



WIFI TROUBLE?

PUT CBRS TO WORK WITH *MOTOTRBO[®] Nitro[™]*

How many times have you lost your connection while moving from floor to floor? How much time is lost when a maintenance technician can't download a repair report for machinery located where WiFi coverage cannot reach? How many times a year have passengers flooding through an airport clogged up the enterprise network, preventing ground operations from turning around incoming flights? It's no surprise that WiFi isn't holding up its end of the bargain: it was not built to support your complex enterprise operations.

With Citizens Broadband Radio Service (CBRS), now there is a better way. CBRS can create a secure private LTE network across large campus environments. With MOTOTRBO Nitro, you get a turn-key CBRS solution that delivers superior data performance and offers industry-leading push-to-talk over purpose-built CBRS radios. Say goodbye to the installation of hundreds of access points, and imagine a world where your enterprise does not have to endure the costs caused by the shortcomings of your WiFi networks.

LET'S PUT THEM TO THE TEST! WIFI VS CBRS

	WIFI	CBRS	TAKEAWAY
NETWORK 	<p>WiFi is a wireless network originally designed to be simple enough to deploy in homes and small offices.</p>	<p>CBRS was built from the ground up for large-scale industrial and commercial use and address the shortcomings of WiFi.</p>	<p>CBRS can support up to 2x the capacity of WiFi, which means it enables the distribution of data in amounts you never thought possible before. CBRS technology provides features required for large-scale industrial and commercial users such as increased data capacity, quality of service, and security.</p>
SPECTRUM 	<p>WiFi operates at either 2.4 or 5 GHz. Both bands are shared, unlicensed spectrum, with no means of controlling how many networks or users in your area consume the same limited bandwidth.</p>	<p>CBRS runs in the 3.5 GHz band. This licensed spectrum that recently became available offers a robust, automated management mechanism that ensures that your assigned frequencies are protected against interference.</p>	<p>CBRS offers you wireless data networking on exclusive spectrum, without interference from neighboring networks or devices. No more guessing which WiFi channels in your area are clear. You have full control of your network's performance -- without having to apply for a license from the FCC. You can move business-critical operations to CBRS and leave your limited WiFi spectrum for legacy equipment and guest access.</p>
COVERAGE 	<p>Because it's unlicensed and built for home and office use, a WiFi access point's power and range are quite limited. Covering a large building, factory or campus requires a large number of access points.</p>	<p>CBRS is built for coverage of larger enterprises. Its higher power specifications and handoff capabilities mean that each access point delivers up to 4x the range of WiFi, allowing you to cover a larger area with far fewer access points.</p>	<p>CBRS can support up to 4x the range of WiFi, so you can dramatically reduce your infrastructure and support costs - including power, backhaul, security and more - while providing better coverage and network performance.</p>
MOBILITY 	<p>WiFi has no mechanism to handle a device switching between access points, like when you move to another part of the building. So as you move, you'll experience diminished network performance and very likely a full disconnection.</p>	<p>CBRS is built on a cellular technology. From the beginning, it included a proven, sophisticated handoff mechanism that allows you to move about your territory with maximum network performance.</p>	<p>With CBRS, you eliminate the frustrations of WiFi in a mobile environment: no dropped calls, no disconnections, no temperamental links. Just solid network performance as you go about your business.</p>
INSTALLATION 	<p>WiFi is only as good as the team that designs, builds, and maintains it. The larger the area that requires coverage, the more access points you have to purchase, install, maintain and secure.</p>	<p>CBRS can be managed and maintained for a monthly subscription from Motorola Solutions. It's available as a service combining enterprise-grade broadband with consumer-grade usability.</p>	<p>With MOTOTRBO Nitro, your critical IT resources aren't being wasted on deploying, managing and maintaining your wireless data infrastructure. Motorola Solutions delivers it as a service, so you have predictable costs and service levels, while allowing you to retain full security and control.</p>
SECURITY 	<p>WiFi is commonly targeted by hackers as a way to get inside a business' network without ever setting foot inside a building. Since WiFi is a wireless shared spectrum, it is much more open to eavesdroppers than private networks.</p>	<p>CBRS is a Private Network, which is much more secure than a shared network. CBRS requires a SIM card to gain access to the network. SIM cards need to be activated on the network, this activation is typically performed from a secure PC login.</p>	<p>CBRS enables enterprises to build and operate their own private networks secure from eavesdroppers looking for potential weaknesses within shared wireless spectrum.</p>
TRAFFIC 	<p>WiFi is unable to differentiate different classes of traffic. Whether it's a critical video feed or a low-priority file download, all packets look the same.</p>	<p>CBRS has built in Quality of Service (QoS), which enables prioritization based on the application.</p>	<p>CBRS is able to prioritize important traffic in business-critical situations, whereas WiFi is unable to make this type of distinction.</p>
INVESTMENT 	<p>WiFi equipment may appear low-cost at the outset, but it's hard to scale and support. WiFi networks require a lot of access points and a full-time staff to keep them operational and secure. These costs add up over time.</p>	<p>CBRS makes industrial-strength, enterprise-grade wireless broadband networks economically feasible. It's available as a service so businesses can pay a predictable monthly fee and gain top-notch equipment and support.</p>	<p>CBRS enabled networks like MOTOTRBO Nitro, can run seamless broadband services - creating a much more economically feasible solution for enterprises. MOTOTRBO Nitro's OpEx business model allows enterprises to easily add users or network infrastructure equipment to their system.</p>

MOTOTRBO[®]
Nitro[™]



MOTOTRBO[®] Nitro[™]

INCREASED CAPACITY. GREATER COVERAGE. CLEARER VOICE.



MOTOTRBO Nitro gives you greater capacity and better coverage - but that's only the beginning.

If you run a commercial operation, whether it's a hotel, theme park, factory or warehouse, you know that voice is the backbone of your workforce communications. Nitro delivers clear, crisp voice quality and the ability to interoperate with other MOTOTRBO networks, as well as TLK 100 radios and smartphones connected to carrier networks. That means instant push-to-talk conversations can happen whenever, wherever, and voice will sound clear and natural.

MOTOTRBO Nitro provides the best LMR interoperability with your existing MOTOTRBO LMR investment. We should know: we designed them both.



NEVER SEE THIS AGAIN.

MOTOTRBO Nitro is here to give your enterprise a CBRS boost. Stop costing your business time and money whenever your WiFi network becomes over-saturated, and work in a world where WiFi never troubles you again. CBRS is ready to support your business, with up to four times the range and two times the capacity of WiFi. Your staff will be able to access the network from virtually anywhere on-site, using far fewer access points — whether they're on densely-packed factory floors, at busy airports or by the loading dock. Your costs will be fixed and predictable. And you will have total control.

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For more information on ways to overcome the shortcomings of WiFi networks and ways to reimagine private broadband for your business, please visit: motorolasolutions.com/nitro



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