How Has Motorola Become the World’s Largest Supplier of Tetra?

We believe it’s a constant focus on the lives of business critical and mission critical workers and we call it ‘design for use’.

Motorola - a history of firsts

1999: Awarded world’s first ever TETRA contract (Gardermoen Airport)
2000: First 800MHz public safety project for FIFA World Cup in Korea
2001: First implementation of TETRA Authentication
2002: First C2000 (NL), first encrypted TETRA nationwide mission critical network for all Emergency Services
2003: First demonstration of a ‘group call’ took place using Motorola TETRA equipment with another manufacturer
2004: First fully operational high speed rail TETRA deployment in the world in Taiwan
2005: First IP based TETRA radio system
2006: First fully functional high speed TETRA deployment in the world in Taiwan
2007: Awarded first ever contract for Norwegian nationwide public safety system which included commitment to deliver TETRA 2 High Speed Data
2008: Won the contract to deliver Airwave’s TETRA networking the UK, the world’s largest TETRA communication system
2009: Showed TETRA base station with new innovative fuel cell solution at TWC08
2010: First 2Gbps TETRA deployment in Shanghai
2011: First TETRA radio to be used by local authorities in France
2012: First 3Gbps TETRA deployment in Singapore

Motorola offers a comprehensive and flexible portfolio of services to ensure seamless performance, cost effective operations and all-encompassing availability throughout the full lifecycle of the system.

- Integration Services - from initial concept through system planning and design to implementation and integration
- Support Services - ranging from standard network and terminal maintenance and support services such as performance monitoring, security and optimisation services
- Managed services - designed to meet the needs of our Mission Critical customers

Applications for Enhanced Situational Awareness

To deliver highly tailored solutions for our customers, we work with a variety of technology partners and a range of technology providers.

Leveraging our unique integration and data capabilities of TETRA, our solutions are extended to provide asset management, secure communications, data services, immediate access to highly secure information to meet mission critical needs.

- Messaging
- Cloud
- Enablers and Context
- Asset Management

Motorola Infrastructure, from Nationwide to Localised systems

Motorola have delivered more than TETRA infrastructure worldwide. We have won the call to nationwide public safety TETRA contracts in countries all over the world.

‘Design for use’ in action

Motorola was the first to locate the emergency button on its radios at the bottom of the antenna to allow users to access the radio in an emergency. An angled knob that is easier to operate with a bottom of the antenna or to locate without even looking down at the device needs to be designed to be usable during all stress levels. For this purpose, the DI team immerse themselves into the lives of end-users to better understand behaviors and motivations.

For decades, Motorola has embraced two principles – Design and Usability – as a defining approach to bring to market more effective products and solutions for mission critical users. Design is an exercise in providing solutions that assure Technology That’s Second Nature. We believe it’s a constant focus on the lives of business critical and mission critical workers and we call it ‘design for use’.

FOCUSING ON YOUR MISSION

FOCUSING ON YOUR OPERATION

TETRA Infrastructure Ready Base Station.

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For 2010

Key Software Features

Spotlight for 2010

User Research Quote

Designed for Mission Critical

Rule One: Keep it working

Rule Two: Keep it simple

Integrated Terminal Management

The key to effective terminal management is complete and complex control of the fleet, wherever they are with minimal impact to the end user. A server stores all terminals and expanded sets of accessories is available on the MTP7500 platform to suit all types of cost operations.

Engine

Motorola has been designing Mission Critical Communications for over 70 years and if there's one thing we've learned it's that Public Safety is tough; it's a tough place every single day. It's that experience that has taught us that all of our products need to be tough, 'every single day' tough.

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MTS 4 and flexibilities offered by critical users are looking for challenging. That’s why business-to-business communication system is effective, reliable, intuitive, easy to use over time. Such Commercial & Industrial and phase out or redeploy analogue units could benefit from combining a Motorola TETRA solution with their existing network, operation. In addition, customers who already have an installed analogue base resources over the defined area of time controlling and managing their efficiency and productivity, at the same time controlling and managing their resources over the defined area of time controlling and managing their efficiency as well as availability and security. These customers are looking for lower cost of ownership and a migration path from existing analogue systems to digital trunking solutions to further improve their efficiency and productively, at this time controlling and managing their resources over the defined area of time controlling and managing their efficiency as well as availability and security. These customers are looking for lower cost of ownership and a migration path from existing analogue systems to digital trunking solutions to further improve their efficiency and productively, at this time controlling and managing their resources over the defined area of time controlling and managing their efficiency as well as availability and security.
Motorola offers a full portfolio of design planning and integration services from initial concept through system planning and design to implementation and integration. These services ensure that whatever your requirements, Motorola can design and deliver a high performance and cost-effective solution.

Motorola offers a comprehensive and flexible portfolio of support services to ensure peak performance, cost-effective operations and high availability. Solutions range from maintenance and repair services to technical support and training services for new and existing systems. A service package can be customised to meet individual customer requirements including clearly defined service level agreements.

Motorola offers a full portfolio of Managed Services designed to help organisations to: improve performance, reduce total cost of ownership, maximise workforce flexibility, access best in class resources and effectively manage long-term risk and budgets. All services are offered by jointly defined Service Level Agreements (SLAs) and tracked against Key Performance Indicators (KPIs).

Case Study: Intelligent Optimisation Service

“MOTOROLA’S IOS SERVICE DELIVERED FOCUSED RECOMMENDATIONS FOR PERFORMANCE IMPROVEMENT—I WAS IMPpressed BY BOTH THE SPEED WITH WHICH THE RESULTS WERE OBTAINED AND THE ACCURACY OF THE DATA.”

Robert Williamson, Technical Director, Isle of Man, Dept of Home Affairs, Comms Division

Motorola is delivering a full “Build, Own & Operate” managed services solution in Austria through TETRON. TETRON provides essential digital radio communications to public safety organisations in the country and is majority owned by Motorola. The solution is delivering clear benefits including leveraging expertise not available internally; government resources left to focus on critical issues and a minimisation of total costs.

Feature: European Radio Support Centre (ERSC)

Motorola’s ERSC expertly repairs your radios to manufacturing specifications using the latest tools and with strict adherence to Motorola engineering practices. The ERSC supports more than 600 customers in 22 different countries with 15 different languages. It delivers, on time, 95% of contracts within 24 hours, 16% of repairs are completed in less than 30 minutes. 100% of direct customers are either satisfied or very satisfied.

www.motorola.com/TETRA
MULTIPLY OPERATIONAL EFFECTIVENESS

With Applications that have proved themselves in real life

A COMPLETE SERVICES PORTFOLIO FROM THE EXPERTS IN MISSION CRITICAL SERVICES

Integration Services
Motorola offers a portfolio of design, planning and integration services from initial concept through to implementation and design to operation and long-term management of projects. These services ensure that whatever your requirements, Motorola can deliver a high performance and cost-effective solution.

Support Services
Motorola offers a comprehensive and flexible portfolio of support services to ensure your solution is up and running and high availability. Solutions include: Customer Success Management, Technical Support, Project Management Services and Motorola’s Combined Network Services.

Technical Support Services
A range of flexible and competitively-priced support options are available to meet your needs.

Value Added Services
A range of value added solutions enhance efficiency, performance and security.

Managed Services
Motorola offers a complete suite of Managed Services designed to help organisations to effectively manage their people and mobile assets in a cost-effective and efficient manner.

A COMPLEx TECHNOLOGY PORTFOLIO FROM THE EXPERTS IN MISSION CRITICAL SERVICES

Introducing TEDS is straightforward with Motorola’s complete solution

Base Station
Motorola’s latest generation of base stations are TEDS ready. TEDS can be installed simply by loading the appropriate software and configuring each carrier as required, i.e. either for TEDS (TETRA2) or TETRA1. Motorola’s latest generation of base stations are TEDS ready. TEDS can be installed simply by loading the appropriate software and configuring each carrier as required, i.e. either for TEDS (TETRA2) or TETRA1. The new MTS1 is TEDS ready, as are the MTS2 and 4.

Core
Motorola’s leadership in data enabled TETRA devices is well established including its MSPD Multi-Slot Packet Data, WAP and GPS being supported across the entire range. Motorola is leveraging this leadership along with our experience in developing high-speed data devices from other technologies to offer a range of TEDS devices that include the latest technology whilst still being easy to use. The new Motorola MTS400 is the first TEDS mobile radio, this will be the forerunner of TETRA and TEDS portable and mobile radio.

Devices
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Applications
Motorola offers a range of applications today, such as MotoLocator which is a complete location solution. Motorola also enables the development of tailored applications to meet a variety of market requirements, through to ecosystem of application partners as well as customer-specific application providers. Motorola also enables the development of tailored applications to meet a variety of market requirements, through to ecosystem of application partners as well as customer-specific application providers. Any enables an out of the box application programming interfaces, through WAP and/or web-enabled devices to provide full integration support.

WOULD YOU LIKE TO KNOW MORE?