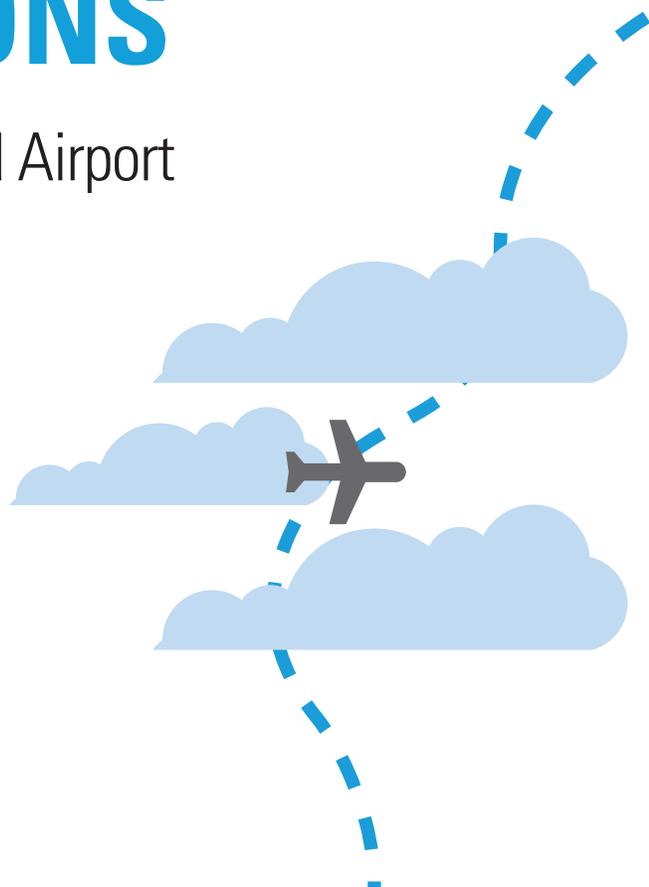




# TAKE OFF WITH **UNIFIED TEAM COMMUNICATIONS**

2017 Motorola Solutions Airline and Airport  
Communications Survey Report



**MOTOROLA SOLUTIONS**



# UNIFIED TEAM COMMUNICATIONS

## Instantly Connect Workers from Anywhere, Across Any Network or Device, with Added Intelligence

The 2017 Motorola Solutions Airport and Airline Communications Survey shows that when it comes to enhancing personnel safety, boosting productivity and streamlining operations, communication matters. Organizations in the air transport industry are juggling a mix of communication devices and are hindered by gaps in coverage, poor battery life and fragile equipment that cannot safely and efficiently connect all teams.

These air transport service companies want to be able to seamlessly collaborate with instant team communications from any location, network or device to better manage risk, more quickly respond to customers and differentiate themselves in the marketplace.

They understand that customers expect positive travel experiences precisely when and where they want them. Meeting those expectations calls for reliable, clear voice and data communications, extending from the security check point to a passenger's arrival

at their final destination. Pilots who can communicate efficiently across the tarmac. Wheel chair attendants that can seamlessly coordinate the pick-up and drop-off of travelers. Well-executed logistics that exceed customer expectations.

Hear from air transport service professionals across various industry segments, job roles and company sizes, and discover:

- Key priorities for the airline and airport industry
- How teams are communicating today across different modes
- Top challenges, key priorities and investments for today and tomorrow
- How unified communications are helping boost on-time departure and arrival efficiency and safety
- Steps to enabling seamless collaboration from any location, network or device



# AIRLINES AND AIRPORTS

## Taking Communications to New Heights to Optimize Productivity

Airlines and airports are regularly looking for new ways to maximize efficiencies while ensuring customer satisfaction. Airline industry respondents indicated that finding new technology to optimize productivity was a key priority for 2017 and beyond. Improving safety, increasing on-time departures, complying with government mandates, and creating new offerings to delight customers are also highly important.



Effective airport and airline operations rely on multiple, disparate groups of employees — on the ground, in the air and in the field. Front desk staff, baggage crew, airport management, flight and cabin crew, engineering, border control and security, maintenance and many others need to be able to rely on integrated, cross-communication to receive and share information in real-time.

But with the number of devices used on the job rapidly growing, gaps in coverage can be an issue, and streamlining communications becomes more important than ever. Airlines and airports are under pressure to reduce costs, while at the same time optimizing operations and efficiencies and improving customer service.

### TOP PRIORITIES FOR 2017 AND BEYOND

Implementing new technologies to optimize processes and productivity

63%

Improving safety of employees and customers

59%

Increasing on-time delivery for higher customer satisfaction

53%

Understanding and complying with new government issued mandates

33%

Creating new offerings for consumers

31%

## TOP DEVICES IN USE



Smartphone  
85%



Two-way radio  
75%



Tablet/mobile computer  
55%



PC/laptop  
58%



Landline  
40%

**53%** of respondents are using two-way radios as their primary form of communication

**82%** of employees are using multiple devices to communicate with each other

## AIRLINES AND AIRPORTS DEVICE SNAPSHOT

Airline and airport employees are overwhelmingly using multiple devices on the job.

- **82%** of airline and airport respondents indicated they use multiple devices to communicate with their respective teams.
- Of those devices, smartphones and two-way radios head the list, with tablets, laptops and landlines used less frequently.

## TWO-WAY RADIOS: PRIMARY FORM OF COMMUNICATION

While more respondents listed smartphones as part of their overall device mix, two-way radios topped the list of devices used as a primary form of communication. The majority of two-way radio users report relying on a mix of analog and digital radios. Plus, given the industry's strong incentive to increase efficiency, a third of respondents said they plan to switch from analog to digital within the next two years.

- **75%** of respondents are using two-way radios today, with **53%** using radios as a primary form of communication
- **63%** use a mix of analog and digital radios
- **30%** plan to switch from analog to digital in the next two years

With so many devices used in such a wide range of airline and airport operations, from flight attendants, to baggage workers, check-in attendants, pilots and corporate executives, reliable and seamless communication is understandably important to the airline/airport industry. **In fact, 91% of respondents said being able to seamlessly connect all communication devices is important.**

Two-way radios equip airport and airline employees with instant communications, increasing efficiencies, productivity and safety across day-to-day operations. Respondents were very clear on the benefits they expect reliable and seamless communication to deliver, including connecting dispatch and workers in the field, increasing safety across terminals as well as productivity, speeding up emergency response and more.

### Top 5 Benefits for Reliable Communications



1. Connect dispatch with field workers for greater operational efficiency
2. Provide safety for workers across terminal functions
3. Communicate efficiently in loud and outdoor environments
4. Confidence workers carry devices that can withstand tough environments
5. Coordinating efforts between disparate teams

## Top 5 Benefits of Seamless Communications



1. Seamless, instant team communications from any location or device
2. Increased productivity with faster response time
3. Integrated voice and data for real-time visibility into operations
4. Rapid response to emergency situations for worker safety
5. Resolve problems or answer customer inquiries with greater speed

## ENABLE BREAKTHROUGH APPLICATIONS AND IIOT SOLUTIONS

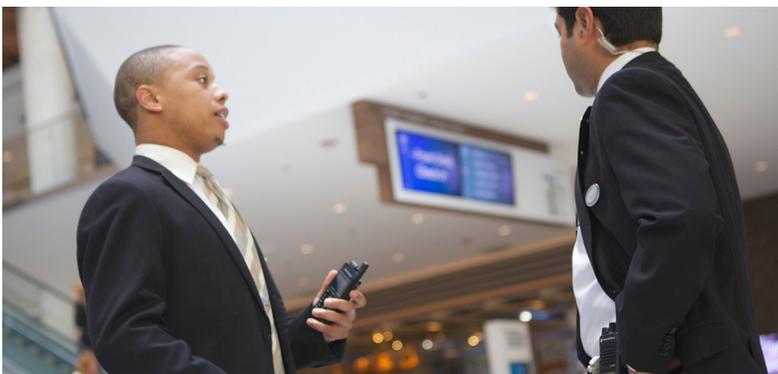
Digital two-way radios are especially adept at combining voice, data, and even advanced industrial IoT sensor networks to offer new efficiencies. For the airline industry, the Industrial Internet of Things offers breakthroughs in productivity and customer experience, from check-in to in-flight services.

While respondents listed a number of applications they believed would help manage operations more effectively, including GPS tracking, advanced weather alerting, and vehicle status monitoring, 36% of respondents are not using or planning to use IIoT solutions — and 50% were not even certain of the meaning of the term “Industrial Internet of Things (IIoT)” or how it can benefit their organization.

## Top 5 Applications to Help Run Operations More Effectively



1. GPS location tracking
2. Text messaging and alerting
3. Activity alerts or weather alarms
4. Vehicle status and operations
5. Work order and job assignment



Gartner, Inc. forecasts that **8.4 billion** connected things will be in use worldwide in **2017**. Up 31% from 2016, and will reach **20.4 billion by 2020**.

Source: Forecast Alert: Internet of Things — Endpoints and Associated Services, Worldwide, 2016, Gartner, Inc.

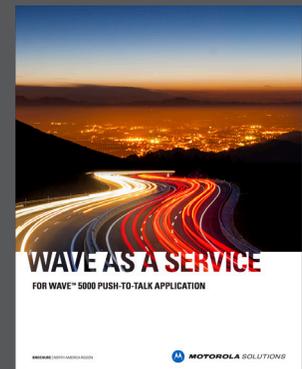


## WAVE AS A SERVICE:

### THE FULL BENEFIT OF PTT WITHOUT THE UPKEEP

With WAVE as a Service, shift push-to-talk responsibilities to experienced technologists. Access all the capabilities of Motorola's WAVE 5000 application and also gain:

- Technical support
- The latest features and functionalities
- An on-premise server owned, monitored and supported by Motorola Solutions



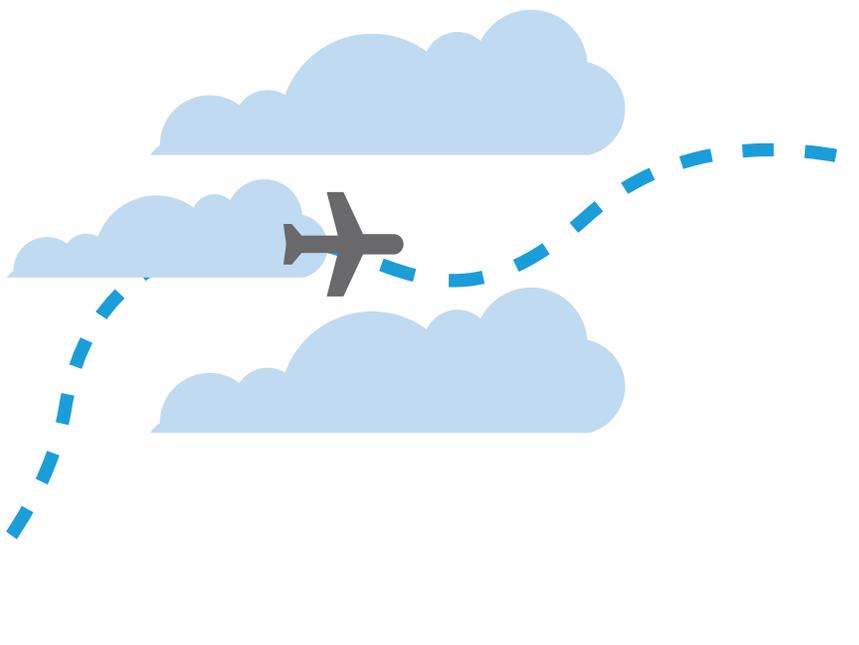
[LEARN MORE](#)

# UNIFIED WORKGROUP COMMUNICATIONS FOR AIRPORT AND AIRLINE OPERATIONS

Unified communications have entered a new era where teams across departments, locations, devices, and networks can collaborate with the push of a button, with real-time data intelligence at their fingertips.

Take advantage of mission-critical radio products, purpose-built for operations who cannot compromise safety. With push-to-talk, front-line and field workers can communicate instantly with other team members, resolving issues and responding to emergencies at the speed of business.

Leverage applications built for your business needs — dispatch, work order ticket management, location tracking and more. Explore unified communications designed to meet the demands of every worker, in any work environment.



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## REAL-TIME SITUATIONAL INTELLIGENCE

Vidsys improves real-time operations of your airline security force from the command center. Combine video, and data intelligence into a single integrated position

[Information overload used to your advantage.](#)

### KEY FEATURES:

- Geospatial Event Mapping
- Real-Time Streaming Video
- Complete Operating Picture
- User-Centric Workflow and Automation
- Video Analytics

## INCIDENT MANAGEMENT

Streamline the data intelligence and incident reporting of your airline security with browser based, incident management software, Ally.

[The right data, at the right moment.](#)

### KEY FEATURES:

- Cloud-based SaaS
- Incident Management
- Dispatch Technology
- Records Management
- Any size security team