



Kodiak Broadband PTT for Education

An Application Brief

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Overview of U.S. Education Market

Education plays a vital role in any society. The United States has a very large but highly decentralized system of education, consisting of mainly the public sector, with control and funding coming from three levels: state, local, and federal. There are also numerous privately administered schools for all education levels. Based on the latest data from the U.S. Department of Education and U.S. Census Bureau, key facts of the U.S. education system include the following:

- 139,025 educational institutions (including 91,430 traditional public schools, 6,750 public charter schools, 33,619 private schools, and 7,236 postsecondary institutions)
- More than 14,000 public school districts
- 3.1 million public school teachers and 436,000 private school teachers
- About 480,000 yellow school buses

Key Communication Challenges for Education

Mobile communication technology plays a pivotal role in daily operations at schools. Administrators, bus drivers, security guards, custodians, maintenance crew, and teachers, etc. all need dependable and effective tools for 1:1 and group communications in real time. However, productivity and campus safety are still hindered by inefficient and outdated communications systems used at so many schools today.

Overall Challenges	Communication Challenges
<ul style="list-style-type: none">• High-quality education to meet 21st century needs• Increasingly higher teacher-student ratio• Student drop-out• Student/staff safety on campus• Tight CAPEX and OPEX budget• Socioeconomic issues impacting education	<ul style="list-style-type: none">• Network coverage on campus and in buildings• Real-time communication with staff members• Mobile application integration• Communication system interoperability• Communication cost control

Kodiak Broadband PTT for Education

To solve the communication challenges above, schools can leverage the latest mobile communication technologies. Push-to-talk (PTT) used to be available only from purpose-built networks and devices, with bandwidth and coverage constraints. Today, broadband PTT solution from Kodiak, a Motorola Solutions Company, can be delivered over the latest commercial 4G LTE networks and Wi-Fi to smartphones, tablets, and feature phones. This solution provides unparalleled network coverage and the convenience of application integration and device consolidation to end customers. Kodiak Broadband PTT can meet the diverse needs

of the workforce at schools, reduce communication costs, increase operational efficiency, and enhance campus safety.

- **Simplicity of service deployment and management.** Kodiak Broadband PTT is hosted service, which eliminates the need for on-site equipment installation, network management or maintenance, and in-house or outsourced user support.
- **Simplicity of PTT contact & group management.** A powerful and easy-to-use Web-based corporate administrator tool from Kodiak allows a PTT address book to be created or updated on the fly and synched to user devices wirelessly, in real time. This eliminates the need for manual creation of a PTT address book on devices.
- **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. In addition, Kodiak Broadband PTT comes with numerous accessories, including car kits for drivers.
- **Advanced features that enhance campus safety.** With sub-second call set-up, there is no voice communication delay. This is critical during an emergency situation. The supervisory override feature (talker priority) allows a supervisor or any other designated personnel to take over the voice channel at any time. Other advanced features that can enhance campus safety include real-time presence, broadcast calling, and talk group scanning with priority.
- **Secure multimedia messaging and location tracking features that enhance operational efficiency.** Kodiak Broadband PTT supports secure multimedia messaging (with text, picture, video, file, and recorded voice), location mapping on device, and geofencing, all of which enhance operational efficiency. Users now can access different means of mobile communications through a single application.
- **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.
- **Interoperability between two-way radio and cellular networks.** The interoperability capability allows schools to continue to use existing two-way radios and expand coverage or capacity cost-effectively, with seamless interoperability between PTT devices operating on different networks.
- **Integrated dispatch.** Kodiak offers an integrated dispatch application, which can be PC-based or Web-based. This application supports PTT communications, location tracking, group monitoring, voice recording, etc.
- **Significant cost savings.** Kodiak Broadband PTT, through its carrier partners, provides two pricing options: a low-cost PTT-only plan or a small nominal fee on top of an existing cellular voice/data plan, giving end customers significant cost savings.

By using Kodiak Broadband PTT, schools can achieve the benefits of service consolidation, greater efficiency, high performance, and cost reduction:

- Minimizing the need to manage multiple communication services
- Continuing to use existing two-way radios
- Expanding PTT service coverage or 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, users 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
Principals/ Administrators	<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
Drivers	<ul style="list-style-type: none"> • Receiving assignments • Status reporting • Emergency situations 	<ul style="list-style-type: none"> • Smartphone • Feature phone 	<ul style="list-style-type: none"> • Messaging • Mobile data
Dispatchers	<ul style="list-style-type: none"> • Assigning tasks • Status updates & reporting • Discrete communications 	<ul style="list-style-type: none"> • PC 	<ul style="list-style-type: none"> • Messaging • Mobile data
Security Personnel	<ul style="list-style-type: none"> • Emergency situations • Discrete communications 	<ul style="list-style-type: none"> • Smartphone • Feature phone 	<ul style="list-style-type: none"> • Messaging • Mobile data
Custodial Staff	<ul style="list-style-type: none"> • Receiving assignments • Status reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging
Maintenance Technicians	<ul style="list-style-type: none"> • Alerts/inspection • Addressing issues/ requests • Status reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging • Productivity apps
IT Personnel	<ul style="list-style-type: none"> • Communication with mobile workers • Emergency situations 	<ul style="list-style-type: none"> • Smartphone • Tablet 	<ul style="list-style-type: none"> • Messaging • Productivity apps

Summary

Kodiak Broadband PTT is an ideal carrier-integrated mobile communication solution for schools. 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.