



Carrier Integration - The Key to Reliable Broadband PTT

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Introduction

Broadband push-to-talk (PTT) users enjoy instantaneous communications with individuals or groups on a wide variety of networks, including 3G/4G/LTE/Wi-Fi and land mobile radio (LMR) by simply pushing a button. With an increasingly mobile workforce in search of connectivity, it is not surprising that 75% of respondents to a recent survey of mobile radio users conducted by Market in View for Kodiak, a Motorola Solutions Company, said they already used cell phones to supplement their land mobile radio communications, and 67% indicated they are “likely to” or “definitely will” implement broadband push-to-talk in their companies, municipalities, or agencies.

What makes broadband PTT so attractive is its ability to connect More People (executives, administrators, off-duty personnel), in More Places (3G/4G/LTE/Wi-Fi), with More Devices (smartphones, tablets, ruggedized feature phones) than ever possible with LMR alone. Equally critical, though, to broadband PTT’s attractiveness is the concept of end-to-end solution reliability or, in other words, the overall performance optimization and service assurance necessary to ensure that the broadband PTT service will consistently be there when needed.

End-to-end Solution Reliability - Seeing the Big Picture

If the broadband PTT application is slow to set up communication sessions, provides unacceptable voice quality, or simply performs poorly, whom does the user call for help?

The problem for the increasingly frustrated user is that, unless the broadband PTT solution is tightly integrated with the wireless network, there is no single entity that “sees the big picture” and can take responsibility for end-to-end solution performance, service assurance, and support. For that to happen, there needs to be a “horizontal foundation” across the PTT application, end-user devices, platform, cellular network, and other solution components. That foundation is carrier integration.

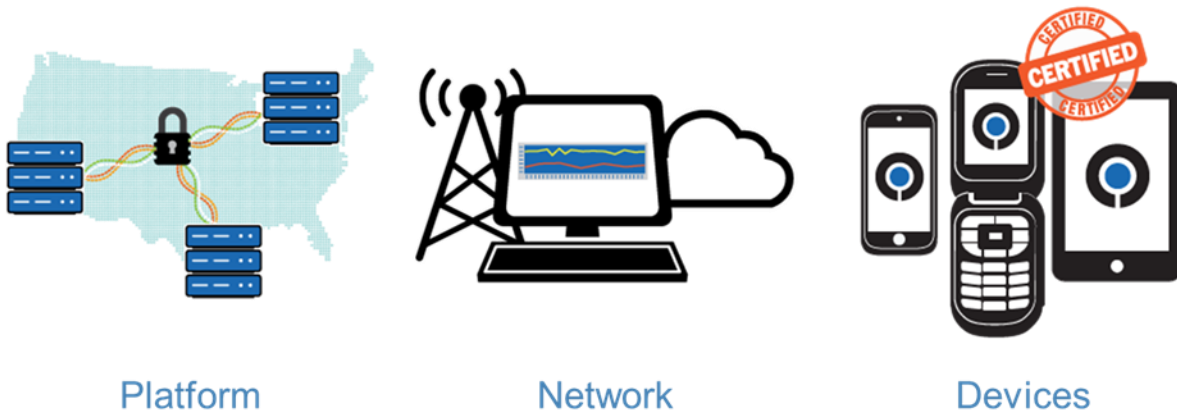
Carrier-Integrated Broadband PTT

With a carrier-integrated broadband PTT solution, the platform, 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. With carrier integration, broadband PTT users get:

- A 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;

- Push-to-talk communications continuously optimized for integration into the carrier's network to provide highest level of performance;
- 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 leading provider of carrier-integrated solutions, Kodiak Broadband PTT is uniquely positioned to meet or exceed customer requirements in key areas, including Network, Platform, Devices, Security, Operations/Support, and Budget.



Network

The Kodiak Broadband PTT solution provides the broadest connectivity possible, supporting fast, high-quality instantaneous voice communications across 3G, 4G, LTE, as well as Wi-Fi networks. Because it is integrated with the carriers' wireless networks, the Kodiak Broadband PTT solution is continuously optimized to provide the highest level of performance and reliability. As part of the optimization process, carriers as well as third-parties conduct drive tests to measure the performance of the Kodiak solution throughout the service area.

Platform

The Kodiak Broadband PTT solution utilizes high availability components deployed in a geo-redundant architecture to deliver five 9s availability and telco-grade scalability, providing superior service to millions of subscribers. The geographically dispersed nodes are synchronized in real-time to ensure immediate business continuity in a disaster.

The Kodiak broadband PTT platform is also open and compliant with industry standards, allowing it to evolve seamlessly and ensure that users are ready to leverage future technology advancements without the need to switch to a new network and/or service plan.

Devices

The Kodiak ecosystem has assembled the industry's broadest selection of handset/device vendors, accessory suppliers, and dispatch console providers. From ruggedized smartphones

with dedicated push-to-talk buttons, to low-cost ruggedized feature phones, and tablets, Kodiak ensures that customers can choose the right device for every budget and need.

Kodiak also provides a wide array of choices in accessories customized for PTT users, including car kits, standard and Bluetooth remote speaker microphones, headsets, surveillance earpieces, and purpose-built dispatch accessories.

Carrier/OEM ongoing testing and certification of devices, accessories and applications provides customers with peace of mind, making certain that they function as expected under normal and abnormal conditions, even as new releases or versions are introduced.

Security

Kodiak Broadband PTT delivers security through voice and signaling encryption, using the Advanced Encryption Standard (AES) 256 to protect individual and group calls, as well as communications data, from unauthorized interception and monitoring.

In addition, FIPS 140-2 validation confirms that the cryptographic module utilized by the Kodiak Broadband PTT solution meets the standards for use by U.S. government and other regulated industries that collect, store, transfer, share and disseminate sensitive but unclassified (SBU) information.

The carrier-integrated Kodiak Broadband PTT solution is also supported by a Security Operation Center, which provides 24/7 security monitoring and security features to protect against cyber-attacks and business interruptions.

Operations/Support

Because the Kodiak Broadband PTT platform is tightly integrated with the carrier's network and operations, a dedicated Network Operation Center provides 24/7/365 monitoring and management for the Kodiak Broadband PTT solution. That's why customers using a carrier-integrated broadband PTT solution do have one single point of contact and responsibility for all PTT service issues.

A carrier-integrated broadband PTT solution also frees customers from dedicating any internal personnel or resources to supporting the PTT service.

Budget

With subsidized device costs and low-cost PTT-only service plans (with no smartphone data plan requirement), carrier-integrated broadband PTT solutions offer budget-friendly low, predictable monthly costs. A carrier-integrated solution also makes it possible to include the monthly fee on the customer's existing cell phone bill, eliminating the need to deal with multiple invoices from a variety of service providers.

Summary

The carrier-integrated Kodiak Broadband PTT solution delivers the availability, redundancy, 24/7 monitoring/support, as well as ongoing device and application testing/certification necessary to ensure customers receive reliable instantaneous communications whenever and wherever needed.

Perhaps most importantly, a carrier-integrated PTT solution means that customers have one place to go to address all service questions or issues, which provides the user with true peace of mind.