

Head-to-Head:

# Walt® Smart Radio System

## vs. Motorola's MOTOTRBO



## Executive Summary

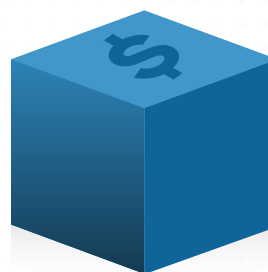
The Walt® Smart Radio System is more than just another two-way radio - it's a frontline safety and communications platform. It's where productivity meets safety. This head-to-head analysis demonstrates why forward-thinking organizations are finally ditching their legacy Motorola MOTOTRBO systems for the world of Walt, highlighting the dramatic differences in capabilities, cost, and future-readiness.

### Bottom Line:

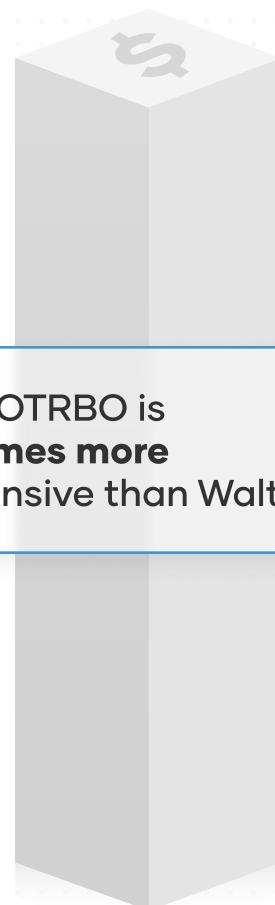
Organizations using **Motorola MOTOTRBO systems pay up to 10X more** for significantly less functionality, while Walt's simple, safe and smart platform delivers critical productivity, safety, and efficiency improvements at a fraction of the cost for the modern frontline worker.

10x

MOTOTRBO is  
**10 times more**  
expensive than Walt



Cost of Walt



Cost of MOTOTRBO

# More Than Just a Radio

Walt® breaks down barriers between frontline workers, office staff, and between sites by combining industrial-strength hardware and software, the ability to create channels on the fly, all over unlimited cellular or Wifi coverage. It's even easy for management to stay connected on their smartphone remotely. Unlike Motorola MOTOTRBO approach, Walt delivers an advanced communication ecosystem at a significantly lower total cost of ownership (TCO):

## Multi-modal Communication

### 👍 WALT SMART RADIO

Share voice, text, images and video for faster problem resolution

### 🗣️ MOTOTRBO

**Voice-only** with limited text capabilities

## Safety Integration

### 👍 WALT SMART RADIO

Dedicated SOS button, man-down detection, and location awareness

### 🗣️ MOTOTRBO

You can have location and alerting with an additional subscription on higher end models only

## AI-Powered Translation

### 👍 WALT SMART RADIO

Break down language barriers with real-time translation across 20+ languages

### 🗣️ MOTOTRBO

**None** - requires human translators

## Multi-Network Resilience

### 👍 WALT SMART RADIO

Automatic switching between Wi-Fi, LTE/5G, and CBRS ensures **99.9% uptime**

### 🗣️ MOTOTRBO

**Limited** to repeater range with predictable dead zones

## Frontline Data Analytics

### 👍 WALT SMART RADIO

Unlock insights to optimize performance, prevent injuries, and eliminate downtime

### 🗣️ MOTOTRBO

**No** analytics capabilities

## Zero Infrastructure

### 👍 WALT SMART RADIO

Cloud-based deployment without physical infrastructure requirements

### 🗣️ MOTOTRBO

Requires **\$10,000-100,000+** infrastructure investment per site

# "The Brain of a Smartphone with the Soul of a Radio"

Walt's the best of both worlds! Walt combines smartphone intelligence with radio simplicity for frontline workers.



# Communication Capabilities

| Features                                                                                                            | Walt                                                      | MOTOTRBO                                           | Winner               |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------|----------------------|
|  <b>Voice Communication</b>         | HD audio with AI noise cancellation. No range limitations | Variable quality based on signal strength          | ★★★★★<br><b>Walt</b> |
|  <b>Dictation and Transcription</b> | Easily read or playback missed transmissions              | Not available                                      | ★★★★★<br><b>Walt</b> |
|  <b>Multimedia Sharing</b>          | Images, videos, documents, files                          | Limited only to high-end expensive models          | ★★★★★<br><b>Walt</b> |
|  <b>Global Directory</b>            | Connect with anyone straight from the radio or app.       | Not available                                      | ★★★★★<br><b>Walt</b> |
|  <b>Language Translation</b>      | Real-time translation across 20+ languages                | Not available                                      | ★★★★★<br><b>Walt</b> |
|  <b>Channel Creation</b>          | Easy on-radio group or 1:1 channel creation               | Fixed groups requiring administrative programming. | ★★★★★<br><b>Walt</b> |
|  <b>Message Archives</b>          | Complete searchable history                               | Limited or none                                    | ★★★★★<br><b>Walt</b> |
|  <b>Emergency Features</b>        | Advanced emergency protocols with location awareness      | Emergency button and alerts                        | ★★★★★<br><b>Walt</b> |



# Management and Analytics

| Features                                                                                                      | Walt                                                                     | MOTOTRBO                                                               |
|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------|
|  <b>Device Management</b>     | Simple Tap & Go secure sign-on. Simple, smart charging with PowerWall.   | Radios regularly lost or stolen. No device management system.          |
|  <b>Software Updates</b>      | Instant over-the-air software updates at no charge.                      | Manual updates requiring technician and hold times.                    |
|  <b>User Administration</b>   | Self-service web portal                                                  | Specialized software and training                                      |
|  <b>Security Management</b> | Centralized security policies and updates                                | Manual device-by-device updates                                        |
|  <b>Frontline Data</b>      | Full system of record for later reference. Data accrues value over time. | Zero or minimal data collection capabilities                           |
|  <b>Partnership</b>         | We sell direct with no middlemen. You get a relationship with us.        | Reseller model creates zero contact or relationship with manufacturer. |

## Winner

★★★★★  
**Walt**

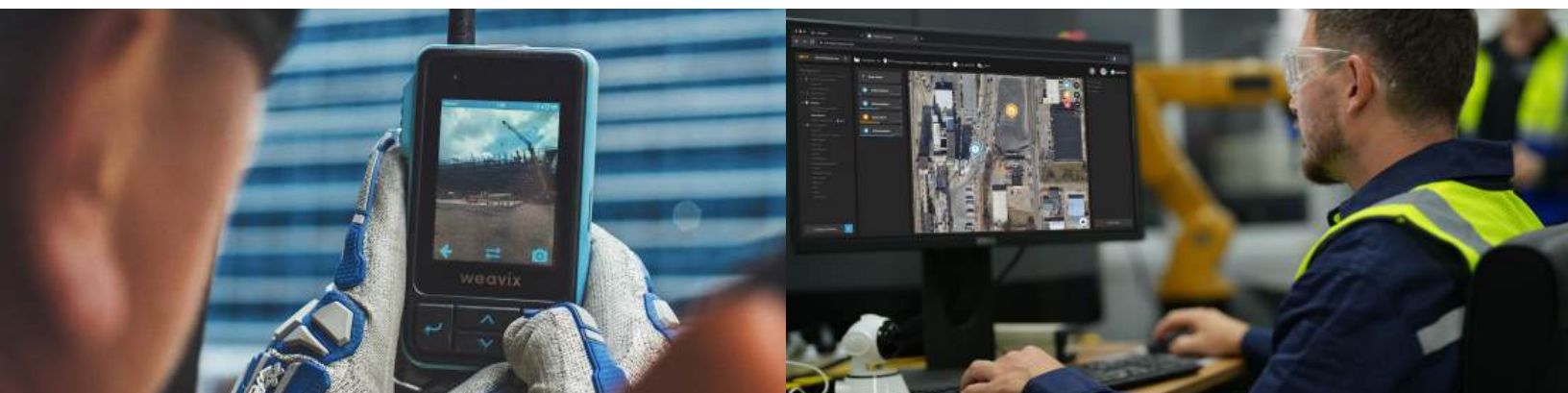
★★★★★  
**Walt**

★★★★★  
**Walt**

★★★★★  
**Walt**

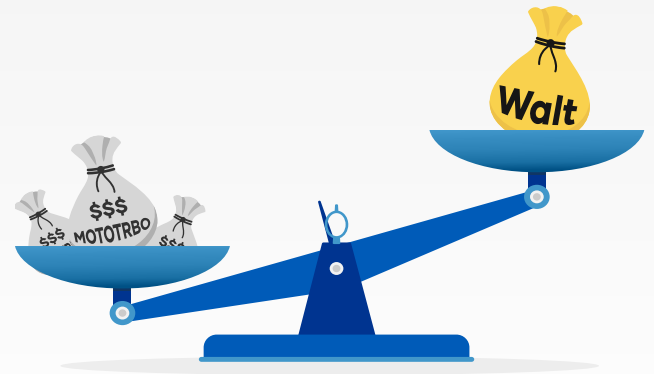
★★★★★  
**Walt**

★★★★★  
**Walt**



True Operational Costs:

# 3-Year Total Cost of Ownership The Walt Advantage



## Comparative Cost Model for 100-User Deployment

| Cost Category    | Walt Smart Radio                   | MOTOTRBO                                       | Savings with Walt            |
|------------------|------------------------------------|------------------------------------------------|------------------------------|
| Hardware         | Included                           | \$60,000 - \$150,000                           | Up to \$150,000              |
| License          | \$42 - \$65/user/month             | \$25 - \$40/user/month<br>(Wave PTX, Dispatch) | Variable                     |
| Infrastructure   | \$0                                | \$50,000 - \$500,000                           | Up to \$500,000              |
| Implementation   | Included                           | \$10,000 - \$50,000                            | Up to \$50,000               |
| Training         | Free/Minimal                       | Limited proprietary interfaces                 | Up to \$15,000               |
| Maintenance      | Included (weCare™ Managed Service) | Manual device-by-device updates                | Up to \$100,000              |
| Upgrades         | Included                           | \$30,000 - \$75,000                            | Up to \$75,000               |
| Total 3-Year TCO | <b>\$151,200 - \$234,000</b>       | <b>\$234,000 - \$519,000</b>                   | <b>\$82,800 - \$285,000+</b> |

Walt Smart Radio

**\$151,200 - \$234,000**

MOTOTRBO

**\$234,000 - \$519,000**

# Hidden Costs of Motorola MOTOTRBO

The sticker price of MOTOTRBO only tells part of the story. Hidden costs accumulate through regulatory fees, coverage limitations, specialized staffing needs, continuous battery replacements, and eventual system obsolescence—all factors that substantially increase your long-term investment beyond what Motorola initially presents.



## Frequency Licensing:

Costly and time-consuming FCC coordination process requiring specialized expertise to acquire and maintain appropriate licenses for your radio network.



## Coverage Gaps:

As operations expand or building infrastructures change, additional repeaters and infrastructure become necessary to address newly discovered dead zones, significantly inflating total ownership costs.



## Coverage Testing:

Requires regular professional surveys to identify dead zones and signal strength issues, adding ongoing operational costs not included in initial deployment estimates.



## General Maintenance

Expect 30% additional costs above initial hardware investment. Out of warranty radio repairs, expensive battery replacements for large fleets and extra service fees will push you well over your budget.



## Specialized Personnel:

Traditional radio systems demand specialized radio technicians with unique skill sets beyond standard IT capabilities, increasing your personnel costs and creating knowledge gaps.



## Obsolescence Risk:

Motorola is constantly discontinuing models forcing you to pay more or change providers. Limited upgrade paths as technology ages, potentially forcing costly complete system overhauls rather than incremental improvements when components become outdated.

# Built By and For Frontline Workers



## INDUSTRY

### Manufacturing & Industrial

#### Key Challenges



- Equipment downtime
- Safety compliance
- Cross-functional coordination
- Integration with systems

#### CASE STUDY

#### Business Impact



A major manufacturing plant **reduced downtime by 23%** after switching from MOTOTRBO to Walt by enabling visual troubleshooting and faster escalation.

#### Walt® Smart Radio Advantages

- Visual troubleshooting with images/videos
- IIoT system integration for alerts
- AI transcription of critical communications
- No RF interference with equipment
- Safety Inside™ for proactive protection

#### Limitations of MOTOTRBO

- Voice-only communication limits issue resolution
- No visual documentation of issues
- Interference with sensitive equipment
- No integration with modern IIoT
- Limited safety features



## INDUSTRY

### Logistics & Transportation

#### Key Challenges



- Geographic coverage gaps
- Cross-facility coordination
- Delivery documentation
- Driver/fleet tracking

#### CASE STUDY

#### Business Impact



A national logistics company eliminated communication gaps across their supply chain after replacing MOTOTRBO, resulting in **17% improvement** in on-time deliveries.

#### Walt® Smart Radio Advantages

- Global connectivity without limitations
- Fleet management system integration
- Delivery exception documentation
- Real-time location sharing
- Translation for diverse workforces

#### Limitations of MOTOTRBO

- Coverage limited to repeater range
- Separate systems per region
- No visual documentation capability
- Limited location services
- Language barriers remain

# Built By and For Frontline Workers



## INDUSTRY

### Construction & Field Services

#### Key Challenges



- Temporary worksites
- Field issue resolution
- Blueprint/spec sharing
- Remote location connectivity

#### CASE STUDY

#### Business Impact



A construction firm deploying Walt instead of MOTOTRBO **saved \$125,000** in infrastructure costs while improving cross-site coordination.

#### Walt® Smart Radio Advantages

- Zero infrastructure at temporary sites
- Visual communication for issue resolution
- Document sharing for plans/specs
- Multi-network reliability in remote areas
- Rugged design for tough environments

#### Limitations of MOTOTRBO

- Requires repeater installation at each site
- Voice-only issue description
- No document sharing capability
- Single-network vulnerability
- Siloed management per site



## INDUSTRY

### Hospitality & Retail

#### Key Challenges



- Guest experience impact
- Staff training time
- Budget constraints
- Appearance and discretion

#### CASE STUDY

#### Business Impact



A hotel chain replaced MOTOTRBO with Walt and saw an increase in guest satisfaction scores related to staff responsiveness.

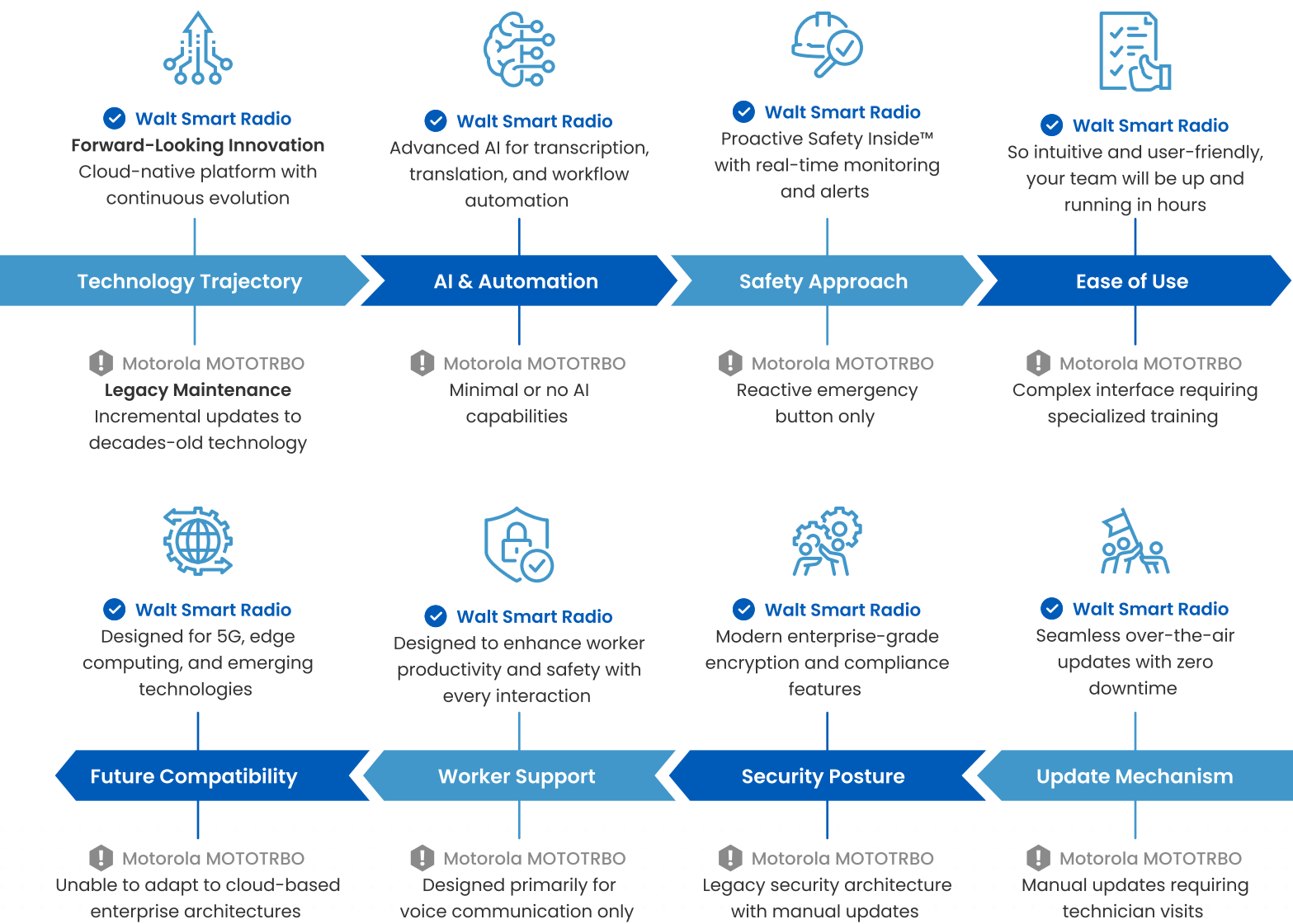
#### Walt® Smart Radio Advantages

- Discreet smartphone-like devices
- Multimedia for guest service issues
- Lower TCO for budget-conscious operations
- Intuitive interface reducing training
- Multi-language support for diverse staff

#### Limitations of MOTOTRBO

- Bulky industrial appearance
- Voice-only guest issue reporting
- High infrastructure costs
- Complex training requirements
- No language translation

# The Technology Evolution: Simple. Safe. Smart.



## Where MOTOTRBO Might Make Better Sense

| Limited Use Case                    | Scenario Description                                                                         | Key Consideration                                                                                 |
|-------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Public Safety                       | First responders requiring direct radio-to-radio communication when all infrastructure fails | Critical for life-safety situations where cellular and internet infrastructure may be compromised |
| Remote Wilderness                   | Operations in areas with absolutely zero cellular coverage and no internet connectivity      | Increasingly rare as cellular coverage expands globally                                           |
| Specialized Regulatory Requirements | Environments legally mandated to use specific radio technologies                             | Typically legacy requirements that are being updated as technology evolves                        |

## Conclusion:

10

# The Business Imperative

The choice between Walt® Smart Radio and Motorola MOTOTRBO represents more than a communication technology decision—it reflects a fundamental approach to operational excellence and competitive advantage in an increasingly digital landscape.

Walt breaks down barriers between frontline workers, office staff, and remote teams through its unique combination of:



### Simple Design:

So intuitive your team **won't ever want to go back.**



### Safe Operation:

Designed for **Safety**.  
Built for **Productivity**.



### Smart Features:

AI-powered insights that help every worker achieve their **true potential**.

## Organizations choosing Walt **Gain:**



### Financial Advantage:

**10x lower** total cost of ownership



### Future-Readiness:

Continuous evolution through cloud updates



### Operational Excellence:

Enhanced communication and productivity



### Frontline Data:

Unlock insights that prevent injuries and eliminate downtime



### Safety Improvements:

Up to **50% increase** in safety and efficiency

For all but the most specialized use cases, Walt delivers superior performance at a fraction of the cost while positioning organizations for continued success in an increasingly digital business environment.

## Trusted by Fortune 500 Global Brands

Panasonic

Hilton

Campbell's

KraftHeinz



MillerKnoll



**Request a Demo!**

*This analysis was compiled based on comprehensive evaluation of technical specifications, performance data, cost models, and real-world implementation experiences across multiple industries and use cases.*