

Carrier-Integrated: The Key to Reliable Broadband PTT



- End-to-end performance optimization and service assurance
- Single point of contact responsible for support and billing

As consultants, you understand that broadband push-to-talk (PTT) is attractive to your clients because it can connect More People (executives, administrators, off duty personnel), in More Places (3G/4G/LTE/Wi-Fi), with More Devices (smart-phones, tablets, ruggedized feature phones) than ever possible with land mobile radio (LMR). What is equally important, however, is knowing which broadband PTT solution does all of the above, adheres to industry standards, and with the end-to-end solution reliability or, in other words, the overall performance optimization and service assurance necessary to ensure that the service will consistently be there when needed.

Tightly integrated and optimized within the carrier network, carrier-integrated broadband PTT solutions deliver the availability, redundancy, 24/7 monitoring/support, as well as ongoing device and application testing/certification needed for reliable instantaneous communications.

Over-the-top (OTT) broadband PTT solutions, whether on-premise or hosted, rely on carrier cellular networks without carrier integration or support. Running as OTT applications, neither on-premise or hosted broadband PTT solutions can ensure solution performance beyond their software platform; for the customer this means there is no single entity responsible for end-to-end solution performance, optimization, service assurance, and support.

With a carrier-integrated broadband PTT solution, the system, its components, and the application running on the smartphone, low-cost feature phone, or other device are all tightly integrated with the carrier's network and daily operations.



Platform



Network



Devices

As the leading provider of carrier-integrated solutions, Kodiak Broadband PTT delivers:

- Push-to-talk communications continuously optimized to provide highest level of performance
- Single point of contact for all support and a single bill to pay
- PTT applications, devices, and 3rd-party apps thoroughly tested and certified by both OEMs and carriers
- Support for existing and developing LMR and PTT standards
- Telco-grade service-level agreement, key performance indicators, 24/7 monitoring, and integrated access to PTT administration through carrier's business portal

As the table below shows, a carrier-integrated broadband PTT solution is uniquely positioned to meet or exceed requirements in key areas, including Network, Platform, Devices, Security, Operations/Support, and Budget.

	Carrier-integrated	OTT On-premise	OTT Hosted
Network			
3G/4G/LTE/ Wi-Fi	✓	✓	✓
Optimized network performance	✓		
Network drive tested by carrier or 3rd party	✓		
Platform			
Geo-redundant with high availability components	✓	Optional	Optional
Scalability to millions of subscribers	✓		Limited
Superior vocoding/voice quality	✓		✓
Disaster continuity via real-time cutover to geographically distributed nodes	✓		
Devices			
Ruggedized smartphones with dedicated or programmable PTT button	✓	✓	✓
Low-cost, purpose-built, ruggedized feature phones with dedicated PTT button	✓		
Carrier and OEM certified, with ongoing testing of new releases/versions	✓		
Car kits, mobile subscriber devices, and wide array of accessories	Wide selection	Limited	Limited
Security			
AES 256 encryption	✓	✓	✓
FIPS 140-2 validated cryptography	✓	Optional	Optional
24/7 Security Operation Center monitoring and continuous security improvement	✓		Optional
Standards Support			
Implementation of OMA PoC v2 standard	✓		
Leadership in OMA Push-to-Communicate for Public Safety (PCPS) standard	✓	✓	
Ability to implement carrier supported service enablers (i.e. QoS, Priority, ProSE) available in existing and emerging standards	✓		
Operations/Support			
End-to-end 24/7 solution monitoring	✓		
Single point of contact for all support	✓		
No internal personnel/resources required	✓		✓
Budget			
Single bill	✓		
Subsidized low, mid and high tier device cost	✓		
Availability of a low-cost PTT-only plan with no data plan required	✓		

Broadband PTT services are quickly making the leap from “nice to have” to mandatory, and it is important that you can advise your customers on the best standards-based solutions available. Include each of these items in your broadband PTT RFIs/RFPs to be certain that your clients get the end-to-end solution reliability and performance for instantaneous communications whenever and wherever needed.

You can learn more about the advantages of the carrier-integrated Kodiak Broadband PTT solution by visiting www.kodiakptt.com.