Orion

Push-to-Talk

2.0

The Next Generation of Unified Communications for the Frontline Workforce

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Contents at a Glance

Table of Contents

What Is Push-to-Talk 2.0?

Discover the Next Generation of Frontline Unified Communications

Deskless workers should be heads up, hands free, and have the ability to communicate multimodally and locate each other. Achieving a connected frontline workforce with real-time voice is hard.

For decades, frontline teams have tried to communicate over:

Radios	Unsecure Applications	Multiple Devices	Wi-Fi-Only Solutions

Of course, none of these above options have produced a reliable outcome for deskless workforces. Frontline workers still continue to struggle to communicate effectively with team members, management, and operations centers AND provide the best service to customers every single day.

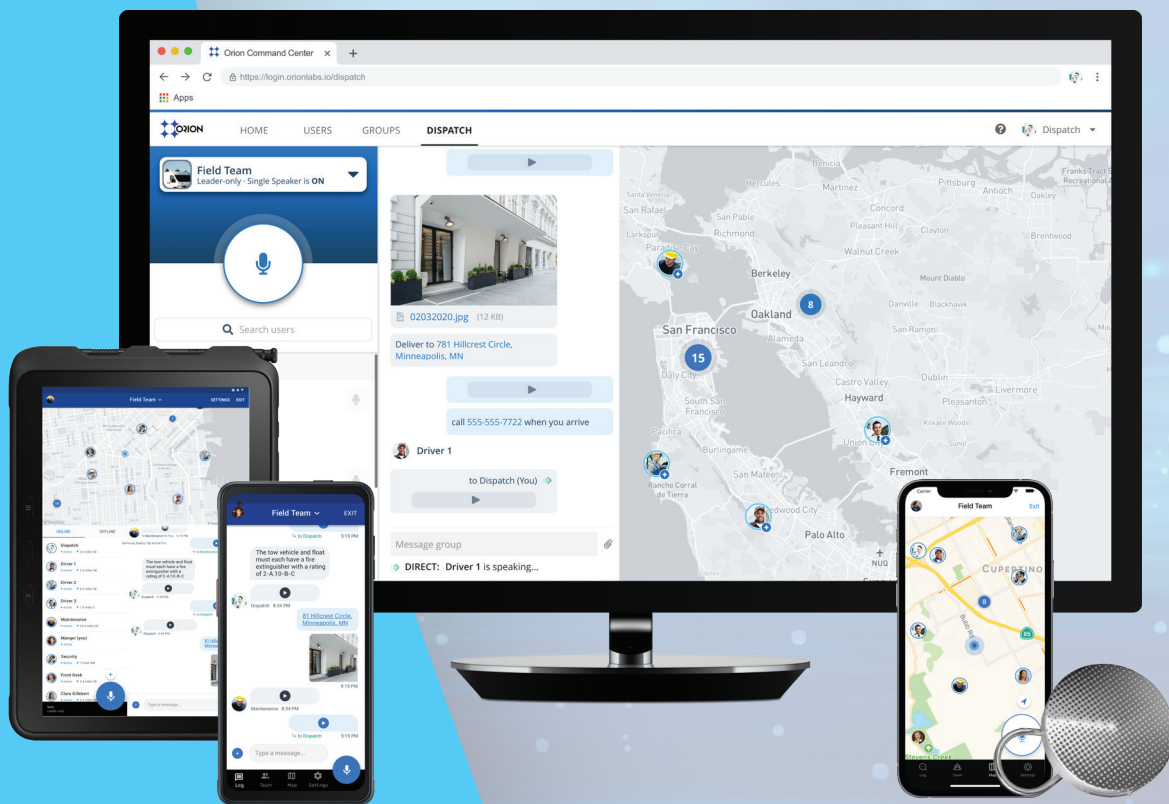> In the past decade, Orion has delivered tremendous Push-to-Talk innovation which today should be the bare minimum — or table stakes — for a communication solution.

12 REASONS
Radios Are Holding Your Company Back

Discover the Pitfalls Frontline Workers and Enterprises Face and *How a Voice-First Intelligent Collaboration Platform Empowers and Protects Your Deskless Workforce*

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Imagine, If You Will...

Imagine a Unified Communications solution that creates a connected frontline workforce and dramatically improves:

Productivity / **Safety** / **Customer Engagement**

That future exists today — with Orion's PTT 2.0 Collaboration Platform!
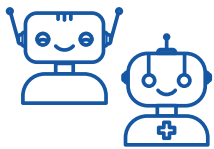
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Orion Push-to-Talk 2.0

The Next Generation of Frontline Unified Communications

Orion's Push-to-Talk 2.0 (PTT 2.0) collaboration solution is a cloud-based platform service that radically modernizes push-to-talk communications, making a great leap beyond current PTT solutions.

There are four functional aspects that separate Orion's PTT 2.0 platform from other PTT solutions and take frontline communications into the future:

Voice AI Bots

Orion's patented Voice Bots:
- Provide value-added services like real-time language translation and transcription
- Voice-automate work to make frontline teams more productive
- React faster and more accurately in critical situations such as an emergency
- Amplify team member knowledge by connecting them with corporate systems, knowledge bases, and third-party services to provide real-time intelligence

Integrations with Third-Party Services
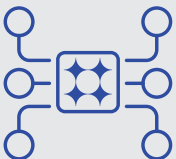
- Connect to third-party services, data stores, and back-end systems in real time
- Provide integration and voice-activation to operational applications such as property, task, incident, and workforce management; routing; and situational awareness solutions
- Employ APIs and a software development kit (SDK) to leverage Orion's Voice and Location abstraction layers
- Write new integrations and utilize existing industry integrations with leading service providers, including IBM Watson, Microsoft, Twilio, Mapbox, Slack, MS Teams, HotSOS, ALICE, ADEPT, HERE, ESRI, and ATAK

End-to-End Encryption

Orion's PTT 2.0 platform and message service is:
- End-to-end encrypted (E2EE) at AES256 level with ephemeral keys
- Certified to the FIPS 140-2, NSA Suite B cipher
- Equipped to protect your proprietary and sensitive information, communications, and — most important — your workers
- Developed hand-in-hand with the Intelligence Community and used in active field missions today

Secure Cloud Deployment

- Deploy in-cloud, on-premise, or air-gapped
- Support your security and corporate governance requirements
- Scale your communication quickly with minimal friction
- Configure integrations, maintenance, and control policies to fit your business needs

We'll cover all of these features at length later in this e-book. But first, let's take a look at the importance of Push-to-Talk and how we got to Push-to-Talk 2.0.

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Why Is Push-to-Talk Important?

The Frontline Need for Unified Communications via Real-Time Voice

Push-to-Talk communication is required for deskless workers in almost every industry. Yet, these frontline workers have been disconnected and entirely underserved from a technology standpoint.

Here are just a few industries that experience problems with today's Push-to-Talk communications:

Transportation

Problems:
- Radios and current PTT apps don't allow **communication in dynamic environments** as routes and schedules change
- Radios and current PTT apps don't use bots to turn vehicles into **edge-delivered data hubs**
- Radios and current PTT apps don't enable **unlimited range voice push-to-talk** in emergency situations
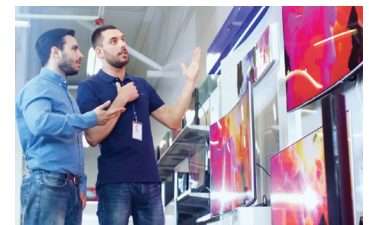- Radios and current PTT apps don't use **Radio Check Bots** to alleviate log jams at the Dispatch Center

Read the Article

Retail

Problems:
- Radios and current PTT apps don't comunicate over Wi-Fi and LTE to **improve BOPAC and delivery communications**
- Radios and current PTT apps don't use bots to **empower seasonal employees** to be more productive in less time
- Radios and current PTT apps don't use bots to **improve inventory turns and revenue** with upsells, crossells, and personalized recommendations
- Radios and current PTT apps don't use bots for **price check and inventory query**

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Why Is Push-to-Talk Important?

Continued

The Frontline Need for Unified Communications via Real-Time Voice

Hospitality

Problems:
- Radios and current PTT apps don't **keep hospitality staff and guests safe** with Emergency Response Voice Bots
- Radios and current PTT apps don't empower managers with **staff location tracking**
- Radios and current PTT apps don't use bots to **connect employees to loyalty systems** to better serve guests with personalized notifications and recommendations
- Radios and current PTT apps don't have bots that **translate languages in real time**

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Security

Problems:
- Radios and current PTT apps don't provide always-on edge service connection for **situational awareness** at the SOC
- Radios and current PTT apps don't utilize secure end-to-end encrypted messaging from edge devices anywhere on any network for **emergency response**
- Radios and current PTT apps don't use bots to improve **people and property protection** with geolocation and geofencing
- Radios and current PTT apps don't **connect to Dispatch or Security Operations Centers (SOCs)** over any distance

Watch the Webinar

Logistics

Problems:
- Radios and current PTT apps don't use bots and analytics to assist with **route and mode optimization**
- `Radios and current PTT apps don't use bots to **access critical information** at multiple points of work, including loading a shipment, picking stock in a warehouse, operating heavy machinery, or transporting cargo
- Radios and current PTT apps don't use bots to **automate standard operating procedures** like voice-activated checklists, safety SOPs, and data processing for compliance forms
- Radios and current PTT apps don't **track the locations of each employee** inside warehouses and other dynamic environments and monitor for incapacitation and lone worker activities

Read the Article

Now, let's look at where Push-to-Talk has been since radios.

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The Abbreviated History of Push-to-Talk

In the Beginning, There Was PTT
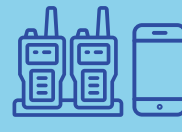
THE EVOLUTION OF COMMUNICATION TECHNOLOGY
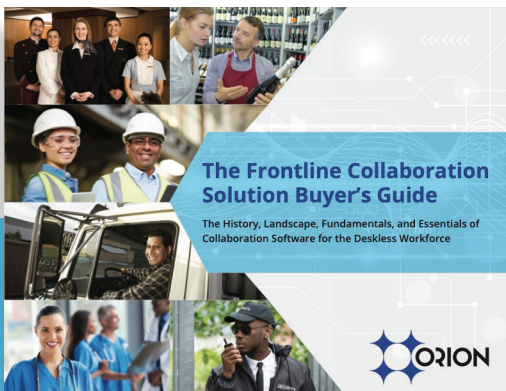
Walkie-Talkies/Radios → Digital Radios → Cell Phones → Multiple Devices → Push-to-Talk Apps

COLLABORATION PLATFORM

IT ALL STARTED LAST CENTURY, when the **walkie-talkie** and subsequently the **analog radio** many organizations still use today were invented. That radio slightly evolved into a **digital mobile radio (DMR)**, but even digital radios need licenses, have limited coverage, fuzzy audio, and cost an unreasonable amount for their value. Additionally, those radios can't share location or send photos, videos, files, or even text messages well. These radios created siloed, disconnected organizations and have largely kept organizations trapped in the past.

The Frontline Collaboration Solution Buyer's Guide

The History, Landscape, Fundamentals, and Essentials of Collaboration Software for the Deskless Workforce

We covered the history of Push-to-Talk in even more detail in The Frontline Collaboration Solution Buyer's Guide.

Read the E-book

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The Abbreviated History of Push-to-Talk

Continued

In the Beginning, There Was PTT
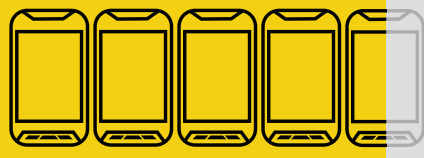
4.5 DIFFERENT COMMUNICATION TOOLS
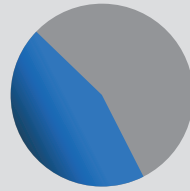
42% OF PEOPLE SWITCH COMMUNICATION TOOLS DURING THEIR WORKDAY

In search of a better solution, some deskless workers turned to using **shadow technology**, such as **their own cell phones** just to communicate with each other. In fact, on average, workers use **4.5 different communication tools** or methods to communicate with team members at work.[1] And 42% of people using traditional tools must **switch between them during their workday**.[2] These professionals report having to switch communication tools multiple times a day, often because they can't reach someone. Of course, employees using their own devices come with their own sets of problems, including **security and compliance issues**.

Push-to-Talk (PTT) apps solved some of the problems frontline workers relying on multiple devices were experiencing. However, many users quickly discovered several popular PTT apps were not secure (creating large **security and compliance risks**) and none of the apps created a path for innovation (like automation, intelligence amplification, and analytics) or **digital transformation.** That is, until Orion started the path of PTT modernization and innovation over the past decade.

Deskless workers need a Unified Communications solution to connect to the rest of the digital enterprise.

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[1]Voice in the Workplace: Every Minute Counts. Orion Labs, Inc. 2018.
[2]Ibid.

Defining PTT

The Current State of Push-to-Talk

Let's review PTT's bare minimum — or table stakes — that Orion has added and what a communication solution should provide. (Unfortunately, most PTT solutions don't even provide the bare minimum.)

These features include:

Communication Over
- Any Distance
- Any Network
- Any Device

Multimedia Collaboration
- Voice
- Text
- Photos
- Files
- Videos

Operations Center
- Dispatch Console
- Web-Based Push-to-Talk
- Operational Visibility and Oversight

Mapping and Real-Time Geolocation
- 3D (x-, y-, and z-axis) Indoor, Outdoor, and Subterranean Location Mapping
- Geofencing
- Asset and Team Member Tracking

Archiving and Compliance
- Record, Playback, and Archive Messages
- Search and Retrieve Information
- Sort Data By Media Type, Organization, Time, and Location

...All on a Single Device

Many have tried, but no vendor other than Orion can even meet the table stakes of PTT. Some vendors can send text messages (that are unsecure without end-to-end encryption). Some vendors can communicate over long distances. **But no other vendor can offer device- and network-agnostic, end-to-end encrypted (E2EE) multimedia communications, geolocation, and operational control over any distance without latency.**

This is the current state of Push-to-Talk — BUT it's not enough to achieve a connected workforce with Unified Communications. Today, leading organizations need PTT 2.0.

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Creating a Connected Workforce with Unified Communications
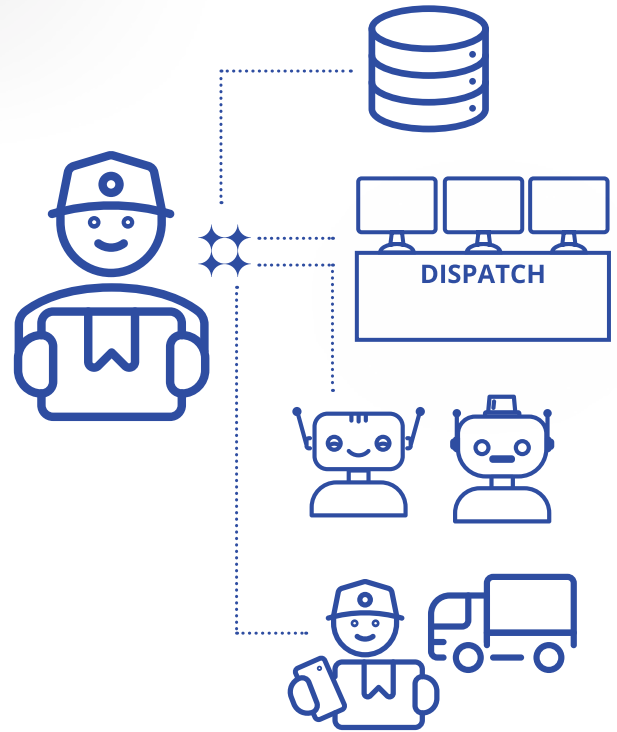
PTT 2.0 Connects the Deskless Workforce

Digital transformation for the frontline workforce is impossible without Unified Communications connecting deskless workers to teams, operations centers, organizations, and corporate systems. For most organizations with knowledge workers, Unified Communications is ubiquitous. Systems like Slack, Salesforce, and Zoom are easily accessible on phones, laptops, or desk computers.

Unified Communications for the Connected Workforce

Unlike knowledge workers, the frontline workforce operates dispersed, away from centralized work points. The reality is that the nature of frontline work has rapidly changed. The global economy now requires the frontline workforce to take on more work and create more value — even as the number of workers shrinks or stays the same.

The only way to do this? Fully digital operations.

The frontline workforce must connect with their teams, managers, operations centers, and even regional or headquarter offices. In addition, each frontline worker must have the ability to connect with the applications and information they need to perform their role. These workers need solutions that support dynamic operations across various functions. They need solutions that support how the frontline workforce operates today and into the future.

**PTT 2.0 achieves a connected workforce with Unified Communications.**

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Creating a Connected Workforce with Unified Communications

Continued

PTT 2.0 Connects the Deskless Workforce

The Search to Innovate Frontline Operations

There hasn't been a single solution that meets the full breadth of Unified Communications requirements for the frontline workforce. And now, organizations can no longer afford to overlook the advantages of innovation in their frontline workforce technology.
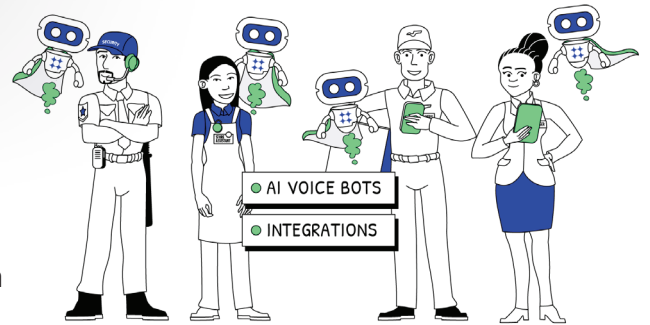
Frontline technology that organizations evaluate must deliver complete connectivity both to people and systems no matter where they operate. This is the first step to incorporate frontline workers into a fully realized Unified Communications and digital transformation initiative.

PTT 2.0: Driving Change with Voice-First, Real-Time Collaboration

Frontline workers operate heads up, on the go, and face to face with guests and customers. Voice-first, real-time technology supports frontline workers at their point of work — whether a driver is completing an assigned route, a housekeeping team is cleaning a room, or an executive protection team is moving from one location to another.

Organizations with a frontline workforce spanning industries like retail, hospitality, transportation, security, and more cannot afford to neglect giving voice to systems if they want to compete in today's market. A real-time voice-first solution solves real problems facing frontline operations and is the digital bridge to doing more with less.

That is why Orion created Push-to-Talk 2.0.

**PTT 2.0 makes connected workers more productive and safe and improves customer interactions.**

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Discovering the Next Generation of Push-to-Talk

PTT 2.0 and the Future of Frontline Communications

As we covered at the beginning of this e-book, Orion's Push-to-Talk 2.0 (PTT 2.0) collaboration solution is a cloud-based platform service that radically modernizes push-to-talk communications, moving well-beyond current PTT solutions.

There are four features that separate Orion's PTT 2.0 platform and take frontline communications into the future:
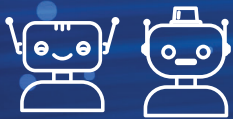
Voice AI Bots
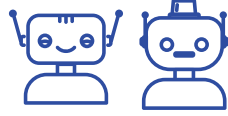
Integrations with Third-Party Services
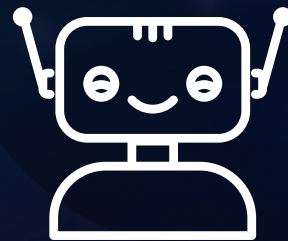
End-to-End Encryption

Secure Cloud Deployment

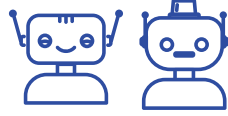**Let's dive into each of these capabilities.**
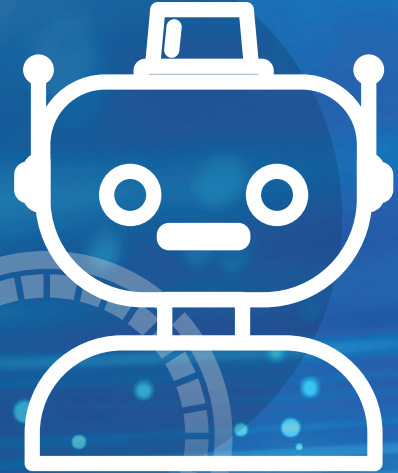
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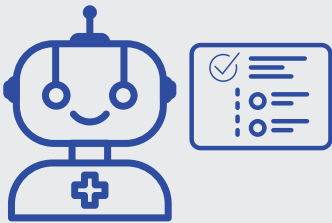# Artificial Intelligence Voice Bots

On Orion PTT 2.0
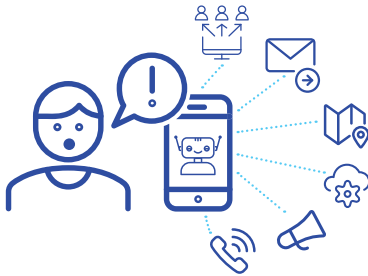
Artificial Intelligence Voice Bots

Super-Powered Bots Revolutionize Team Communication

One of the most innovative features of PTT 2.0 is the use of Orion's patented Voice AI Bots. These Voice Bots provide:
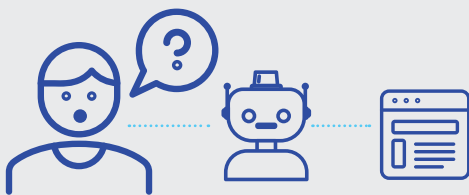
Process Automation
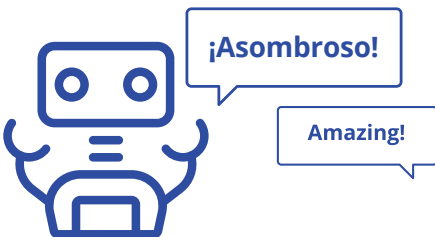Voice-automate work to make frontline teams more productive.

Emergency Response
React faster and more accurately in critical situations such as an emergency.

Intelligence Amplification
Amplify team member knowledge by connecting them with corporate systems and third-party services to provide real-time intelligence.
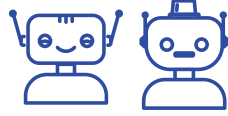
Value-Added Services
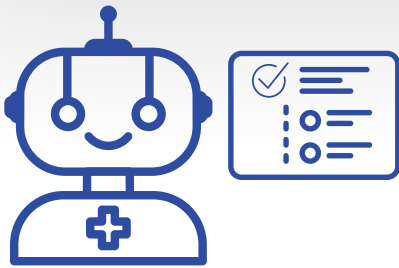Provide value-added services like real-time language translation and transcription.

¡Asombroso!

Amazing!

Read on to learn more about what each of these Voice Bots can do.

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Process Automation Bots

Voice-Automate Processes to Make Frontline Teams More Productive

Orion's Process Automation Voice Bots enable you to automate processes and procedures so your employees can focus on high-value tasks in the safest way possible. With Process Automation Bots, you can optimize operations, reduce costs, and ensure existing protocols are followed.
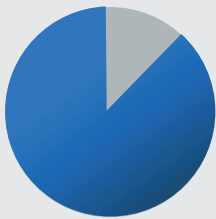
90% of Employees
90% of employees are burdened with repetitive tasks that could easily be automated.[3]

81% of Workforces
81% of workforces are anticipated to reach a breaking point if they do not utilize automation to handle the volume of tasks being generated.[4]

"Frontline worker communication and automation is now an essential priority as enterprises increasingly focus on improving efficiency and agility. This shift has created a massive new market opportunity in industries where frontline workers drive outcomes such as transportation, logistics, manufacturing, and healthcare. Orion's platform is purpose-built to deliver enterprise digital transformation to these critical frontline and deskless workers."

— Raúl Castañón-Martínez, Senior Analyst, 451 Research

[3]50+ Key Business Automation Statistics for 2020. Ashish Despande. Frevvo.
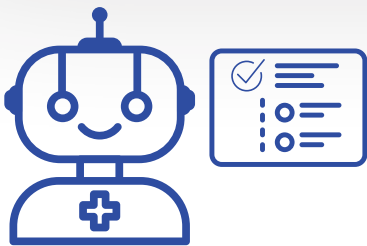[4]The Global Process Automation Market: Statistics You Need to Know. ThinkAutomation.
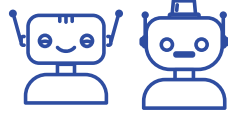
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Process Automation Bots

Voice-Automate Processes to Make Frontline Teams More Productive

Voice Bots Automate the Routine and Procedural

Orion's Process Automation Bots can develop and utilize voice-activated checklists, standard operating procedures (SOPs), and compliance forms. These voice-automated processes ensure completion on time, in the right order, by the right staff. Orion's Voice Bots can also join your communication groups and interact and process information in real time with your connected workforce.
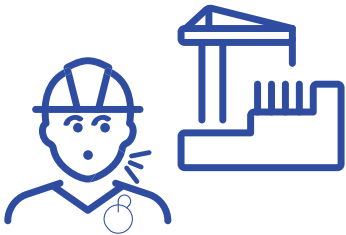
Keeping Deskless Workers Safe

Automating processes with intelligent Voice Bots allows your connected workers to focus on the most important aspects of their jobs. Voice automation with these Bots also keeps your connected workers safe from manual error, providing measurably improved safety and compliance.

Keeping Frontline Workers Compliant

Organizations need to take a heads-up approach to their day-to-day processes to enable frontline workers to be their most productive and safest. With voice-automated processes, organizations can digitize and record completed processes to meet corporate standards and industry compliance requirements.
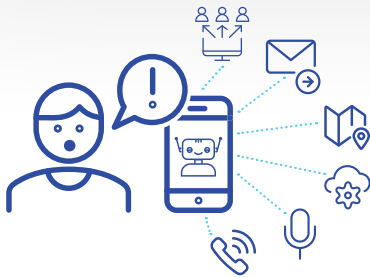
When Voice AI Bots automate processes, your connected workers can improve productivity, safety, compliance, and customer service.
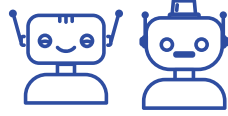
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Emergency Response Bots

## React Faster and More Accurately in Critical Situations

Orion's Emergency Response Bots create voice-activated, real-time workflows for emergency alerts, location breaches, lone worker situations, and other incidents. Orion's always-on Voice Bots listen and respond to commands, events, and actions automatically or manually. These Voice Bots reduce human intervention to increase speed and accuracy of the required response.

Call for Help in Emergencies
Orion's always-on, always-ready Emergency Response Bots listen for voice commands and create multi-step workflows to intelligently manage and coordinate complex actions across teams during an emergency.
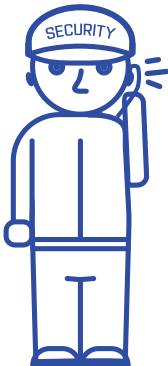
Automate Safety Check-Ins
These bots can automatically check in on team members at predetermined times during shifts. This is especially useful for lone workers and distributed teams.

Monitor for Man Down
These bots also monitor lone worker, location, status, and movement of each team member — ensuring each member is active and safe.

Geofence Location Breach Alerts
Orion's Emergency Response Bots use voice, location, and context for situational intelligence to respond to emergencies, location breaches, lone worker situations, and other incidents.
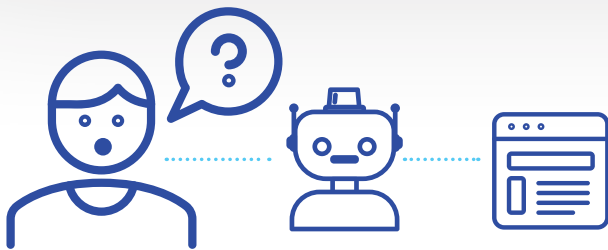
Respond faster and more accurately in emergency situations.
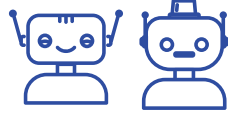
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Intelligence Amplification Bots

Connect Team Members to Corporate Systems and Third-Party Internet Services

Orion's Intelligence Amplification Bots provide the frontline workforce with real-time access to systems, data, and subject matter experts (SMEs) to dramatically improve worker information at the point of work.

"Intelligence amplification is the use of technology to augment human intelligence. And a paradigm shift is on the horizon, where new devices will offer less intrusive, more intuitive ways to amplify our intelligence."
*— Harvard Business Review [5]*

Intelligence amplification (IA) technology is being adopted by organizations looking to digitally transform their deskless workforces. IA is about empowering those workers and increasing their productivity with real-time information at the point of work. Embracing Voice Bots protects and empowers the connected worker with the power of technology.

Enabling your deskless workforce with Intelligence Amplification Voice Bots is a major step toward organizational innovation and connecting and empowering your frontline workers.

Providing real-time intelligence at the point of work drives employee productivity and customer engagement, unlocking a true differentiator.

[5]How Wearable AI Will Amplify Human Intelligence. Lauren Golembiewski. Harvard Business Review. April 30, 2019.
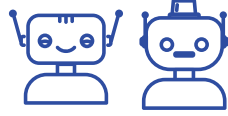
Intelligence Amplification Bots

Connect Team Members to Corporate Systems and Third-Party Services

Empower the Frontline Workforce with Intelligent Voice Bots

Connect your deskless workers to your digital organization to amplify their abilities with Voice Bots. Empower employees to help customers by using the Bots to talk to systems to check inventory in real time, while the customer is right in front of them. Answer customer questions by asking the Voice Bots for information. Let Bots consult manuals and best-practice instructions while your frontline workers perform important tasks.
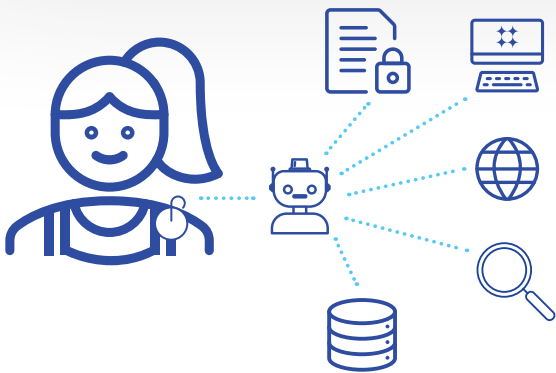
Access the Right Information

Augment employee intelligence with Orion Voice Bots that have instant access to knowledge bases. Integrate the Bots into back-end systems for information retrieval. This access to information can be engaged dynamically (e.g., employee request), automatically triggered (e.g., event, geofence breach, etc.), or intelligently routed (e.g., data- or application-driven, IoT sensor alerts, etc.) to deliver the utmost value to the frontline worker.

Deliver Real-Time Information at the Point of Work (Edge-Delivered)

Let the Voice Bots deliver the right information to whoever is doing the work, wherever the job may be, whether that's in the store, on the factory floor, in the field, on the road, or in the warehouse. Bots can dramatically accelerate new employee time-to-productivity for edge work in high-turnover and contractor-reliant workplaces.
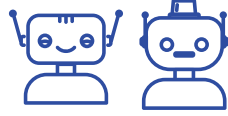
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Intelligence Amplification Bots

Connect Team Members to Corporate Systems and Third-Party Services
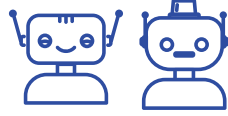
How can I help you?

Upskill Any Worker

Many industries with frontline workforces have large seasonal fluctuations, contractors, high turnover rates, and are in customer-facing roles that have a substantial impact on the bottom line. Intelligence Amplification Voice Bots are the fastest way to get deskless workers up to speed and make them productive.

If a customer has a specific or nuanced question, Orion's Intelligence Amplification Voice Bots instantly connect frontline workers to knowledge bases or subject matter experts (SMEs) for real-time information. This means even contract employees can reach out to SMEs (like sommeliers or guitar luthiers) for nuanced hyper-specific questions or databases for product specifications.

Intelligence Amplification Voice Bots create edge-delivered real-time information to improve employee productivity and increase customer satisfaction.

ORION

Value-Added Services Bots

Translate Languages in Real Time, Transcribe Voice, and More

¡Asombroso!

Amazing!

Orion's team of leading technologists are constantly creating value-added services for our customers using our intelligent Voice Bots. These Value-Added Services Voice Bots can be developed to add voice automation and augmentation to fit any business need.

Hello!...

Real-Time Language Translation

Orion's Value-Added Services Bots can translate languages in real time for multilingual teams in any region.
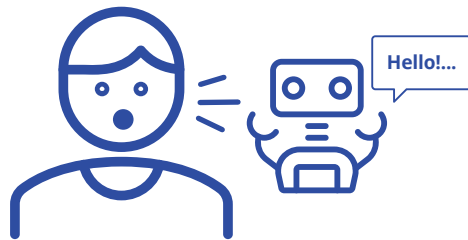
Real-Time Transcription

These Voice Bots can transcribe voice-to-text notes as deskless workers speak to them. Keep a written record of reports and emergency responses where your organization's corporate governance rules require.
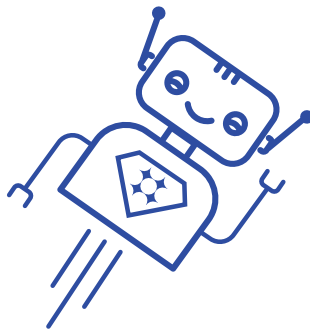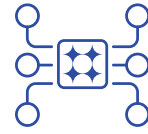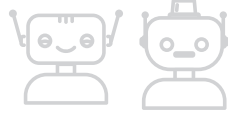
And More

Orion creates Value-Added Services Bots for our customers all the time to meet their business needs — and the applications are endless.
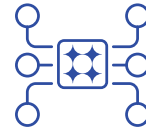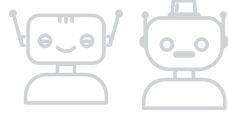
Value-Added Services Bots create countless optimization opportunities.

ORION

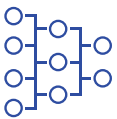# Integrations with Third-Party Services

Integrations with Third-Party Services

Integrate Push-to-Talk Voice Into Your Corporate Systems

With Orion's PTT 2.0 platform, Push-to-Talk doesn't exist in a vacuum. In fact, you can integrate PTT into many systems your organization is currently using.

API Layer for Powerful Integration

Orion's PTT 2.0 platform employs a powerful API layer leveraging Orion's Voice and Location abstraction to connect to third-party services, data stores, and back-end systems in real time. The platform leverages open APIs and a software development kit (SDK) that provides integration and voice-activation to operational applications such as property, task, incident, and workforce management; routing; and situational awareness solutions.

Integrate with Leading Service Providers

PTT 2.0 provides tools for developers to write new integrations and utilize existing integrations with leading service providers, including IBM Watson, Microsoft, Twilio, Slack, Salesforce, Microsoft Teams, Mapbox, HERE, ESRI, and ATAK — exponentially extending the operational benefits of the Orion platform.
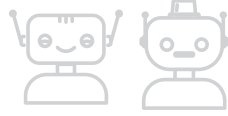
With Orion's PTT 2.0 platform, organizations can integrate powerful voice communication and automation into many systems they have.
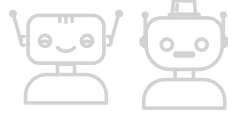
End-to-End Encryption

End-to-End Encryption

Protect Your Information, Communications, and Team Members

Orion's PTT 2.0 platform and message service is end-to-end encrypted (E2EE) at AES256 level with ephemeral keys and is certified to the FIPS 140-2, NSA Suite B cipher to protect your proprietary and sensitive information, communications, and — most important — your employees.
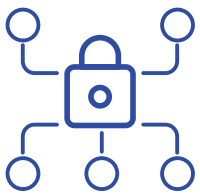
Developed with the Intelligence Community

Orion was developed hand-in-hand with the Intelligence Community (IC) and is used in active field missions today. In fact, much of the Orion functionality was designed to IC specifications. The Orion solution is a secure, scalable, and highly available platform for tactical and covert team communications and collaboration, as well as field operations across a broad range of use cases.

Architected Security and Encryption

We purposefully made encryption a core pillar of our PTT 2.0 platform, governing how all transmissions and content sent over Orion are kept secure, as well as how our company and employees interact with Orion customers' data.

Orion provides confidentiality, integrity, and transport security of all communications across our platform. Every message, from voice, text, photo, or file, is encrypted at the point of origin and can only be decrypted by users authorized to receive the messages. Messages are encrypted in transit and only decrypted by authorized edge devices using an ephemeral key ("use once") with levels that range from advanced consumer-level encryption to full FIPS 140-2.

Neither Orion nor any other third-party can access the content of messages sent over our platform.
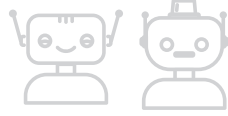
ORION

End-to-End Encryption
Continued

Protect Your Information, Communications, and Team Members

Protected Like No Other PTT Solution

Other push-to-talk (PTT) providers don't place this level of importance on encryption, but we believe it is critical to your business. We committed to building the highest level of security and encryption into the foundation of the platform on Day One — whereas other platforms have attempted to bolt on limited security approaches after the fact. Similarly, radios are increasingly problematic for the teams that rely on them for secure communications.

Existing analog radio systems and messaging apps used by many organizations are unable to prevent third-party intercepts and don't provide message security or integrity. This means anyone can listen, or worse, impersonate your staff. Workarounds for these threats often require wholesale reconfiguration of all systems and are cumbersome and expensive.

All Voice and Multimedia Communications Are Encrypted

Deskless workers, supervisors, and operations centers require multiple modes of secure collaboration that support how work gets done on the frontline at a given moment. They need the ability to communicate and collaborate via voice, text, file, video, or picture, with all of these options available to them at all times, on one device, in one app, and in one user experience.

Orion PTT 2.0 supports the multimodal experience required for frontline work, ensuring each voice, text, file, video, or image message sent maintains our E2EE messaging standards. Our customers are assured that this wealth of strategic information is always secure and encrypted along with each message sent or received.

Radios and PTT apps can't offer the advanced level of security and encryption today's organizations require.
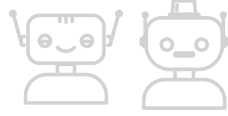
ORION

End-to-End Encryption
Continued

Protect Your Information, Communications, and Team Members

No One Can Access Your Data — Not Even Orion
Often, collaboration and communication platforms design their platform to monitor or see their users' information traffic. This makes customer data vulnerable to hacks.

All messages sent across the Orion PTT 2.0 Platform are encrypted in transit and at rest.

We take E2EE further with end-point-to-end-point encryption, which means your data is always and only your data. Our customers can be assured that their data is fully secured at their point of use without an external or third-party vulnerability.

Future-Proofed Encryption
We maintain the highest industry standards of E2EE. Our encryption levels are based on open-source standards regularly and routinely reviewed and maintained by cybersecurity experts. These experts set industry-wide encryption protocols that meet the most stringent security standards and safeguard against new threats.

We actively monitor and participate in the industry-wide progression of E2EE protocols. We keep evolving our standards, so our customers don't have to.
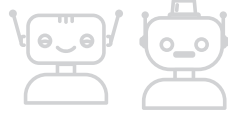
ORION

Secure Cloud Deployment
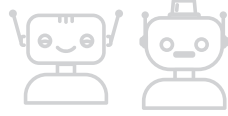
ORION

Secure Cloud Deployment

Deploy Orion PTT 2.0 to Your Organization's Specifications

Orion's PTT 2.0 platform can be deployed in-cloud, on-premise, or air-gapped to support your security and corporate governance requirements.

Orion PTT 2.0 Deployment Options

We have you covered no matter how your organization plans to deploy Orion. Here are three deployment options to support your digitalization journey:

Orion-Hosted	Private SaaS *(e.g., Self-Hosted, Microsoft Azure, Google Cloud Platform (GCP))*	On-Premise *(Including Air-Gapped)*

Continue reading to learn more about each deployment option.

ORION

Secure Cloud Deployment

Deploy Orion PTT 2.0 to Your Organization's Specifications

Orion-Hosted PTT 2.0 Deployment

Orion's award-winning Engineering and Product teams manage the hosting, maintenance, and implementation of our software so your organization can **scale the solution quickly with minimal friction.** Orion uses Amazon Web Services' (AWS) powerful and trusted cloud computing to provide reliable and highly available service. This deployment option supports **customers looking to achieve a global or scalable deployment fast.**

Private SaaS PTT 2.0 Deployment

Orion's private SaaS deployment enables enterprises to take advantage of different cloud environments like **Microsoft Azure or Google Cloud Platform (GCP) in addition to AWS** and still enjoy support from Orion's leading Engineering and Product teams. Orion's private SaaS deployment also allows for a high level of configuration so organizations can meet **unique logging, audit, or corporate governance compliance requirements.**

On-Premise PTT 2.0 Deployment

Orion's on-premise PTT 2.0 solution deployment allows for **local servers and air-gapped options** with support from Orion's leading Engineering and Product teams. The on-premise deployment supports organizations that need to support deployment **sites with limited connectivity** or a requirement for complete control of all aspects of their Orion deployment.

Whether you decide to use Orion-hosted, private SaaS, or on-premise deployment, Orion's Engineering and Product teams work closely with you and your IT team to maintain the platform, configure integrations, and set control policies

TO FIT YOUR BUSINESS NEEDS.

The ROI of Orion's PTT 2.0 Platform

## Get the Most Out of Your Frontline Communications

Orion's PTT 2.0 platform doesn't just improve communication for your deskless workforce — it improves your company's bottom line, too.

The return on investment (ROI) for PTT 2.0 goes well-beyond replacing the hard costs of expensive radios (that can't send text messages), PTT app devices (that don't have screens), FCC licenses, and costly radio infrastructure.

Orion's PTT 2.0 communication solution dramatically improves:

Productivity   **Safety**   **Customer Engagement**

How can I help you?
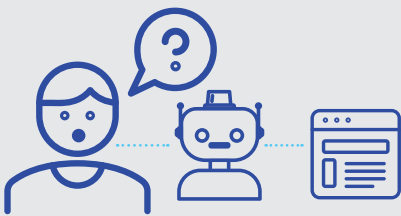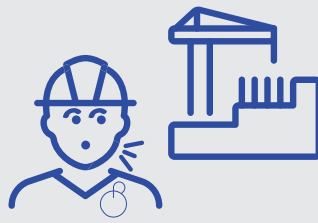
Keep reading to see how.

The ROI of Orion's PTT 2.0 Platform

Increasing **Productivity** and Your Organization's Bottom Line

Organizations have been striving to increase the productivity of their deskless workforces — and for good reason. Productivity drives profitability.
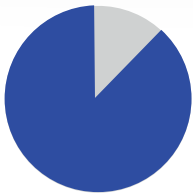
Disengagement Is Costly
- **85% of employees** are not engaged or actively disengaged and cost the U.S. $483 to $605 billion per year in lost productivity.[6,7]

Communication Technology Is Key
- **86% of corporate executives, employees, and educators** say that ineffective communication is a key reason for workplace failures.[8]
- **60% of deskless workers** are unsatisfied with the technology they're provided to do their jobs.[9]
- **92% of employees** say having technology that helps them do their job efficiently affects their work satisfaction.[10]

Productivity and Engagement Drive Profit
ENGAGED TEAMS HAVE:
- **10% higher** customer ratings
- **17% higher** productivity
- **21% greater** profitability[11]

Taking all of this into consideration, it's easy to see how Orion's PTT 2.0 platform can drive productivity and profitability for organizations. Orion can be deployed on any device that's suitable for deskless workers, so they can stay heads-up, hands-free, engaged, and productive.

> **Engaged teams have 10% higher customer ratings, 17% higher productivity, and 21% greater profitability.**

[6]Employee Productivity Statistics: Everything You Need to Know. Firstup.io.

[7]Dismal Employee Engagement Is a Sign of Global Mismanagement. Gallup. Jim Harter.

[8]Employee Productivity Statistics: Everything You Need to Know. Firstup.io.

[9]Introducing "The State of Technology for the Deskless Workforce." Emergence. Kevin Spain. Dec. 15, 2020.

[10]Workplace Productivity Statistics That Will Blow Your Mind. Formstack. Lindsay McGuire. Aug. 8, 2019.

[11]Four Lessons From Companies That Get Employee Engagement Right. Forbes Santiago Jaramillo. June 22, 2018.

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The ROI of Orion's PTT 2.0 Platform

Increasing **Productivity** for One of America's Largest Transportation Organizations

Problem:
One of America's largest transportation organizations came to Orion with a problem: They needed to communicate over any distance in their vehicles and increase their drivers' and dispatchers' productivity.

Solution:
We installed our PTT 2.0 platform on tablets in over 750 of the transportation organization's fleet vehicles over a 24-hour period, so they could track drivers and communicate with them over any distance and on any network.

The organization manages up to **7,500 trips in its 22-hour operating day, seven days a week in 58 cities and towns.** Its dispatchers and drivers manage and navigate dynamic, on-demand routes, often in rural and urban areas.

7,500 trips a day | **22** hours/day | **7** days/week | **58** cities and towns

Results:
Orion's PTT 2.0 Process Automation Bots **automate previously manual procedures like pre-ride vehicle inspections and radio checks** required for safety and compliance. Orion's **Status Check Voice Bot** lives in the collaboration environment and automatically responds when drivers speak the words, "Radio Check." Drivers confirm they are online **without a manual response from dispatch.**

Using only the Process Automation Voice Bot, the transportation organization was able to **eliminate all manual radio checks,** saving them up to **10 minutes for each driver** at the start of each shift. Over a year, this adds up to nearly **45 hours saved** for each weekday driver and **17 hours saved** for each weekend driver. Eliminating manual radio checks alone saves this organization an estimated **cost of nearly $700,000 each year.**

Just by automating radio checks, this organization saw:

45 hours per weekday driver saved each year

17 hours per weekend driver saved each year

$ **$800,000** cost reduction each year

Read the Full Case Study

ORION

The ROI of Orion's PTT 2.0 Platform

Increasing **Safety** for Your Deskless Workers

Every organization wants to protect its frontline workers. But is the technology these organizations are using ensuring safety and compliance protocols are being met?

In 2019, the U.S. experienced:
- **105 million** days lost to work-related injuries
- **$1,629 lost per day** due to work-related injuries
- **$171 billion** lost[12]

Heads Up and Hands Free

Accidents and worker safety are elements of the job that you hope never happen but always have to prepare for. That's why Orion's PTT 2.0 platform keeps deskless workers heads-up and hands-free, so they can focus on their jobs and avoid injuries.

Emergency Response

Orion's PTT 2.0 platform comes equipped with Emergency Response Voice AI Bots and geolocation. The Emergency Response Bots can call for help in emergencies, automate safety check-ins, monitor for incapacitation, and track geofence location breach alerts. Using geofencing, Voice AI Bots can automatically remind frontline workers of safety protocols when they enter an area. Orion's Process Automation Voice Bots also ensure that all safety protocols are followed before a deskless worker begins or completes a task.

Orion's PTT 2.0 platform and Process Automation Bots keep deskless workers safe.

Of course using Orion won't stop all injuries, but if we assume a 5% improvement using Orion that means 5,250,000 less days lost to injury and $8,550,000,000 saved.

ORION

[12]Work Injury Costs. National Safety Council.

The ROI of Orion's PTT 2.0 Platform

Increasing **Safety** for One of the World's Largest Technology Companies

Problem:

One of the world's largest technology companies came to Orion with a problem: They needed to communicate over any network, on any device and increase the safety of their employees, property, events, assets, and executives around the world.

Solution:

We installed our PTT 2.0 platform across hundreds of their locations, over multiple countries, with thousands of users, so they could track employees and communicate with them over any distance and on any network.

8 security departments	7 x 24 x 365 operations	5,000 global users	100% radio augmentation	24 different languages	100s of locations	30+ countries

Results:

Using Orion's PTT 2.0 platform, geolocation, and Emergency Response Voice Bots, this global technology company was able to digitally transform their security operations by:
- Providing n-way multimedia collaboration
- Increasing incident response with Voice Bots
- Tracking employees and assets in real time
- Utilizing geofences and alerts for every shift
- Automating situational awareness and intelligence

Orion's PTT 2.0 platform empowered this company with a complete solution for its security operations — a real-time system of record.

Watch the Webinar

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The ROI of Orion's PTT 2.0 Platform

Enhancing **Customer Engagement** for Your Organization

Customer-facing frontline workers have to bring their best to work every single day. They have the power to upsell and crossell your customers and serve as the face of your company.

Poor Customer Experience Is Unacceptable
- **$1.6 trillion** lost annually in the U.S. due to poor customer service.[13]
- **51% of customers and guests** say most companies fall short of their expectations for great experiences.[14]
- **1 in 3 customers and guests** will leave a brand they love after just one bad experience, while 92% would completely abandon a company after two or three negative interactions.[15]

Customer Engagement Is Key

How can I help you?

- **140% more spent** by customers and guests with positive experiences.[16]
- **80% of consumers** say the experience a company provides is as important as its products and services.[17]

Orion's PTT 2.0 communication platform is perfect for customer-facing frontline workers. PTT 2.0 comes equipped with Intelligence Amplification Voice Bots, which can:
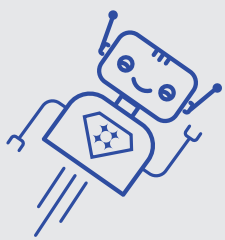
- Verify prices
- Locate items
- Personalize customer and guest recommendations
- Assist with in-store picking
- Create order statuses and notifications
- Manage inventory

- Connect deskless workers to training manuals and best-practice guides
- Alert frontline workers to in-store promotions
- Integrate with real-time video and surveillance technology
- Connect to SMEs
- And more

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[13] U.S. Companies Losing Customers As Consumers Demand More Human Interaction, Accenture Strategy Study Finds. Accenture. March 23, 2016.
[14] State of the Connected Customer. Salesforce.
[15] 37 Customer Experience Statistics You Need to Know for 2022. Super Office. Toma Kulbytė. June 24, 2021.
[16] Creating Effective Customer Experience Strategies. Deloitte. Simon McLain.
[17] State of the Connected Customer. Salesforce.

ORION

The ROI of Orion's PTT 2.0 Platform

Enhancing **Guest Experience** for One of the World's Largest Hospitality Brands

Problem:
One of the world's largest hospitality brands came to Orion with a problem: They needed to communicate across hotel rooms, floors, and campuses all over the world and enhance their guests' experience.

Solution:
We installed our PTT 2.0 platform across several of their hotels, resorts, and residences and equipped each hospitality worker with geolocation and real-time language translation.

75 resorts and hotels globally	**135+** 135+ years in business	Unrivaled luxurious experience	Housekeeping, security, engineering, spa, grounds, transportation, and front desk teams

Results:
Using Orion's PTT 2.0 platform, geofencing, and Intelligence Amplification Voice Bots, this hospitality brand is able to instantly translate any language for multilingual teams. This allows staff to be more effective in meeting guest needs and communicating across different teams, even in different locations and regions.

Orion keeps hospitality staff heads up and hands free, so they can provide the best service possible to your guests and customers.

Hamilton Princess & Beach Club Press Release

Read the Press Release

ORION

The ROI of Orion's PTT 2.0 Platform

Bringing It All Together

Orion's PTT 2.0 communication platform can:

Improve workforce productivity

Increase workforce safety

Enhance customer engagement

And so much more.

ORION

PTT 2.0 Is Not Only the Future — It's Available Now!

Discover the Future of Frontline Unified Communications Today

Orion Perfected PTT

Unmatched Coverage
- Any Distance
- Any Network
- Any Device

Multimedia Collaboration
- Voice
- Text
- Photos
- Files
- Videos

Operations Center
- Dispatch Console
- Web-Based Push-to-Talk
- Operational Visibility and Oversight

Mapping and Real-Time Geolocation
- 3D (x-, y-, and z-axis) Indoor, Outdoor, and Subterranean Location Mapping
- Geofencing
- Asset and Team Member Tracking

Archiving and Compliance
- Record, Playback, and Archive Messages
- Search and Retrieve Information
- Sort Data By Media Type, Organization, Time, and Location

...All on a Single Device

...Now Experience PTT 2.0: The Next Generation of Frontline Unified Communications

Powered by Orion's patented Voice AI Bots and platform integrations to revolutionize team communication.

Voice AI Bots
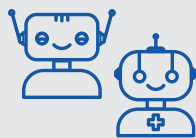
Integrations with Third-Party Services
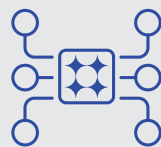
End-to-End Encryption

Secure Cloud Deployment

Create your Voice Operations System of Record today with Orion PTT 2.0.

ORION

Check Out These Additional Thought Leadership Pieces from Orion

12 REASONS
Radios Are Holding Your Company Back

Discover the Pitfalls Frontline Workers and Enterprises Face and *How a Voice-First Intelligent Collaboration Platform Empowers and Protects Your Deskless Workforce*

Get the E-book

THE FUTURE OF VOICE AT WORK

Get the E-book

The Frontline Collaboration Solution Buyer's Guide

The History, Landscape, Fundamentals, and Essentials of Collaboration Software for the Deskless Workforce

Get the Guide

ORION
Connecting the Deskless Workforce

Get the Brochure

Orion Push-to-Talk 2.0
The Next Generation of Unified Communications for the Frontline Workforce

Get the Fact Sheet

23 FACTS
About Collaboration Software for the Deskless Workforce

Use These Stats to Make the Case for a Voice-First Intelligent Collaboration Platform

THE BENEFITS OF DIGITAL TRANSFORMATION

Get the Infographic

What is PTT 2.0?
Analyst Firm 451 Research on PTT 2.0
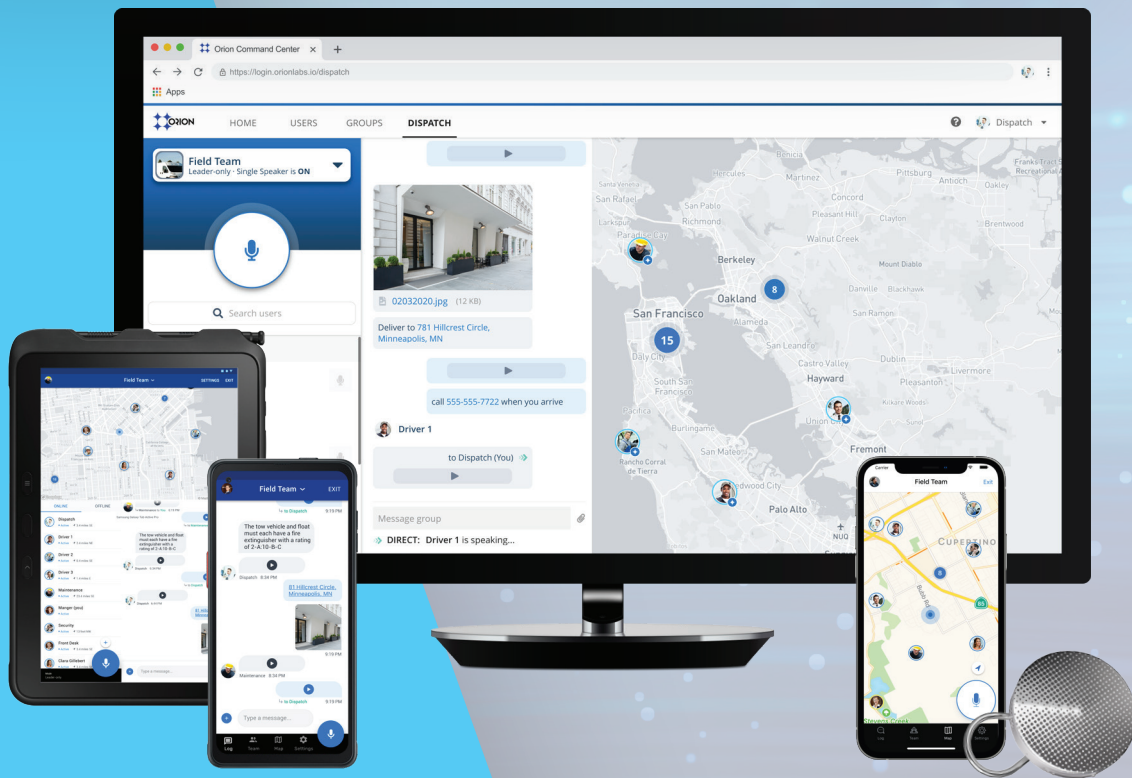
Watch the Video

ORION
CONNECTING THE DESKLESS WORKFORCE

Watch the Video

Orion's PTT 2.0 Platform Is the Frontline Unified Communications Solution for You

Amplify Your Push-to-Talk Communications and Create a Connected Workforce With Orion's PTT 2.0

Orion pioneered the only voice-first Push-to-Talk 2.0 intelligent communication platform so you could empower your deskless workers and create a connected workforce.

CONTACT US | www.orionlabs.io

About Orion

Orion is the leading voice-first, cloud-based Push-to-Talk 2.0 (PTT 2.0) intelligent platform for frontline Unified Communications. Orion's Voice AI Bots and platform integrations deliver value-added services, automate routine processes, respond instantaneously in critical situations, and amplify team member knowledge. The platform improves frontline team productivity, safety and compliance, and customer and staff engagement.

Orion was recently named a Top 10 Intelligent Transport Systems Solution Provider for 2021 by Logistics and Transportation Review, a Top 10 Industrial IoT Solution Provider 2020 by Manufacturing Technology Insights, and an IDC Innovator. Orion holds 55 patents that support its award-winning solutions. For more information, visit **www.orionlabs.io.**