



THE VALUE OF MOTOTRBO™ SOFTWARE

Companies, agencies and municipalities aspire to better serve their customers. To stay competitive they need to lower their costs and grow revenue.

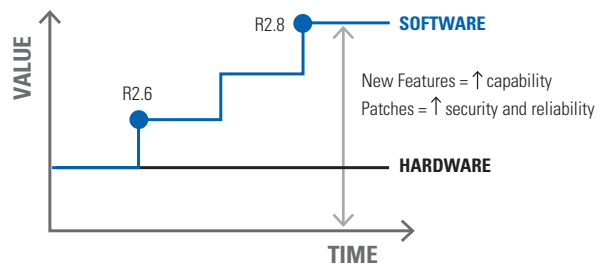
When it comes to addressing their communications needs, companies look for a solution that is **reliable**, that **enables productivity** and **supports innovation** so they can stay ahead of the game.

MOTOTRBO PLATFORM

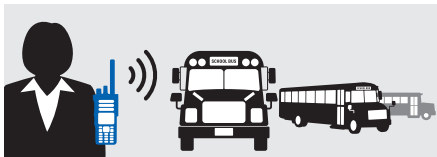
Motorola Solutions offers MOTOTRBO, a platform that delivers reliable **instant and clear communications** with **added intelligence** to support **productivity and innovation**.

VALUE OF MOTOTRBO SOFTWARE

MOTOTRBO, as all computing systems, is composed of hardware and software. The value of hardware is significant but static. The value of software, on the other hand, keeps growing over time. Every new software release delivers increased capability, security and reliability, which increases the value of your investment with every update.



SOFTWARE CAPABILITIES GROW OVER TIME



A principal at a rural school district uses **transmit interrupt (R1.2)** to break into the channel and report a missing student



A logistics manager sends an updated address via a **work order ticket (R2.3)** and the **text to speech (R2.4)** feature reads it out loud and clear to the driver



The dispatcher at the plant coordinates with the fork truck driver. The radio **noise-cancellation (R2.5)** cuts through the machines' noise

SUMMING IT UP

MOTOTRBO software releases provide new and enhanced features and security patches. This software makes instant and clear voice communication even better and adds features beyond voice for added intelligence. This combination enables and supports our customers' productivity and innovation which translates to increased productivity and efficiencies in their operations.



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CUSTOMER VALUE PROPOSITION | MOTOTRBO SERVICES