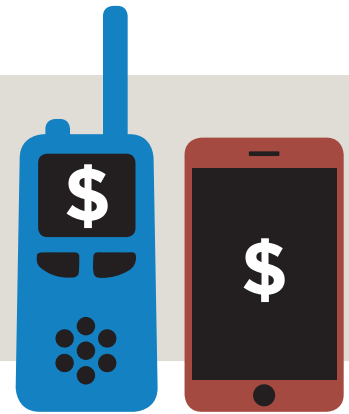


WHICH IS BETTER FOR MY BUSINESS, TWO-WAY OR CELLULAR?



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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HOW MUCH WILL IT COST?

THE CHOICE BETWEEN CELLULAR AND TWO-WAY RADIO.



It's a big decision—what type of communications device should you give your employees to promote business productivity and employee safety. The more you know about what contributes to your total cost, the better equipped you are to make the right decision for your business.

Service options include having your communications needs accommodated by a national communications carrier, a regional private carrier or by maintaining a private network. Carrier networks are shared with other users, but both provide superior communications services—nationally or locally. Private networks are not shared with other users, but the channels may be shared with other users.

- **Monthly access fees enable access to either commercial or regional communications networks**
- **Devices may be either purchased or paid for through extended service contracts**
- **Private system networks are owned and controlled by the licensee operator**

Initial costs for each approach will vary, depending on your choice of service and the scope of the desired wireless solution. There may also be long-term recurring costs associated with these service solutions, including device maintenance and replacement and site rental. Some regional carriers provide mobile “buy-back” service, which may reduce capital costs.

Each communication solution alternative provides pros and cons.

COMMERCIAL CELLULAR NETWORK

- No cost to build out a network
- Immediate service
- Low, upfront costs
- Reduced capital expenditures—(often offer free phones)
- Nationwide network

PROS

- No local, onsite maintenance
- Network susceptible to regional outages during emergencies
- Network coverage may not meet unique coverage requirements
- Network vulnerable to hackers, malware and other security issues

CONS

PRIVATE CARRIER NETWORK

- No cost to build out a network
- Immediate service
- Local service—with onsite maintenance
- Typically, do not offer free radios, but may finance purchase of radios
- Monthly access fees typically lower than those for cellular networks
- Rugged two-way radios, built to last and for the needs of business
- Regional network created for local business users

PROS

- Capital expenditures may be high
- Network may not be built to your specifications and coverage expectations
- Typically, nationwide coverage is not available

CONS

PRIVATE RADIO NETWORK

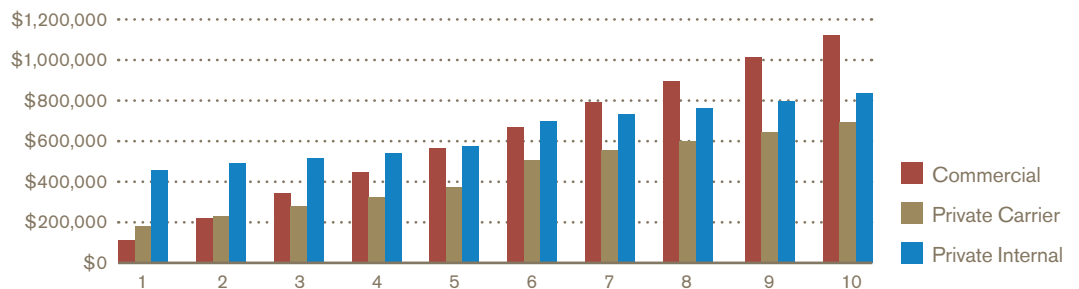
- Your own system built to your specifications and needs
- Local service with onsite maintenance
- Rugged two-way radios, built to last and for the needs of business
- No monthly fees

PROS

- Capital expenditures
- Recurring operational expenses
- System management required

CONS

This graph shows typical costs for each type of network over a ten year period. Ask your dealer to perform a complete cost analysis to guide you in your decision. Your costs may vary from those in this example.



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