

EXECUTIVE SUMMARY

TRANSPORTATION AND SHIPPING

In the transportation and shipping industry, two-way radio supports the timely movement of goods and services. It promotes safety and enables companies to maintain efficient operations. The efficiency gains realized by a reliable mobile communications solution can counteract today's rising fuel costs and shore up a company's bottom line.



Many opportunities exist in the transportation/shipping market:

- **Railway companies.** The railroad industry relies almost exclusively on two-way radio communications. It is used both on the open rail and in the yard for communications and safety purposes
- **Warehousing/distribution.** In warehouse distribution centers, two-way radio is used to facilitate all of the workings of the warehouse, including loss prevention, order filling and maintenance
- **Trucking companies.** Private radio systems installed in truck yards and loading docks ensures smooth and efficient operations. When used in conjunction with AVL, two-way radio can help track the location of shipments
- **Taxi services.** Dispatchers communicate with drivers via two-way radio to monitor vehicle location and advise drivers of pick-ups. Many taxi companies also implement mobile data and location/tracking technologies in the cars
- **Local delivery/courier.** Many local fleets install a private, wide-area system for dispatch communications, mobile data and AVL/GPS vehicle tracking
- **Other transportation users.** Airlines depend on two-way radio for ground communications between the ticketing counter, ramp agents, security personnel and baggage handlers. Cruise lines use two-way communications for connecting employees and ensuring passenger and employee safety



Transportation companies have very specific communications/requirements:

- One-to-many communications enables companies to communicate with multiple users at the same time
- Radios must be simple to operate
- Equipment must be rugged and durable, able to withstand rough usage and outdoor weather
- Systems must be reliable, since users depend upon seamless coverage throughout the work environment

Transportation companies have several wireless communications options:

Commercial services (cell phones, PCS)

- Low initial cost for handsets; avoids large equipment purchases and site rental costs
- Recurring monthly airtime charges can add up quickly. For example, a company outfitting 500 users, at \$35 per handset per month, will pay nearly \$17,500 a month in airtime charges
- Commercial services often have problems with reliability, poor coverage and overfilled networks that can mean busy tones or dropped calls during peak times

Satellite services

- Offers communications coverage and asset tracking for companies that operate across a geographically large, remote area
- High cost of equipment and service; radios are large and bulky