



Kodiak Broadband PTT for Professional Services

An Application Brief

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Overview of U.S. Professional Services Industry

The US Bureau of Labor Statistics defines the professional services industry as “Professional and Business Services supersector”, which consists of “professional, scientific, and technical services,” “management of companies and enterprises”, and “administrative and support and waste management and remediation services”. This is a very large industry, employing over 20 million people:

- Professional, scientific, and technical services sector: almost 1.2 million establishments and 9.1 million employees
- Management of companies and enterprises sector: almost 64,000 establishments and 2.27 million employees
- Administrative and support and waste management and remediation services sector: more than half a million establishments and 9.26 million employees

Key Communication Challenges for Professional Services

Within the professional services industry there are numerous sub-sectors that have a highly mobile workforce. The challenges the industry faces include but are not limited to the following:

Overall Challenges	Communication Challenges
<ul style="list-style-type: none">• Customer acquisition and relationship management• Project management• Resource allocation and utilization• Service delivery and differentiation• Employee training• Operating profit	<ul style="list-style-type: none">• Instant voice and data communications• Real-time visibility into project status• Mobile application integration• Communication system interoperability• Communication cost control

Fragmented Voice/Data Communications in the Professional Services Industry

To meet the challenges outlined above, the professional services industry, particularly the sub-sectors with a highly mobile workforce, requires efficient and effective mobile communication solutions. Professional services firms have used multiple solutions for voice and data communications, including the following:

- PBX
- Two-way radios
- Regular cellular phone service
- Portable computing devices

Each of these solutions only meets a portion of users' communications needs. Some employees, therefore, must carry two devices, one for PTT and the other for mobile broadband data and cellular voice service.

Fragmented Voice/Data Communications in Professional Services		
	Supported	Not Supported
PBX	<ul style="list-style-type: none"> • Voice communication from the desktop 	<ul style="list-style-type: none"> • Mobile voice • PTT voice • Computing/data applications
Two-way radio	<ul style="list-style-type: none"> • Instant mobile voice communication • Limited messaging 	<ul style="list-style-type: none"> • Computing • Broadband data
Regular cell phone (with regular services)	<ul style="list-style-type: none"> • Cellular voice • Messaging • Mobile data and others 	<ul style="list-style-type: none"> • Instant voice • Group call
Portable computing devices	<ul style="list-style-type: none"> • Mobile computing/data 	<ul style="list-style-type: none"> • Voice communication

Kodiak Broadband PTT for Professional Services

To solve the problems outlined above, the professional services industry needs a new, high-performance mobile solution that can integrate instant voice, broadband data, productivity applications, and business processes on a single device. This solution should be able to meet the diverse needs of the workforce, preserve existing investments, reduce communication costs, and increase operational efficiency. Broadband PTT platform from Kodiak, a Motorola Solutions Company, represents the industry standard of such a solution.

- **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.
- **Communication over the latest cellular networks and W-Fi.** Cellular networks supported include 4G LTE, 4G HSPA+, and 3G, providing ubiquitous wide area coverage. Support for Wi-Fi ensures effective in-building coverage and a fall-back wireless network where Wi-Fi is available.
- **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 specialty devices.** 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-powered PTT comes with numerous accessories, including car kits for drivers.
- **Multiple application modes.** Kodiak Broadband PTT offers two application modes: PTT radio mode, which provides a single and easy-to-use screen that emulates experience with traditional radio, and a standard mode, which offers full client functionality interactions.
- **Multiple PTT calling types, with call override.** Users can make 1:1 private calls, pre-defined group calls, ad hoc group calls, and broadcast calls. The supervisory override feature allows a supervisor or any other designated person to take over the voice channel at any time, which is essential during emergency situations.
- **Secure multimedia messaging and location tracking features.** Kodiak Broadband PTT supports secure multimedia messaging (with text, picture, video, file, and recorded voice), location mapping on device, and geo-fencing, all of which enhance effectiveness of mobile communications. Users now can access different means of mobile communication through a single application.
- **Voice and signaling encryption.** Kodiak-powered PTT provides security through voice and signaling encryption, using the Advanced Encryption Standard (AES) 256 standard to protect PTT users from unauthorized call interception and monitoring.
- **Interoperability between two-way radio and cellular networks.** The interoperability capability allows continued use of an existing two-way radio system and expansion of 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. 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.

Kodiak Broadband PTT delivers numerous benefits, including:

- Minimizing the need to manage multiple communication services
- Eliminating the need for employees to carry multiple devices
- Optimizing network coverage both inside and outside the premise
- Leveraging the latest and greatest mobile technologies

- Continuing use of existing two-way radios
- Reducing communication costs

Key Use Cases for Kodiak Broadband PTT

Kodiak Broadband PTT provides not only the traditional core capabilities of LMR but also integration of PTT with mobile broadband data, delivered through the most advanced and diverse wireless networks to the broadest choice of devices. With Kodiak Broadband PTT, users can reach the right group or person at any time and have real-time access to mobile data relevant to their role or functions, all on a single device.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Executive/ Team Leader	<ul style="list-style-type: none"> • Project Planning • Assigning tasks • Discrete communication 	<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 planning • Status reporting 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging • Mobile data & productivity apps
Field engineer/ Technician	<ul style="list-style-type: none"> • Getting job assignments • Status reporting • Discrete communication 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging • Mobile data & productivity apps
Security personnel	<ul style="list-style-type: none"> • Patrolling • Emergency response • Discrete communication 	<ul style="list-style-type: none"> • Smartphone • Feature phone 	<ul style="list-style-type: none"> • Messaging • Mobile data
Maintenance crew	<ul style="list-style-type: none"> • Getting job assignments • Status reporting • Discrete communication 	<ul style="list-style-type: none"> • Feature phone 	<ul style="list-style-type: none"> • Messaging • Mobile data
Inspector	<ul style="list-style-type: none"> • Inspections • Status reporting 	<ul style="list-style-type: none"> • Smartphone • Tablet 	<ul style="list-style-type: none"> • Messaging • Mobile data & productivity apps
Dispatcher	<ul style="list-style-type: none"> • Assigning job orders • Emergency situations • 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. 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.