



Kodiak Broadband PTT for Construction

An Application Brief

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Overview of U.S. Construction Industry

The construction industry comprises establishments primarily engaged in the preparation of construction sites, project design and engineering, construction of buildings and other structures, and maintenance/repair of existing structures. Typical types of construction projects include residential building construction, industrial construction, commercial building construction, and heavy/civil construction. Key parties involved in these projects include architects/engineers, contractors, subcontractors, and material suppliers.

Most recent data from U.S. Census Bureau and Bureau of Labor Statistics shows the following key facts for the construction industry:

- 6.87 million employees
- \$1.2 trillion in value of construction work done annually
- More than 786,000 establishments

Key Communication Challenges for Construction

The U.S. construction industry has been experiencing renewed growth over the past few years. From an operational perspective, the highly fragmented construction industry faces the following key challenges:

Overall Business Challenges	Communication Challenges
<ul style="list-style-type: none">• Project management• Employee productivity• Logistics management• Asset management• Worker safety and liability• Cost management and waste minimization• Quality control• Operating profit	<ul style="list-style-type: none">• Reaching highly mobile employees• Immediate hands-free communication• Mobile access to real-time data• Application integration• System interoperability• Communication cost control

Kodiak Broadband PTT for Construction

The construction industry's workforce predominantly consists of mobile workers because construction activities are quite dispersed and take place at frequently changing site locations. Effective mobile communication, therefore, is critical to meeting construction companies' communication challenges. Broadband PTT solution from Kodiak, a Motorola Solutions Company, provides the construction industry with an ideal tool for real-time collaboration and operational management, from anywhere and at any time.

- **Communications over LTE/3G cellular networks and Wi-Fi.** Cellular networks supported by Kodiak Broadband PTT include 4G LTE, 4G HSPA+, and 3G. Support for Wi-Fi expands network coverage and enables effective in-building coverage.
- **Standards compliant and future proof.** The Kodiak PTT platform complies with the industry's PTT over cellular standards and is future-proof.
- **Multiple application modes.** Kodiak Broadband PTT offers two application modes: PTT radio mode, which provides a single and easy-to-use screen that emulates LMR experience, and a standard mode, which offers full client functionality interactions.
- **One-touch calling.** User can press the PTT key (on a mobile device or an accessory) once to call a user-defined contact or group, regardless of phone's current state (whether the PTT application is idle or whether the device screen is locked).
- **Voice message fallback.** This feature automatically records and sends a voice message when a user initiates a PTT call but the recipient (an individual or entire talk group) is not available.
- **Secure multimedia messaging.** Kodiak Broadband PTT supports secure messaging with text, picture, video, file, as well as recorded voice, allowing subscribers to use the same application for multiple types of instant mobile communications.
- **Location on device, with geo-fencing capability.** With the capability of tracking workers' location on a mobile device, supervisors can manage projects and resources more efficiently.
- **Interoperability with two-way radio systems.** Such interoperability allows organizations to continue to use existing two-way radios while gaining the capability to leverage cellular networks for coverage extension and capacity expansion.
- **Centralized contact/group management.** Web-based contact/group management tool allows an administrator to create or update a PTT address book for each user on the fly, with synchronization to devices wirelessly and in real time, eliminating the need for users to create their own contact list and group list.
- **Broad device choices, including the latest smartphones, feature phones, and tablets.** Smartphone/tablet operating systems supported by Kodiak Broadband PTT include Android and iOS. Ruggedized specialty handsets with a dedicated PTT button are available.

By using Kodiak Broadband PTT, organizations can achieve the following key benefits:

- Minimizing the need to manage multiple communication services
- Continuing to use existing two-way radios
- Expanding PTT service coverage without any additional infrastructure equipment
- Increasing PTT system capacity cost-effectively
- Improving staff productivity and operational efficiency
- Leveraging the latest and greatest mobile applications on a single device

Key Use Cases for Kodiak Broadband PTT

Kodiak Broadband PTT offers not only the traditional core capabilities of PTT (instant 1:1 and group calls) but also integration of mobile broadband data applications, delivered through the most diverse wireless networks to the broadest choice of devices. With Kodiak Broadband PTT, employees in the construction industry can reach the right person or group at any time anywhere and have real-time access to mobile data or productivity applications relevant to their role or functions, all on a single device.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Executive	<ul style="list-style-type: none"> Emergency situations Discrete communications 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Contractor/ Sub-contractor	<ul style="list-style-type: none"> Assigning tasks Status reporting Discrete communications 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Construction Manager/Foreman	<ul style="list-style-type: none"> Assigning tasks Status reporting Discrete communications 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Project Manager	<ul style="list-style-type: none"> Project management Status reporting 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Architect/Engineer	<ul style="list-style-type: none"> Project planning Status reporting 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Quality Assurance & Safety Worker	<ul style="list-style-type: none"> Alerts/inspection Addressing requests Emergency situations 	<ul style="list-style-type: none"> Smartphone 	<ul style="list-style-type: none"> Messaging Mobile data & productivity apps
Construction Worker & Electrician	<ul style="list-style-type: none"> Communication with mobile workers Status reporting Discrete communications 	<ul style="list-style-type: none"> Smartphone Feature phone 	<ul style="list-style-type: none"> Messaging Mobile data
Office Employee	<ul style="list-style-type: none"> Communication with mobile workers Discrete communications 	<ul style="list-style-type: none"> Tablet Feature phone Smartphone 	<ul style="list-style-type: none"> Messaging Line of business productivity apps

Summary

Kodiak Broadband PTT is an ideal carrier-integrated mobile communication solution for the construction industry. It allows users to access instant voice and mobile broadband data services on a single device, with ubiquitous network coverage. For more information, visit Kodiakptt.com.