



Kodiak Broadband PTT for Energy

An Application Brief

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Overview of U.S. Energy Industry

There are different ways to define and segment the U.S. oil and natural gas industry. The government industry classification system puts segments related to oil and gas into multiple and separate sectors. For example, oil/natural gas exploration and production is put into the mining sector, whereas pipeline operations are included in the transportation sector. Industry consultancy PwC, however, consolidates all the segments related to oil and gas into just one industry category, which includes energy exploration/production, oil refining, pipeline operations, natural gas distribution, and petroleum wholesale/retail.

US Energy and Employment Report published by Department of Energy in January 2017 shows the following employment statistics for the US energy industry:

- Mining and extraction of oil, gas, coal, and nuclear fuel stock: 756,005
- Oil and gas pipeline and related structures construction: 135,294
- Pipeline transportation of crude oil: 10,730
- Pipeline transportation of natural gas: 30,658
- Retail trade (gasoline stations and fuel dealers): 982,000

Key Communication Challenges for Energy

The energy industry often operates in harsh environments. They must address a broad set of issues that include evolving government regulations, environmental accountability, volatile market environment, operational hazards, and industry competition.

Overall Business Challenges	Communication Challenges
<ul style="list-style-type: none">• Compliance with changing regulations• Supply and demand management• Environmental accountability• Energy security• Employee and customer safety• Asset management• ROI and operating profit	<ul style="list-style-type: none">• Coverage and capacity• Mobile data communications in addition to voice• Application integration and efficiency• Intrinsically safe devices• System interoperability• Communication cost control

An effective and efficient communication solution is instrumental to the energy industry's efforts to meet its challenges. The industry has diverse needs when it comes to communications, hence requiring a solution that is versatile and capable of supporting different business groups, user roles, and media types efficiently in widely dispersed geographic areas.

Kodiak Broadband PTT for Energy

Broadband PTT solution from Kodiak, a Motorola Solutions Company, enables integration of integrate instant 1:1 and group voice communication, mobile broadband data, and mobile productivity applications on a single device. It can meet the diverse needs of the workforce, preserve existing investments, reduce communication costs, and increase operational efficiency.

- **Standards based.** The Kodiak PTT platform complies with the industry's OMA PoC standards, which represent the commercial-ready baseline of 3GPP's MCPTT standard. New features based on the MCPTT standard are being implemented.
- **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.
- **Dynamic creation and update of contact list and group list.** Kodiak Broadband PTT comes with a powerful Web-based corporate administrator tool that allows a PTT address book to be created or updated on the fly and synched to individual users' devices wirelessly, in real time.
- **Broad device choices, including the latest smartphones, feature phones, tablets, and Intrinsically Safe devices.** Smartphone operating systems supported by Kodiak Broadband PTT include Android and iOS. Ruggedized specialty handsets, with Intrinsically Safe feature and a dedicated PTT button, are available.
- **Advanced features that enhance employee safety.** With sub-second call set-up, there is no voice communication delay. The supervisory override feature allows a supervisor or any other designated person to take over the voice channel at any time. Other advanced features 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.
- **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 an energy company to continue to use existing two-way radios and expand coverage or capacity cost-effectively.
- **Integrated dispatch.** Kodiak broadband PTT solution comes with an integrated dispatch application, which can be PC-based or Web-based. The 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, an energy company 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 employee 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 delivers not only the traditional core capabilities of PTT (instant 1:1 and group calls) but also integration of mobile broadband data, 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 applications relevant to their role or functions.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Executives	<ul style="list-style-type: none"> • Emergency situations • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Field Supervisors	<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/data • Productivity apps
Field Engineers	<ul style="list-style-type: none"> • Troubleshooting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Emergency Response	<ul style="list-style-type: none"> • Job assignments • Cross-functional coordination 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data
Project Managers	<ul style="list-style-type: none"> • Project management • Status reporting 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Property/Production/Facilities Managers	<ul style="list-style-type: none"> • Inspections • Status reporting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Technicians/Operators	<ul style="list-style-type: none"> • Status reporting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone • Feature phone 	<ul style="list-style-type: none"> • Messaging • Productivity apps
Drivers	<ul style="list-style-type: none"> • Job/task assignment • Status reporting 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging/data
Dispatchers	<ul style="list-style-type: none"> • Job/task assignment • Discrete communications • Status reporting 	<ul style="list-style-type: none"> • PC 	<ul style="list-style-type: none"> • Messaging/data

Summary

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