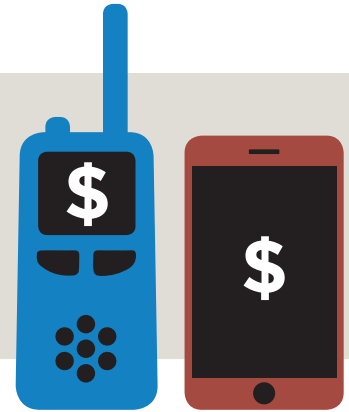


WHICH IS BETTER FOR MY BUSINESS, TWO-WAY OR CELLULAR?



With the fast pace of telecommunications, you might think it's only a matter of time before your business is using cellular devices for regular and emergency communications. But, before you invest in any communications system, carefully define your objectives and expectations. If safety, productivity, security and reliability are key factors in making your decision, take a closer look at how two-way radios and cellular devices compare.



PRODUCTIVITY

TWO-WAY RADIOS

Built for a purpose—to work. Land mobile radios enable communications with groups of team members or one to many.

Features like automatic vehicle location can improve productivity.

CELLULAR DEVICES

Most employees who use a smart phone for business supply it themselves. Using a device that is the employee's property—regardless of whether you are paying for a portion of its use—may create distractions, including email, text, games and non-business calls.

Applications are available that bring some business-focused features to cellular devices, including automatic vehicle location and push-to-talk.



SAFETY

TWO-WAY RADIOS

Ruggedized and intrinsically safe radios are available, which perform well in adverse conditions.

Features are available that allow for monitoring the status of a lone worker.

CELLULAR DEVICES

Federal law prohibits commercial drivers from using a handheld cell phone while driving—without a hands-free system.

May be difficult to use in certain hazardous, industrial or environmental conditions.

¹According to 451 Research/Yankee Group, most employees who use a smart phone for business supply it themselves (49%)—2015 data. <http://maps.yankeegroup.com/ygapp/content/0f0fb7ea41c64d6dbf979ff262e7259f/54/DAILYINSIGHT/0>



SECURITY

TWO-WAY RADIOS

If you own your system, there are levels of security that you can control. You define operational security.

CELLULAR DEVICES

Cellular devices are vulnerable to malware, including viruses and malicious software.

“BYOD” (bring your own device) opens the door to all sorts of issues including cybersecurity.



RELIABILITY

TWO-WAY RADIOS

Devices are built to last—durable, reliable and have a longer battery life. Device longevity is typically between five and 7 years.

Your system can be designed to be highly reliable, which can mean that you have communications, even when disaster strikes.

Excellent audio quality.

CELLULAR DEVICES

Device longevity is typically for two years or less.

In local emergencies, access may be limited.

Limited control over unique coverage requirements.

Ask your dealer. The Enterprise Wireless Alliance recommends that you talk to your dealer about your communications needs before deciding what technology solution is right for your organization. EWA is a not-for-profit association representing businesses that use wireless technology as well as the manufacturers, resellers and communications sales and service providers that serve business enterprises.

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