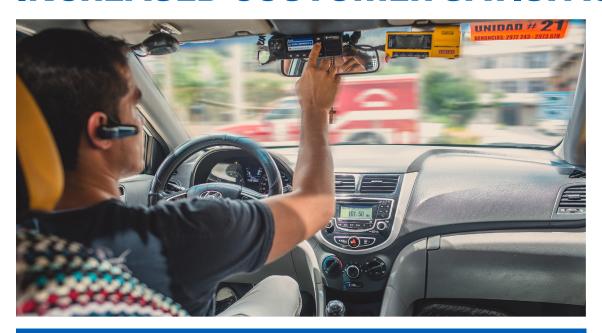# BETTER COMMUNICATIONS.
ENHANCED SECURITY.
INCREASED CUSTOMER SATISFACTION

Cooperativa de Transporte Zaruma URCU decided to adopt Motorola Solutions' MOTOTRBO™ digital radios to transform its communication capabilities and significantly improve its daily operations, customer service, and drivers' safety

DEPLOYMENT SUMMARY

Company:
Cooperativa de Transporte
Zaruma URCU

Website:
www.edina.com.ec

Location:
City of Zaruma, El Oro, Ecuador

Vertical Market:
Transportation and Logistics

Project:
Migration from an analog to a digital system with Motorola Solutions MOTOTRBO devices

Motorola Solutions Products:
- 1 DGR™ 6175 repeater, UHF 450-527 MHz, 45W

- 63 DGM™ 8500 mobile radios, 450-527 MHz, 45W, GPS

- 3 DGM™ 8500 mobile radios, 450-527 MHz, 45W, GPS (for use by the headquarters and the SMS system)

- 1 DEP™ 550 portable radio, UHF

- 10 remote kits for DGM™ 8500 mobile radios

Additional Equipment
63 mobile antennas, ¼ wave
63 antenna chrome bases

THE COMPANY

The Cooperativa de Transporte en Taxis Zaruma URCU [Zaruma URCU Taxi Transport Cooperative] is an Ecuadorian institution dedicated to the transport of passengers inside and outside the city of Zaruma in the province of El Oro, committed to providing its customers safe, fast and efficient services.

THE CHALLENGE

Analog technology limited the company's plans to offer fast, reliable and secure services, making it difficult for the company to meet its growing communication needs and improve the service rendered to users. The Cooperativa Zaruma URCU did not have to go far to fulfill its objective, as it had been using Motorola analog technology since 2007, allowing the company to upgrade its radio communication system easily and reliably.

THE SOLUTION

Although the provider was already defined, based on the long history of the company with Motorola Solutions, the budget required for the migration from an analog to a digital MOTOTRBO system had to be carefully analyzed. However, thanks to the coordination and understanding between the parties involved, this issue was quickly resolved.

The first step was the evaluation of each and every vehicle. It was necessary to define the number of units that would benefit from the remote kits, thus improving the capacity to receive and view messages onscreen.

The implementation took two months to complete and involved two stages. First, all the units (vehicles) were evaluated in order to determine which ones would require remote kits. The objective was to make it easier to view text messages.

In a second stage, and once the devices had been deployed, the applications that improve and speed up customer service were installed:

1. When a customer call comes in, the information registered in the Caller ID system is sent via SMS

2. This information is processed by the TRBO-Server application and sent to all vehicles or the one that will provide the transport service (Taxi)

By implementing the acquired solution, the MOTOTRBO repeater substantially improved coverage and voice transmission through the Simplex network used by the Cooperative.

The coverage area includes the cities of Zaruma, Piñas, Portovelo, Atahualpa, and Cantons in the upper part of the province of El Oro, i.e. the Cantons that are more than 1,000 meters above sea level. According to the last census conducted by the INEC, the National Institute of Statistics and Census of Ecuador, in 2010, the province population is over 600,000, a large part of which can use the extended service provided by the cooperative.

"For the cooperative, this is an important and revolutionary project, which, thanks to the development by Astelcom, is now a reality with excellent results, showing the company's professionalism and responsibility to its customers."
Luis Aguilar Pastor, Director,

Cooperativa de Transporte en Taxis Zaruma URCU.

THE BENEFITS

This project has undoubtedly been beneficial for everybody. The significant improvement in audio quality coupled with the integration of voice and data with the text messaging capability have already revolutionized communications for the Cooperative. Coverage was substantially expanded, making it possible to ensure access to more cities in the region with streamlined and efficient services supported by the messaging application that provides the correct information from each customer requesting such services.

This solution benefits approximately 1,500 people per day.

The efficient operation and exploitation of the vast resources offered by the MOTOTRBO digital system helped the company speed up operations, facilitate the work of employees, reduce costs and significantly improve its main objective: customer satisfaction and security.

The level of security provided by the Cooperativa de Taxis Zaruma URCU to the community is important. Tourists frequently prefer the services of this cooperative for its secure, streamlined and robust communication systems, and the renowned responsibility and honesty of its drivers. This catapulted the cooperative, which has been nominated nationwide to participate as best host on wheels. For more details, visit the web page: www.calidad.turismo.gob.ec/premios/

PLANS

Currently, the customer is highly satisfied with the implementation, which was completed with no inconveniences whatsoever. However, the Cooperative is always ready for future upgrades.

Application Software
- Local Raster from Comunidor S.A.
- Caller ID system + SMS, linked to the TRBO-Server (Engineer Jonny Barriga Arizabala)

System Integrator:
ASTELCOM is an Ecuadorian telecommunications company in continuous growth present in the market since 2003.
A Motorola Authorized Partner, the company has the capability to develop large projects and provide comprehensive customer service. www.astelcom.ec

Benefits:
- More responsive and reliable service
- Better audio quality for clearer communications
- Voice and data integration provided by MOTOTRBO
- More security for the customers
- Improved logistics support for drivers
- Cost reduction

Users of the Solution
- 63 people, each of them with a vehicle-mounted radio
- More than 29,000 people in the community, an average of 1,500 per day

The implementation of the MOTOTRBO digital system together with the TRBO-Server application from Local Raster, and the integration of the Caller ID and SMS system helped to successfully achieve the Cooperative's objectives. However, it is important to note that the support provided by Cooperativa Zaruma URCU's Directors and Partners, visionaries who sought the development of their organization, allowed this project to become a reality.
Jose Matute Gaona, Director,

Astelcom

For more information, please visit www.motorolasolutions.com/caribbean/mototrbo

MOTOROLA