MOTOTRBO™

Return on Investment (ROI)

Today's competitive environment requires businesses to have the ability to quickly respond to customers, increase worker productivity and improve operational efficiencies – all while controlling costs. Two-way radio communication can help your business improve productivity and operational effectiveness and with integrated data capability combined into one device, there are no requirements to install and maintain separate devices for data applications such as text messaging and location tracking. This results in enabling you to communicate with and provide information to your employees virtually anywhere and at anytime.

The MOTOTRBO™ Professional Digital Two-way Radio System does just that. MOTOTRBO is the first digital two-way radio system from Motorola specifically designed to meet the requirements of professional organizations that need a customizable business critical communication solution using licensed spectrum. MOTOTRBO combines the best in two-way radio functionality with digital technology to deliver increased capacity, enhanced functionality and integrated data capability.

Value

MOTOTRBO is a digital two-way radio system that utilizes Time-Division Multiple-Access (TDMA) technology. TDMA divides a 12.5 kHz channel into two alternating time slots – providing twice the calling capacity, as compared to analog or FDMA radios, for the price of one license.

Furthermore, you can double the efficiency of your licensed repeater channels. Two-slot TDMA allows two simultaneous conversations within a 12.5 kHz channel with a single repeater. One repeater can do the work of two – saving you the costs associated with infrastructure acquisition, setup and maintenance.

MOTOTRBO's two-slot TDMA technology supports both voice and data, so you can determine whether a given timeslot is used for voice calls or data calls in a manner that best fits your needs. You may elect to use both timeslots to double the number of voice users that can be supported on your repeater channel. Or you may want to equip your workforce with mobile data, text messaging, or GPS location data capabilities.

MOTOTRBO features an integrated GPS modem – you can track your workers and vehicles, without cumbersome external GPS devices to install and maintain. In conjunction with location software applications, you can view the location of inbound materials to better prepare the receiving department and outbound deliveries to ensure deliveries are being made timely and to the proper locations, all while coordinating your fleet to do so in the most efficient manner possible.

ROI

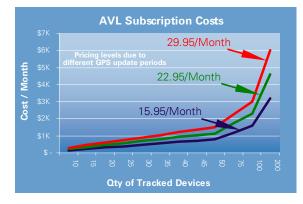Cost management is a vital part of running your business. With an integrated GPS modem, MOTOTRBO provides exceptional value for two-way radio communication that requires location tracking capability. Let's take a look at the ROI for a MOTOTRBO system utilizing a location software application versus a subscription based GPS solution.

First, with subscription based GPS solutions there are often other costs to consider. These can include a one time activation charge which can be up to $299, separate GPS hardware, a PC and a cellular phone.

Pricing for subscription based GPS solutions can vary dependent upon the GPS update requirements. These can range from $15.95 per month for five minute updates, $22.95 per month for two minute updates and $29.95 for one minute updates. As you can see by the chart below, subscription costs can run as high as almost $6,000 per month when the GPS solution is operating on 200 devices.

Annually, these costs translate into the following:

Device Quantity	Monthly Subscription Price		
	$15.95	$22.95	$29.95
50	$9,570	$13,770	$17,970
75	$14,355	$20,655	$26,955
100	$19,140	$27,540	$35,940
200	$38,280	$55,080	$71,880

Next let's consider a MOTOTRBO system utilizing a location software application. This scenario includes the cost for a MOTOTRBO display mobile radio (MSRP

$970), two MOTOTRBO repeaters (MSRP $5,000) and the GPS-based location data application, which is variable dependent upon the quantity of devices.

*Annually, these costs translate into the following:

Device Quantity	MSRP
50	$59,334
75	$89,417
100	$113,667
200	$222,234

Now let's compare these costs side by side:

Device Quantity	MOTOTRBO MSRP	Subscription MSRP	Payoff in Years
50	$59,334	$17,970	3.3
75	$89,417	$26,955	3.3
100	$113,667	$35,940	3.2
200	$222,234	$71,880	3.1

When compared to a subscription based location application and on a system utilizing 200 devices, investment in a MOTOTRBO two-way radio system used in conjunction with a location software application will payoff in just 3.1 years. A cost of approximately $72,000 appears much lower than a cost of approximately $222,000. However, in 3.1 years a MOTOTRBO system will have paid for itself – with no recurring monthly fees, no per-call charges and without cumbersome external GPS devices to install and maintain. MOTOTRBO helps provide you with exceptional value over the long-term usage of your two-way radio system.

Summary

MOTOTRBO can help your business improve productivity and operational effectiveness by enabling you to communicate with and provide information to your employees virtually anywhere and at anytime. And with an integrated GPS modem, you can utilize location tracking applications all in one device. MOTOTRBO – designed to improve your response time and increase your productivity and efficiency, cost effectively, today – and tomorrow.

*All costs are considered a one-time charge. Costs do not include any site infrastructure – combiners or duplexers. Core application cost is $1,167; all other charges are licensing fees.

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