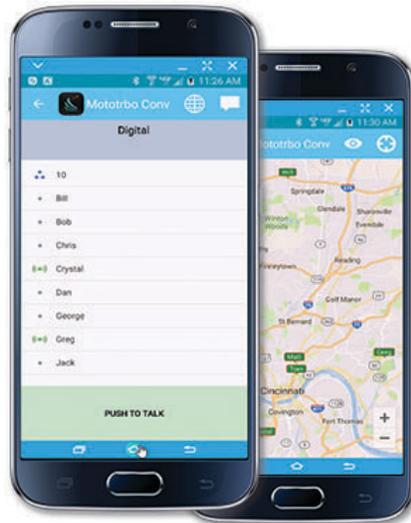


Differentiating RadioPro Talk and Cloud-based Mobile Apps

By Tom Miller, CTI Products, Inc.

RadioPro Talk is a low-cost Push-to-Talk mobile application that allows a smart phone user to easily communicate with staff who use a two-way radio or staff who also use this mobile app. The two-way radio users could be drivers in a fleet equipped with vehicle-mounted radios, or could be staff who carry a portable radio.

This white paper discusses why RadioPro Talk and cloud-based mobile apps should be considered as complementary instead of as competitive. They are complementary due to target customer size, target market, radio system type, features, and pricing model.



Differentiating by Target Customer Size

RadioPro Talk and cloud-based mobile apps should be considered as complementary products since they were designed for different user group sizes. One or the other application should be lead with depending on the number of potential mobile app users in a company.

- ✓ RadioPro Talk is best in **small to medium** opportunities, where **one to 80 users** have a need for phone-to-radio communications.
- ✓ Cloud-based mobile apps should be considered when there are a **larger number of phone users**. Sales incentives for these products make sense if a sales rep can sell many subscriptions at a single location.

Differentiating by Target Market

Consideration should also be given to the end-user's market. Is it commercial/industrial? Or is it public safety?

- ✓ RadioPro Talk has been designed for **commercial and industrial** market segments. However, it can also be used in police, fire, and safety organizations where the budgets are smaller.
- ✓ Cloud-based mobile apps are generally designed for the **public safety** market since they may have some additional features for alerting users.

Regardless of market, the end-user should be made aware that communications using a mobile app is only as good as the cell tower access and availability. This may change in the coming years as FirstNet™ (First Responder Network Authority) becomes available for voice communications. Until then, mobile apps should not be counted on for emergency or life-critical situations.

Differentiating by Radio System Type

The radio system type is a major factor when deciding which mobile app is most appropriate for a customer.

- ✓ RadioPro Talk has full functionality when installed with **any** Motorola MOTOTRBO™ or Kenwood NEXEDGE® radio system including **analog, digital conventional, linked sites, or digital trunked**. This mobile app can also work on most other radio systems if only talk and listen functions are needed.
- ✓ Cloud-based mobile apps are usually **restricted** to one radio manufacturer, and may function **only on their trunked systems**.

Differentiating by Features

On the surface, RadioPro Talk and cloud-based mobile apps have similar features, such as talk/listen, text messaging, and GPS mapping. But digging deeper, there are some important differences.

- ✓ RadioPro Talk
 - This mobile app works on a **wide variety of radio systems** as mentioned above.

- Several call types are available, including between groups of phone users and groups of radio users, between one phone user and another phone user, and between one radio user and a group of phone users.
 - Due to its efficient design, the RadioPro Talk app can run in the background for an entire 8-hour shift.
 - RadioPro Talk is easy to set up, requires no dealer training, and comes with CTI's superb technical support and customer service.
- ✓ Cloud-based mobile apps
- These apps are usually restricted to functioning with a single radio manufacturer, and often only on trunked systems.
 - These apps may have the capability of making a wider selection of calls, including a private call between a radio and a smartphone.
 - Phone-to-radio type of communications may require some amount of dealer training in the three areas of selling, installing, and administering.
 - Installation for a cloud-based mobile app for just basic phone-to-phone communication is simple, and does not require additional hardware. But the actual benefit of this form of communication is debatable, and certainly not as useful as phone-to-radio communication.
 - It has been reported that some of these apps will reduce the time a device runs to less than a full 8-hour shift.

Differentiating by Pricing Model

Customers may desire one pricing model over another; some may want a one-time capital expense, while others may want to spread that expense over several years using the subscription model.

- ✓ RadioPro Talk has a one-time pricing model.
- ✓ Cloud-based mobile apps will have a monthly subscription fee.

Summary

Best use cases for either RadioPro Talk or one of the cloud-based mobile apps include:

- ✓ Someone **traveling outside the radio coverage** and needs to communicate with two-way radio users.
- ✓ A supervisor that insists on **carrying only a smart phone**. But he should be made aware that a two-way radio will provide more consistent communications when within the two-way radio coverage area.
- ✓ Staff such as **fleet drivers**, who are normally away from two-way radio coverage, but need to periodically call into the radio system.

For RadioPro Talk, the best fit is:

- ✓ When the customer wants **one-time pricing** (instead of a monthly subscription).
- ✓ When the mobile app must **function on any Motorola or non-Motorola system**.
- ✓ When the mobile app must run continuously for an **8-hour shift**.
- ✓ Where the opportunity for number of phone users is **small to medium**.

For cloud-based mobile apps, the best fit is:

- ✓ **Public Safety** markets (police, fire, safety).
- ✓ Where a sales rep can efficiently sell a **large number** of mobile app subscriptions.
- ✓ Phone-to-radio communications on a **trunked radio system**, or phone-to-phone communications.

FOR MORE INFORMATION

Please contact Tom Miller, tmiller@ctiproducts.com

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