, improved radio usage, lower maintenance overhead and less security risk.

**We will help you choose the right level of service to get the most out of your APX radios, so you can focus on serving your community, not servicing your radios.**



**MOTOROLA SOLUTIONS**

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