

# DO SMART PHONES DISPLACE RADIOS?



As smart phones become smarter, cheaper and more easily available, businesses are trying to use them for business-critical communications.

Many businesses are disappointed ...

# DIGITAL RADIOS VS. SMART PHONES



## AVAILABILITY



## DIGITAL RADIOS



## SMART PHONES



- Wide coverage
- High capacity, unaffected by public demand
- Engineered for reliability
- Can be expanded, upgraded, improved

- Gaps in coverage
- Unpredictable access, especially at rush hour
- Unavailable during emergencies when cell towers overload
- A network that cannot be controlled

**UNWAVERING RELIABILITY**

**UNPREDICTABLE, UNCONTROLLED**

# DIGITAL RADIOS VS. SMART PHONES



## AVAILABILITY



## DIGITAL RADIOS



## SMART PHONES



- High-volume audio
- Industrial noise cancellation
- Rugged accessories for improved audio
- Feedback suppression, intelligent audio

- Limited speaker volume
- Limited cancellation of background noise
- Typically fragile earpieces
- No advanced features

**CLEAR COMMUNICATION**

**DIFFICULT TO HEAR AND BE HEARD**

# DIGITAL RADIOS VS. SMART PHONES



## AVAILABILITY



## DIGITAL RADIOS



## SMART PHONES



- ✓ Withstands vibrations, shocks, heat
- ✓ Sealed against water, dust, humidity
- ✓ Tested against drops and tumbles
- ✓ Comes with Motorola's warranty and repair service

- ✗ Fragile, breakable
- ✗ Sensitive to dust and moisture
- ✗ Consumer-grade hardware
- ✗ Limited warranty

**TOUGH, RUGGED, GOOD INVESTMENT**

**EXPENSIVE, FRAGILE**

## FACT:

### CONSUMER-GRADE DEVICES

- INCUR **50% HIGHER TOTAL COST OF OWNERSHIP** THAN RUGGED DEVICES OVER A FIVE-YEAR PERIOD.<sup>1</sup>
- ARE **3X MORE LIKELY TO FAIL**<sup>2</sup>
- CAUSE **180-260 MIN. OF DOWNTIME** PER FAILURE<sup>2</sup>

# DIGITAL RADIOS VS. SMART PHONES



## BATTERY LIFE



### DIGITAL RADIOS



### SMART PHONES



- ✓ Battery lasts a full work day
- ✓ Easily changeable
- ✓ Tough, withstands extended temperatures
- ✓ Advanced battery monitoring

- ✗ Batteries not designed for continuous use
- ✗ Battery non-removable or difficult to swap
- ✗ Fragile, consumer-grade quality
- ✗ No indication of battery's age or condition

POWER TO GET THE JOB DONE

NOT UP TO THE TASK

## FACT:

WITHOUT BATTERIES THAT LAST THE WHOLE SHIFT, YOU'LL NEED TO KEEP SPARES AND EXTRA CHARGERS, CAUSING YOUR SMART PHONE COSTS TO INCREASE EVEN MORE.

ACCORDING TO VDC RESEARCH, **65% OF ENTERPRISE MOBILE USERS** TODAY INDICATE THAT THEIR **SMART PHONE BATTERIES** "FREQUENTLY" OR "OCCASIONALLY" **DO NOT LAST THE FULL SHIFT.**

# DIGITAL RADIOS VS. SMART PHONES



## SECURITY



## DIGITAL RADIOS



## SMART PHONES



- Private, closed system
- Private frequencies
- Privacy and encryption options
- Controlled access to software

- Public system
- Public frequencies
- Unknown encryption
- User- downloadable apps, viruses, malware

**CLOSED, SECURE**

**OPEN, VULNERABLE**

## **FACT:**

**MORE THAN HALF OF THE COMPANIES SURVEYED REPORTED A SECURITY BREACH AS A RESULT OF USING A CONSUMER DEVICE IN THEIR BUSINESS.<sup>3</sup>**

# DIGITAL RADIOS VS. SMART PHONES



## LIFECYCLE



## DIGITAL RADIOS



## SMART PHONES



- Durable, rugged, long-lasting
- Business investment
- Long-term repair and support
- Can be expanded, upgraded, improved

- Disposable
- Consumer-quality device
- Not designed to be repaired
- Quickly obsolete

## INVESTMENT

## COST

# DIGITAL RADIOS VS. SMART PHONES



## USABILITY



## DIGITAL RADIOS



## SMART PHONES



- Intuitive interface
- Can be used with gloves
- Prominent emergency button
- Audio cues, voice announcement

- Complex interface
- Needs direct skin contact
- No emergency button
- No cues

INTUITIVE

CUMBERSOME



# DIGITAL RADIOS VS. SMART PHONES



## APPS



## DIGITAL RADIOS



## SMART PHONES



- All apps certified by Motorola Solutions
- Tested to work with your radios
- Workplace apps only
- Programmable by admin

- Uncontrolled ecosystem
- Constantly changing software and OS
- Games, viruses, malware
- Programmable by user

**CONTROLLED, PRODUCTIVE**

**DISTRACTING, NO RESTRAINTS**



# SUMMARY

- Smart phones are not suitable for your business critical work environment. They are unreliable, higher in cost, and do not give you the safety features you need to protect your workforce.

45% of VDC Research respondents were “dissatisfied” or only “somewhat satisfied” with the ROI they realized from their mobility investment.

- Digital radios represent the best investment.