

# Case Study: FLORIDA SUPERMARKET CHAIN

## Challenge

A major private supermarket chain located across the Southeast, with over 1,400 store locations in eight states and over 260,000 employees, has been a longtime customer of Radio One. Over the years, the nine grocery distribution centers, cooking schools, and eleven manufacturing facilities that produce deli, bakery, and other food products all bought two-way radios and single-site radio systems from Radio One to meet each location's requirements.

As the company continued to grow, adding sites and accumulating over 2,000 subscriber radios on these disparate systems, challenges started to emerge. Radio One proactively reached out to their corporate offices to initiate discussions on standardizing their radio systems and two-way radios. By standardizing all locations on a single radio system platform and a portable radio model that met everyone's requirements, Radio One could offer better pricing, provide better service, expedite repairs, and create programming efficiencies, as well as introduce the previously never-conceived capability of interoperability across all their facilities.



## Solution

Working collaboratively with the corporate communications team, Radio One introduced the supermarket chain to the Motorola Solutions MOTOTRBO Capacity Max System as an ideal fit for all their locations' requirements. This scalable and secure trunked radio system delivers communication solutions to support single sites or large-scale operations. With the Cap Max system, Radio One can accommodate all their existing locations, as well as provide the capability to expand up to 750 sites with up to 3,000 users per site, so the Cap Max solution can easily scale to accommodate any future growth and expansion.

In addition to the MOTOTRBO Capacity Max System, Radio One introduced the supermarket chain to the MOTOTRBO R7 radio. The Motorola Solutions R7 digital portable radio offers rugged construction for extreme environments and delivers game-changing audio capabilities even when broadcasting around conveyors, mixers, and loading docks. It easily accommodates their 70+ channel or talk group requirements. The R7 also features an Over-The-Air (OTA) programming capability, which allows for remote programming and configuration updates of their radios without physical connections or having to take them out of the field—a process that can be costly and result in lost productivity.





Deployment across all locations went relatively smoothly, with the occasional challenge of providing connectivity in hard-to-reach areas, such as blast freezers, where they encountered 18" concrete walls. In these unique instances, Radio One deployed in-building BDA-DAS solutions to enhance the radio signals and provide coverage to areas previously considered RF dead zones.

In addition to the radio system, Radio One deployed a Genisis GW3-TRBO® software solution that monitors and proactively manages the data collected from all the supermarket chain's MOTOTRBO Cap Max System radio traffic. The Genisis GW3-TRBO® provides system administrators with constant visibility into the radio system's performance, radio activity/traffic, and helps them manage system resources. GW3-TRBO's reporting provides an in-depth analysis and archive of all radio activity and usage patterns for informed resource planning and allocations regarding which radio users, talk groups, and channels are the most or least active.

## Result

Today, operations across eight states at the supermarkets' distribution and manufacturing facilities are reporting very positive feedback on the radios' durability and performance, as well as enhanced radio coverage and worker productivity. Additional facilities are migrating to the Cap Max System, and new user groups, such as maintenance crews and engineering, are discovering the operational efficiency of simple Push-To-Talk connectivity. The R7 also features data-driven work tickets and alarms that provide time-sensitive alerts, such as when engineering encounters ammonia leaks. Carpeted workers are also discovering the benefits of MOTOTRBO's WAVE Push-To-Talk software application, which allows them to stay connected with workers on the floor even when they are remote.

The supermarket's retail locations are even turning to Radio One for assistance with their business-class CLS1410 radios to provide enhanced customer experiences within the stores. Operating on four channels, the CLS1410 radio provides enhanced voice quality, privacy, and reliability, and the

vibrate alert allows users to discreetly receive alerts without distracting customers.

The partnership between Radio One and the supermarket chain continues to evolve as new solutions emerge from Motorola Solutions' Safety & Security Ecosystem and their approach to providing a fully integrated approach to safety, security, and communications.

The supermarket chain continues to actively evaluate next-generation safety and security innovations from Motorola Solutions, such as the V200 Retail Body Cameras and HALO Smart Sensor, to enhance employee protection. In keeping with the supermarket's employee-owned strategy of providing a safer, more connected work environment, careful consideration is given to all new and emerging technologies. Through Radio One's expertise in designing and integrating safety, security, and communications ecosystem technologies, the supermarket is establishing a solid foundation for the latest innovations available from Motorola Solutions and Radio One.

## About Radio One | CSE Crosscom

Radio One is Florida's largest Motorola Solutions channel partner and is proud to announce we are now a CSE Crosscom global company, with 23 offices across 3 continents focused on being the leader in communications and security solutions. As a CSE Crosscom company, Radio One can leverage enhanced financial stability, resources, broader technical capabilities, and experience to meet and exceed all our customers' end-to-end wireless solutions.

