THE FUTURE OF VOICE AT WORK

Navigating the **5-Step Journey** to Creating Your Digital Deskless Workforce With a Voice-First Intelligent Collaboration Platform

CONTENTS AT A GLANCE

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EXECUTIVE SUMMARY

Why Orion Built the Voice-First Intelligent Collaboration Platform

At Orion, we get the question all the time:

"Why build a voice-first intelligent collaboration platform?
Couldn't you just make a better push-to-talk app and call it a day?"

The answer is simple: We could have, but we would just be solving a smaller problem. And Orion is not driven to solving small problems — but urgently large problems endemic in deskless workforce enterprises around the world.

We believe the best innovation often comes from unexpected places. No one but Henry Ford thought the Model T was the answer to a faster horse, just the same as no one thought your smartphone would replace the common camera, your GPS navigation system, or the dozens of other day-to-day tools we take for granted.

When Orion created the **voice-first intelligent collaboration platform**, we knew we were solving problems much bigger than simple, dumb PTT apps and radios' poor coverage and audio quality, unwieldy form factor, and unreasonable costs for limited value. We knew we were empowering a much-too-often overlooked yet crucial part of our workforce: the deskless worker.

80% OF THE GLOBAL WORKFORCE

(approximately 3 billion people)
perform deskless work daily.[1]

The majority of the workforce performs deskless work. Yet, all too often these deskless workers are left behind during discussions and planning of the intelligent enterprise and instead have to rely on radio technology from the 1940s.
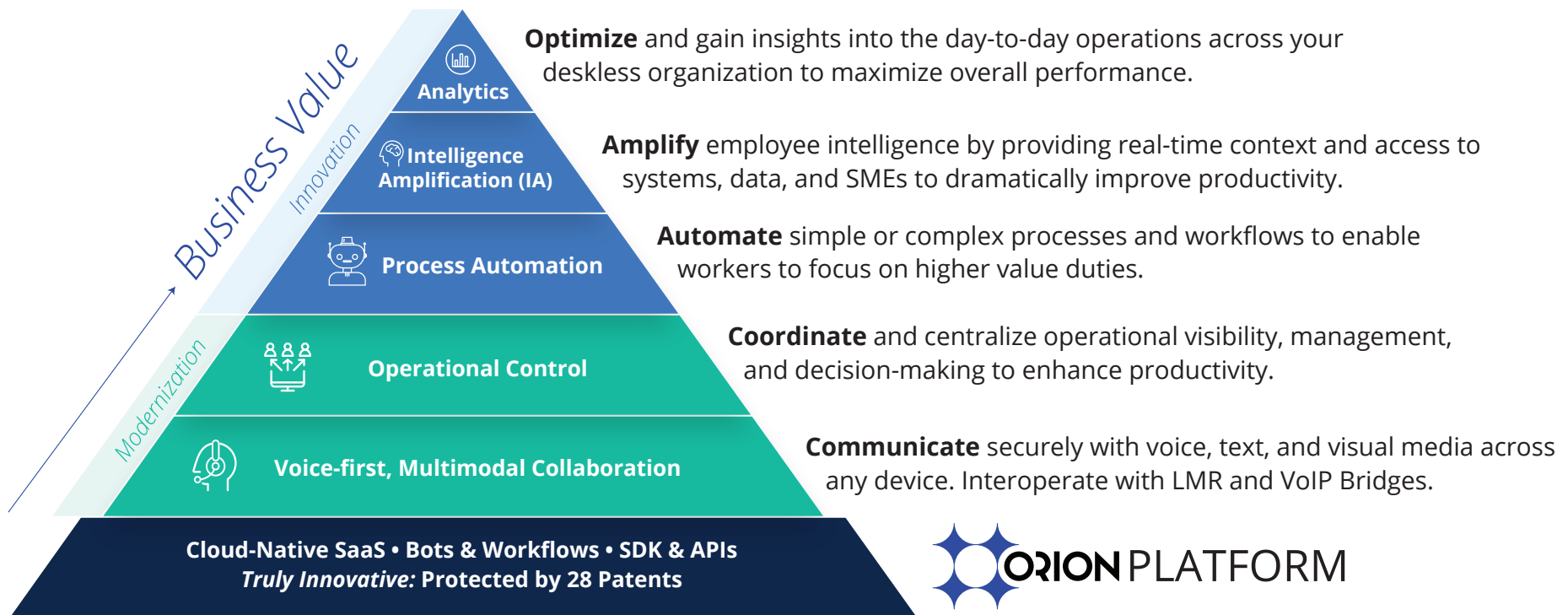
Orion is the voice-first intelligent collaboration platform to change that.

[1] The Rise of the Deskless Workforce. Emergence. 2018.

In this e-book, you'll see how Orion's platform takes your deskless workforce and ultimately your organization through the stages of modernization and innovation following the Orion Business Value Model created by Orion's technology leaders and used by industry-leading companies.

THE ORION BUSINESS VALUE MODEL

Analytics

Optimize and gain insights into the day-to-day operations across your deskless organization to maximize overall performance.

Intelligence Amplification (IA)

Amplify employee intelligence by providing real-time context and access to systems, data, and SMEs to dramatically improve productivity.

Process Automation

Automate simple or complex processes and workflows to enable workers to focus on higher value duties.

Operational Control

Coordinate and centralize operational visibility, management, and decision-making to enhance productivity.

Voice-first, Multimodal Collaboration

Communicate securely with voice, text, and visual media across any device. Interoperate with LMR and VoIP Bridges.

Cloud-Native SaaS • Bots & Workflows • SDK & APIs
Truly Innovative: **Protected by 28 Patents**

Business Value

Innovation

Modernization

ORION PLATFORM

In **Section 1** of this e-book, we'll define the concepts of digital transformation and the connected worker and what those concepts mean for the deskless workforce. In **Section 2**, we'll explain how collaboration software modernizes and enhances the functions your deskless workforce performs today. In **Section 3**, we'll show how a collaboration platform creates a path for true innovation and digitalization for your deskless workforce and your organization — well beyond anything radios and PTT apps could ever imagine possible.

By the end of this e-book, you should have a clear and complete understanding of how you can empower your deskless workforce and enable digital transformation for your entire organization by using a powerful collaboration platform.

We hope you enjoy this e-book. To make sure you have the latest edition, email **marketing@orionlabs.io**.

Thank you for reading, and thank you for investing in your company by taking the time to learn more about digital transformation for the deskless workforce.

Gregory P. Taylor
Orion Chief Executive Officer

SECTION 1

DIGITAL TRANSFORMATION AND THE CONNECTED WORKER

UNDERSTANDING DIGITAL TRANSFORMATION

The Key to Unlocking Profit for Your Business

CRION

You likely know the benefits of digital transformation for your business:

26% MORE PROFIT

Organizations that understand digital transformation earn 26% more profit than others.[2]

$100 TRILLION

Accenture and the World Economic Forum estimate that digital transformation can unlock $100 trillion in value for businesses and society.[3]

20-30% REVENUE LOSS

Organizations lose 20 to 30% of revenue every year due to inefficient processes.[4]

Organizations know they must invest in software to achieve digital transformation.

$300 BILLION

Globally, businesses spend about $300 billion each year on software.[5]

Organizations are willing to spend heavily on digital transformation software to drive profit for their business.

[2] Be the New Digital Enterprise. Accenture Consulting. 2017.
[3] Ibid.
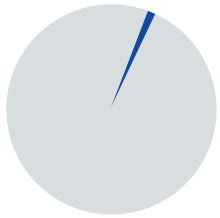[4] 50+ Key Business Automation Statistics for 2020. Ashish Despande. Frevvo.
[5] Software for the Workforce Silicon Valley Forgot. Emergence. Kevin Spain. December 19, 2019.

# UNDERSTANDING DIGITAL TRANSFORMATION *(Continued)*

ORION

Yet, nearly all of that spend goes to applications that serve deskbound workers.

1% OF SOFTWARE VENTURE FUNDING

Despite the $300 billion spent on software, only 1% of software venture funding goes toward technology serving the deskless workforce.[6]

This lack of spending on software and digitalization for the deskless workforce is concerning, considering:
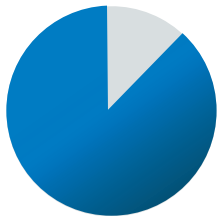
80% OF THE GLOBAL WORKFORCE

(approximately 3 billion people) perform deskless work daily.[7]

The problem is clear: In the rush to digitally transform their operations, companies often overlook the majority of their workforce: deskless workers. This omission has cost companies dearly, and leading businesses are starting to notice.

[6] The Rise of the Deskless Workforce. Emergence. 2018.
[7] Ibid.

UNDERSTANDING DIGITAL TRANSFORMATION *(Continued)*

You likely know that powerful collaboration solutions have existed for knowledge workers for well over a decade now. These solutions are considered "heads-down" technologies, with employees needing to view screens while they work.

In a Room *"Heads Together"*	At a Desk *"Heads Down"*	Deskless/Edge *"Heads Up"*
VIDEO-FIRST	**TEXT-FIRST**	**VOICE-FIRST**

The truth is there has never been a voice-first, "heads-up" solution built for the deskless workforce, to keep them focused and safe, while enabling true digital transformation for the majority of your organization. Until now...

Simply put: A digital enterprise and connected workforce strategy cannot succeed if organizations completely or even partially ignore the majority of the workforce.

EMPOWERING THE CONNECTED WORKER

Reinventing Deskless Workforce Technology for the 21st Century

Leading organizations know the floodgates of deskless workforce technology are beginning to open and those technologies are unlocking doors to stockpiles of untapped value and innovation. Despite this, today, many deskless workers must use antiquated technology like radios to do their day-to-day jobs. This technology hasn't changed much in the past 30 years, until now…

Introducing and Empowering the Connected Worker

 "A human in the middle of the digital environment is still using age-old technologies like walkie-talkies. We need to digitize the human. Digitalization is not about removing people, but about making operations safer and efficient. It will create new jobs but will change the type of jobs … Digitalization will enable safe, efficient, reliable, and affordable access to energy."

— Michael Lefenfeld, President and Chief Executive Officer, SiGNa Chemistry via
"Digital Transformation Initiative: Oil and Gas Industry" by the World Economic Forum and Accenture[8]

The digital age has enabled the deskless worker to become a "connected worker." As the World Economic Forum and Accenture put it:

"'Connected workers' are employees who not only are empowered with wearables, smartphones, or connected products, but also are able to fully exploit the data these devices produce to carry out their jobs as safely and efficiently as possible." [9]

[8] Digital Transformation Initiative: Oil and Gas Industry. World Economic Forum in Collaboration with Accenture. January 2017.
[9] Ibid.

EMPOWERING THE CONNECTED WORKER *(Continued)*

Digitally connecting deskless workers to the rest of the organization is the missing piece many businesses have left behind. Leading organizations are beginning to unlock the power of the connected worker.

Collaboration Software: The 21st Century Answer for Creating the Connected Worker

#1 NO. 1 PRIORITY
Before the COVID-19 pandemic, employee collaboration and productivity tools were already the **No. 1 priority** for organizations.[10]

42% INCREASE
In the time since the COVID-19 pandemic, employee collaboration software has seen a **42% increase** in priority and spend.[11]

Now more than ever before, leading organizations are turning to collaboration software to empower their deskless workers, create their connected workforces, and digitally transform the majority of their operations. They know radios, PTT applications, simple cell phones, or relying on desktop/desked-designed applications just can't cut it to stay competitive in today's digital world.

To create these connected workers and empower them with the promise of collaboration technology, we must first look at how to build your digital, voice-first deskless workforce in five steps.

[10] Workforce Transformation into 2021 and Beyond. 451 Research. Chris Marsh. Sept. 2, 2020.
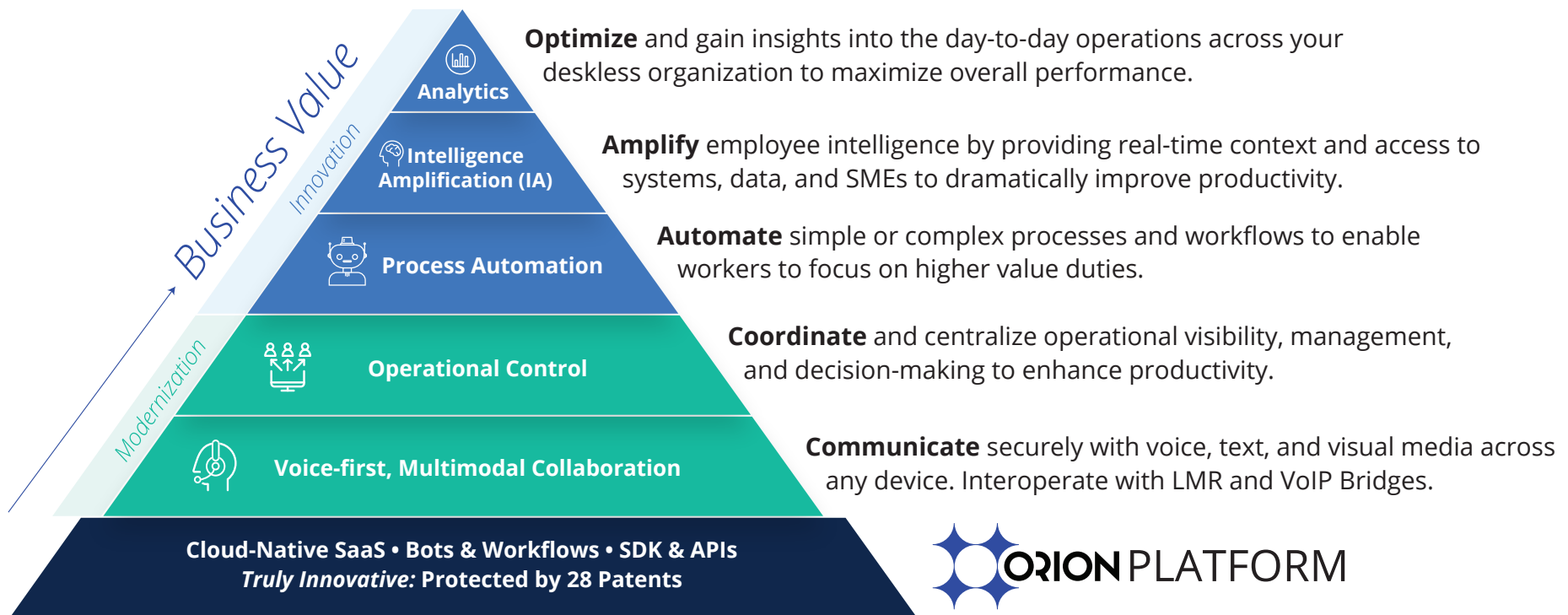[11] Ibid.

BUILDING YOUR DIGITAL, VOICE-FIRST DESKLESS WORKFORCE

5 Steps to the Digital Transformation of the Majority of Your Workforce

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Building your digital, voice-first organization is a journey. Following the Orion Business Value Model, your organization's digital transformation journey starts with a baseline and builds from there.

THE ORION BUSINESS VALUE MODEL

Business Value

Innovation

Modernization

Analytics

Intelligence Amplification (IA)

Process Automation

Operational Control

Voice-first, Multimodal Collaboration

Cloud-Native SaaS • Bots & Workflows • SDK & APIs
Truly Innovative: **Protected by 28 Patents**

Optimize and gain insights into the day-to-day operations across your deskless organization to maximize overall performance.

Amplify employee intelligence by providing real-time context and access to systems, data, and SMEs to dramatically improve productivity.

Automate simple or complex processes and workflows to enable workers to focus on higher value duties.

Coordinate and centralize operational visibility, management, and decision-making to enhance productivity.

Communicate securely with voice, text, and visual media across any device. Interoperate with LMR and VoIP Bridges.

ORION PLATFORM

BUILDING YOUR DIGITAL, VOICE-FIRST DESKLESS WORKFORCE
(Continued)

For some organizations, this journey may be implemented all at once or through a phased approach. Regardless of how long it takes your organization to complete its digital journey, there is no doubt achieving this type of digital transformation will drive improved:
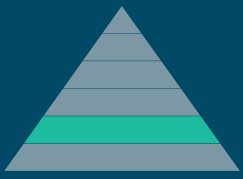
- ✓ **Employee Productivity**
- ✓ **Customer Engagement**
- ✓ **Safety and Compliance**

We'll talk more about those benefits, but first, let's discuss the individual steps of your organization's digital journey.

SECTION 2

MODERNIZATION

STEP 1: VOICE-FIRST, MULTIMODAL COLLABORATION

Communicate Securely With Voice, Text, and Visual Media Across All Devices to Greatly Improve Collaboration

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Fast, reliable, and secure communication should be table stakes for your organization's modern deskless workforce. Sadly, this isn't always the case.

The truth is many frontline workers are still using radio technologies with leftover quirks from bygone decades. Quirks like deficiencies that require workers to keep their device's antennae pointed vertically, so their signal capability does not decrease by half. These same technologies are affected by the number of floors, stairwells, and walls in a given location. Communicating in concrete parking garages with these technologies is an almost impossible task.

Many frontline workers must also rely on simple PTT applications or are still shackled to accessing desktops away from the immediate point of work.

23% OF PROFESSIONALS
said that range/network coverage is a primary issue for team communication.[12]

20% OF HEALTH CARE PROFESSIONALS
complained about missing messages entirely.[13]

Simply put, your frontline communication software should be able to reach any distance, on any network, on any device — and with HD quality voice. Anything less is simply unacceptable with today's available technology.
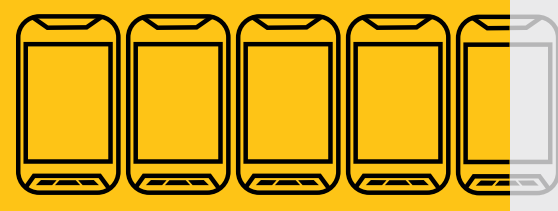
[12] Voice in the Workplace: Every Minute Counts. Orion Labs, Inc. 2018.
[13] Ibid.

ORION
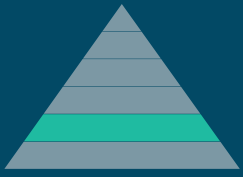
On top of all this, your deskless workforce is burdened with relying on multiple devices to achieve its collaboration requirements.

4.5 DIFFERENT COMMUNICATION TOOLS

On average, professionals use 4.5 different communication tools or methods to communicate with team members at work. These tools include mobile calling, carrier push-to-talk, consumer radios, professional radio with license, SMS, and other voice products.[14]
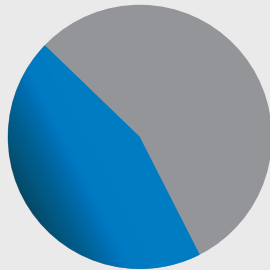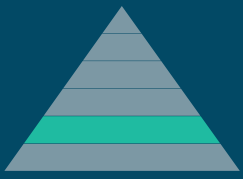
42% SWITCH

42% of people using traditional tools must switch between them during their workday. These professionals report having to switch communication tools multiple times a day, often because they can't reach someone.[15]

Your connected workers deserve one powerful platform that can handle any mode of communication.

Voice-First, Multimodal Collaboration Should Include:

THE HIGHEST AUDIO QUALITY AND SECURITY

Empower your deskless workforce with extremely low-latency push-to-talk (PTT) that works even on low bandwidth connections. Utilize enterprise-grade end-to-end encryption (E2EE) and security.

MULTIMODAL AND MULTI-DEVICE CAPABILITIES

Discover best practices with secure communication, including voice, text, photos, videos, and files such as PDFs. Enjoy the broadest range of iOS and Android smart device support and the ability to interoperate with LMR radios and VoIP (Voice Over Internet Protocol) and SIP (Session Initiation Protocol).

### LIMITLESS SCALABILITY OVER ANY DISTANCE

Utilize any network for your communications, including LTE (5G-ready), private LTE (CBRS), Wi-Fi, satellite, and mesh. Communicate with any size team via unlimited groups, 1:1, or mass communication over any distance, including on-site, on the road, across town, or around the globe. And certainly don't worry about floors, stairwells, or concrete walls.

UNPRECEDENTED TEAM COLLABORATION

Enable unprecedented collaboration for your deskless worker teams with real-time in-app location, dynamic group creation with granular talk modes, and advanced bot-driven capabilities like real-time language translation and instant mass communication.

Voice-first, multimodal collaboration is table stakes for connecting your deskless workforce to your digital organization, and it's only the first necessary step toward modernization, creating your connected workforce, and building a foundation for innovation.
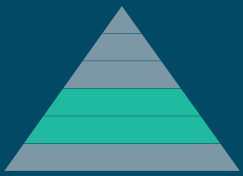
STEP 2: OPERATIONAL CONTROL

Coordinate and Centralize Operational Visibility, Management, and Decision-Making to Enhance Productivity, Safety, and Dynamic Response
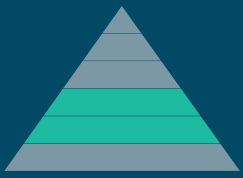
ORION

Once your deskless workforce is empowered with voice-first, multimodal collaboration software, it's time to connect those workers to headquarters, regional, and team management with operational control. This is your organization's second step toward modernization and establishing the necessary foundation to build upon.

Why Operational Control?

One of the most common uses for radios is determining the status and location of deskless workers. Yet, even when properly configured, radios can't tell dispatchers where drivers or assets are, which vehicles are in motion, or even who's online and listening. Forget about having the ability to record and archive conversations.

What if deskless collaboration software empowered organizations to see where their coworkers are in real time? What if that same software automated status check-ins, so workers and dispatchers could focus on the more important aspects of their jobs?

That world exists today, and status check-ins aren't the only processes that are being automated...

Operational Control for Headquarters, Regional, and Team Management Should Include:

POWERFUL CONSOLE-BASED CONTROL, DISPATCH, AND OVERSIGHT
Communicate with distributed teams and handle dispatch with web-based PTT via a browser. Create control at centralized, regionalized, and localized levels for team empowerment and accountability.

ADVANCED LOCATION SERVICES
Create centralized or distributed location visibility, mapping, management, and decision-making with advanced location services. Leverage real-time geolocation of each employee for better response, safety, and accountability, and utilize 3D (x-, y-, and z-axis) indoor location for asset and team member tracking beyond GPS capabilities.

DYNAMIC SITUATION MANAGEMENT
Utilize dynamic tracking, emergency response, safety, and compliance. Deliver on-demand intelligence and empowerment for changing situations, including emergencies and crises.

ARCHIVING AND COMPLIANCE
Record, playback, and archive all staff messages and interactions, including voice, text, and visual media. Search and retrieve information at organizational, group, and user levels, as well as by date and time.

Once headquarters, regions, teams, and connected workers are effectively communicating with each other, your organization can make better decisions and ultimately positively impact employee productivity, customer engagement, and safety and compliance. This only happens with voice-first, multimodal, intelligent collaboration software and powerful geolocation capabilities for dispatch and coordination.

Globally-scalable, organization-wide visibility and accountability empowers not only the connected worker but also the entire digital organization.

SECTION 3

INNOVATION

INNOVATION AND THE VOICE-FIRST INTELLIGENT COLLABORATION PLATFORM

A Powerful Collaboration Platform Enables Innovation and Digital Transformation

With a voice-first intelligent collaboration platform, your organization isn't investing in a simple communication point solution like a PTT app. An intelligent collaboration platform enables innovation and digital transformation for your whole enterprise.

Radios and PTT apps simply don't support your organization's digital journey, as they have no path to innovation.

An intelligent collaboration platform empowers your deskless workers and helps you create your connected workforce by incorporating them in an agile and responsive enterprise — ultimately culminating in the digital transformation of your entire company.

# INNOVATION AND THE VOICE-FIRST INTELLIGENT COLLABORATION PLATFORM

(Continued)

ORION

## An Intelligent Collaboration Platform Includes:

VOICE BOTS

Allow bots to participate in talk groups to perform tasks, respond to queries, and have agency. Enable always-on bots to listen and respond to commands, events, and actions automatically or manually. Explore a bot marketplace with prepackaged bots or use the platform to create new bots.
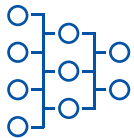
SIMPLE OR COMPLEX WORKFLOWS

Utilize simple or complex workflows that are uniquely triggered by voice, Internet of Things (IoT) connected machines, or third-party cloud and app services. Create workflows that are automated, expedited, accurate, archived, and integrated with your systems of record. Explore a workflow library with infinite possibilities for custom process automations.
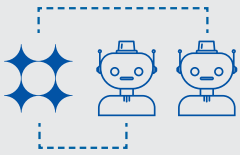
OPEN PLATFORM AND SDK

Leverage your collaboration platform's architecture that utilizes a unique abstraction layer to turn voice into data. Connect talk groups and bots with custom software endpoints using your collaboration software's platform API and software development kit (SDK). Integrate with leading service providers, including IBM Watson, Microsoft, Twilio, Mapbox, HERE, ESRI, and more. Easily add voice interactivity into existing applications via the API.

An intelligent collaboration platform enables you to leverage a powerful foundation of modernized communication and operational control — allowing you to move forward with true innovation. Keep reading to learn more about the final three steps of building your digital, deskless workforce.

Once your organization is empowered with operational control capabilities, you can finally begin to innovate with the transformation capabilities that are unique to your powerful collaboration platform. Process automation within your collaboration software handles routine, repetitive, and complex and dynamic tasks, so your deskless workers can focus on higher-value work in the safest way possible.

$1.6 BILLION
Small and medium enterprises are expected to create a market opportunity of more than $1.6 billion once they adopt business workflow automation.[16]
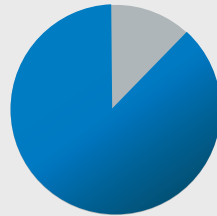
90% OF EMPLOYEES
are burdened with repetitive tasks that could easily be automated.[17]
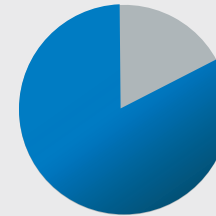
81% OF WORKFORCES
are anticipated to reach a breaking point if they do not utilize automation to handle the volume of tasks being generated.[18]

As you can see, automating processes is not only good for your connected workers, it's good for your organization, too. Automation is the first step past modernization and toward organizational innovation.

For the deskless workforce, automating processes and creating workflows with voice-first, multimodal collaboration software opens up a whole new world that promises to make them more efficient and keep them safer while they focus on the more important aspects of their jobs.

[16] 50+ Key Business Automation Statistics for 2020. Ashish Despande. Frevvo.
[17] Ibid.
[18] The Global Process Automation Market: Statistics You Need to Know. ThinkAutomation.

These Automated Processes Should Include:

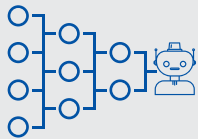#### AUTOMATING THE ROUTINE AND PROCEDURAL

Automate routine processes and procedures and empower your employees to focus on higher-value tasks. Develop and utilize voice-activated checklists, standard operating procedures (SOPs), and compliance forms. Enable bots to join your communication groups and interact and process information in real-time with your connected workforce.

DIGITIZING URGENT AND DYNAMIC SITUATIONS

Create safety workflows for emergency alerts, location breaches, lone worker situations, and other incidents. Enable always-on bots and workflows to listen and respond to commands, events, and actions automatically or manually. Where possible, reduce human intervention to increase speed and accuracy of the required response. Create multi-step workflows to intelligently manage and coordinate complex actions across teams.

OPTIMIZING OPERATIONS AND REDUCING COSTS

Ensure existing protocols are followed on-time, every time to secure operational adherence. Immediately implement new protocols to respond to changes and improve resiliency. Document and archive process adherence for governance and regulatory compliance.

Automating processes with intelligent software not only allows your connected workers to focus on the most important aspects of their jobs, but it also keeps them safe from manual error, allowing safety and compliance to become a priority.

Organizations need to take a heads-up approach to their day-to-day processes to enable the first step toward innovation for their organization. These voice-automated processes ensure completion on time, in the right order, by the right staff. With these processes, organizations can digitize and record completed processes to meet corporate standards and industry compliance needs.

When your workforce collaboration software automates processes, your connected workers can focus on improving productivity, safety, compliance, and customer service.

STEP 4: INTELLIGENCE AMPLIFICATION

Amplify Employee Intelligence By Providing Real-Time Context and Access to Systems, Data, and SMEs to Dramatically Improve Worker Output

ORION

Once your digital organization automates complex and dynamic tasks, you are ready to take the next step in innovation with intelligence amplification (IA).

What Is Intelligence Amplification?

As the Harvard Business Review puts it:

> *"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[19]

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

> *"The distinction between AI and IA is as simple as it is significant. AI makes machines autonomous and detached from humans; IA, on the other hand, puts humans in control and leverages computing power to amplify our capabilities."* — WIRED[20]

[19] How Wearable AI Will Amplify Human Intelligence. Lauren Golembiewski. Harvard Business Review. April 30, 2019.
[20] Obsessing Over AI Is the Wrong Way to Think About the Future. Anant Jhingran. WIRED. January 22, 2016.

These Intelligence Amplification Capabilities Should Include:

EMPOWERING *(Not Replacing)* DESKLESS WORKERS

Connect your deskless workers to your digital organization to amplify their abilities. Empower deskless workers to help customers by talking to systems to check inventory in real time, while the customer is right in front of them. Answer customer questions by asking a voice assistant or subject matter expert (SME) for information on hyper-specific subjects. Consult manuals and best-practice instructions while performing new and important tasks.

ACCESSING THE RIGHT INFORMATION

Augment employee intelligence with instant access to experts and knowledge bases. Integrate into back-end systems for information retrieval and execution of process logic. 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 worker.

REAL-TIME AVAILABILITY AT THE POINT OF WORK *(Edge-Delivered)*

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. Dramatically accelerate new employee time-to-productivity for edge workers in high-turnover and contractor-reliant workplaces.

Enabling your deskless workforce with intelligence amplification is a major step toward organizational innovation and connecting and empowering your frontline workers.

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

STEP 5: ANALYTICS

Optimize and Gain Insights Into Operations Across Your Deskless Operations to Maximize Overall Performance and Institute Best Practices

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Once your digital organization amplifies employee intelligence with real-time context and access to systems, knowledge bases, data, and SMEs, you are ready to leverage analytics to improve organizational performance. After working through these phases, the sheer amount of transactional data your connected workers and digital organization will generate will allow your organization to enter into the realms of Big Data and advanced analytics.

This is the pinnacle of innovation for your company-wide digital transformation, creating a powerful operations system of record for your deskless workforce. With analytics, you can measure and optimize every element of your organization.

"What gets measured gets managed." — Peter Drucker, Management Consultant and Author[21]

$1.8 TRILLION
Insights-driven businesses are growing at an average of more than 30% annually and are on track to earn $1.8 trillion by 2021.[22]
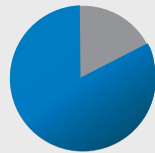
79% OF ENTERPRISE EXECUTIVES
agree that companies that do not embrace Big Data will lose their competitive position and could face extinction.[23]
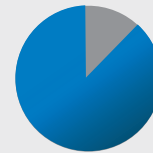
90% OF ENTERPRISE ANALYTICS AND BUSINESS PROFESSIONALS
currently say data and analytics are key to their organization's digital transformation initiatives.[24]

How many deskless workforce enterprises can truly say their analytics practices are driving profit for their organizations? Today, analytics are key to unlocking the unlimited potential of your connected workforce.

[21] What Can't Be Measured. Larry Prusak. Harvard Business Review. Oct. 7, 2010.
[22] Insights-Driven Businesses Set the Pace for Global Growth. Forrester. Oct. 19, 2018.
[23] 10 Charts That Will Change Your Perspective of Big Data's Growth. Louis Columbus. Forbes. May 23, 2018.
[24] 13 Shocking Data and Analytics Statistics. Tricia Morris. MicroStrategy. Oct. 17, 2018.

These Analytics Should Include:

VOICE BECOMING DATA, THEN INFORMATION, THEN INTELLIGENCE

Capture 100 percent of your organization's message stream, including voice, text, image, video, and attachments. Search and utilize all relevant metadata at user, team, location, time, sensor data, proximity, and activity levels. Ingest and merge third-party data sources depending on the situation to optimize results.

INTELLIGENCE INFORMING DECISION-MAKING

Conduct pattern analysis and detect anomalies to uncover opportunities for optimization and instituting best-practices. Receive real-time insights to react to emerging situations, mitigate risks, and keep employees safe. Create feedback loops to continuously improve staff operations, optimize customer experience, and improve service levels.

UNIQUE ANALYTICS

Receive situational intelligence from valuable operational, compliance, and safety data. Measure, report, and manage performance for internal and external improvement. Reveal unique deskless operations data for the first time and take your business to a new level.

Using your voice-first intelligent collaboration software to harness the power that comes with analytics and business intelligence will unlock tremendous opportunity for your organization. With analytics, your team can turn unique operational data into intelligence, improve team performance, and deliver insights into individual and team movements and actions.

With the right data, your organization can truly innovate and make informed decisions to drive improved:

- ✓ **Employee Productivity**
- ✓ **Customer Engagement**
- ✓ **Safety and Compliance**

These innovative analytics capabilities enable your organization's digital transformation and empower your connected workers to make better, informed decisions and create valuable situational intelligence.

SECTION 4

THE FUTURE OF VOICE AT WORK

BUILD YOUR DIGITAL DESKLESS WORKFORCE TODAY

Embrace the Future of Voice at Work

ORION

> *"[O]nly the bounds of human imagination will place a limit on the usefulness of the 'walkie-talkie.' Its value will prove incalculable in reaching physicians while en route in automobiles to patients' homes, in providing contact for hunters with a central lodge, in directing delivery trucks while they are in transit. All these services and many more are assuredly going to make life both more efficient, enjoyable, and in many instances downright fun."* — The New York Times, 1945[25]

This quote is from 1945, the era when the walkie-talkie began. Eighty years later, where are we? How much has the technology for deskless workers really improved?

THE TRUTH IS the promise of handheld radios has largely been lagging in innovation in the decades since their creation. The industry settled and became content using the same technology with small incremental updates, where antennas must be pointed vertically, where battery life is a constant worry, where radio static has become white noise, where you can't figure out why your radio constantly beeps at you.

It's time to move beyond the barriers of concrete walls.

Orion has envisioned a world where your voice-first intelligent collaboration software can empower your deskless workers with:

- ✓ **Voice-First, Multimodal Collaboration**
- ✓ **Operational Control**
- ✓ **Process Automation**
- ✓ **Intelligence Amplification**
- ✓ **Analytics**

WE NOT ONLY ENVISIONED THAT WORLD — WE BUILT IT.

[25] Roger That: A Short History of the Walkie Talkie. Vice. Ernie Smith. Sept. 22, 2017.
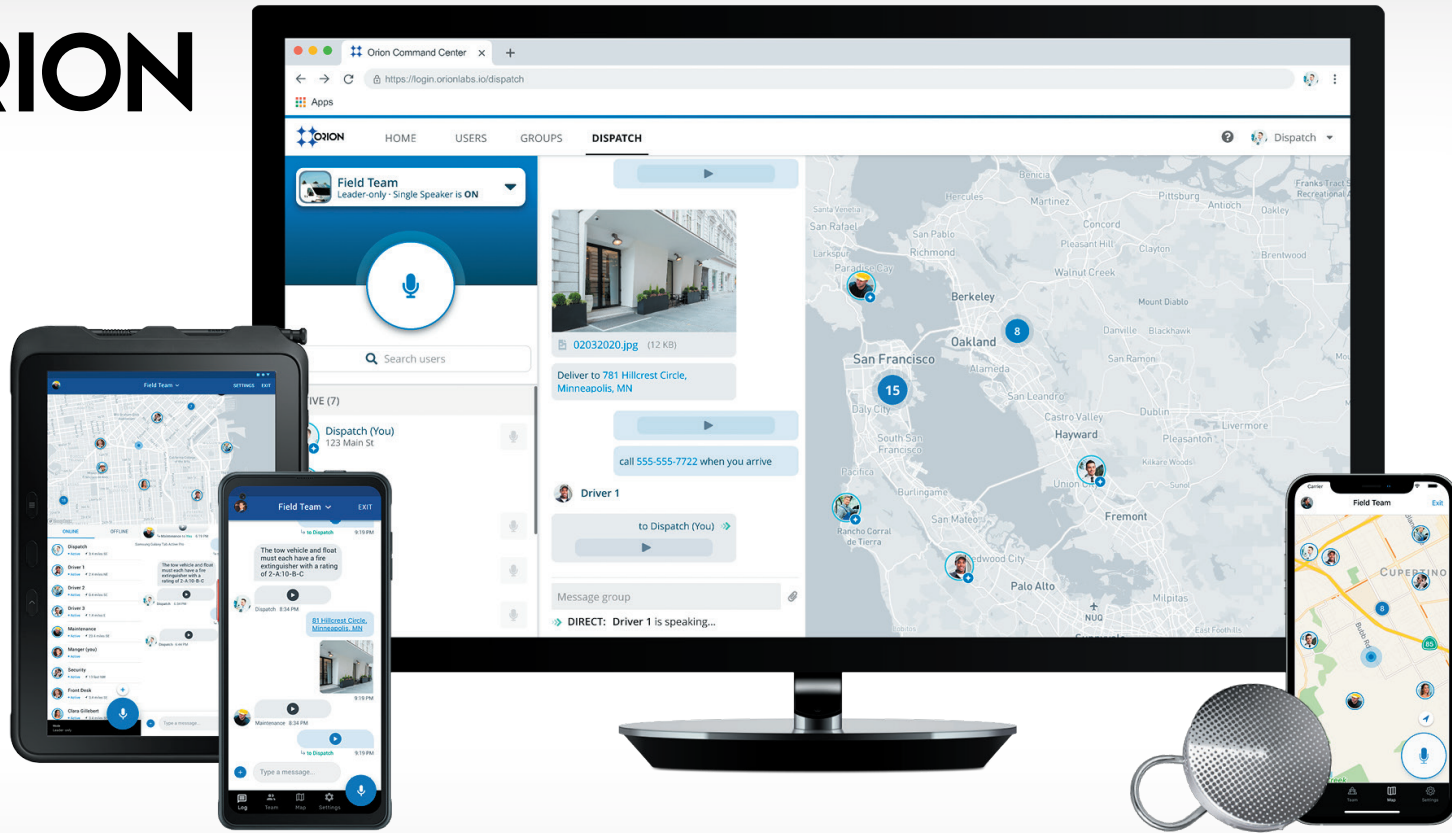
DISCOVER THE FUTURE OF VOICE AT WORK

Orion is the leading voice-first intelligent platform that empowers deskless workers by enabling real-time team collaboration, process automation, location mapping, and access to enterprise systems to improve workforce productivity, safety and compliance, and customer engagement.
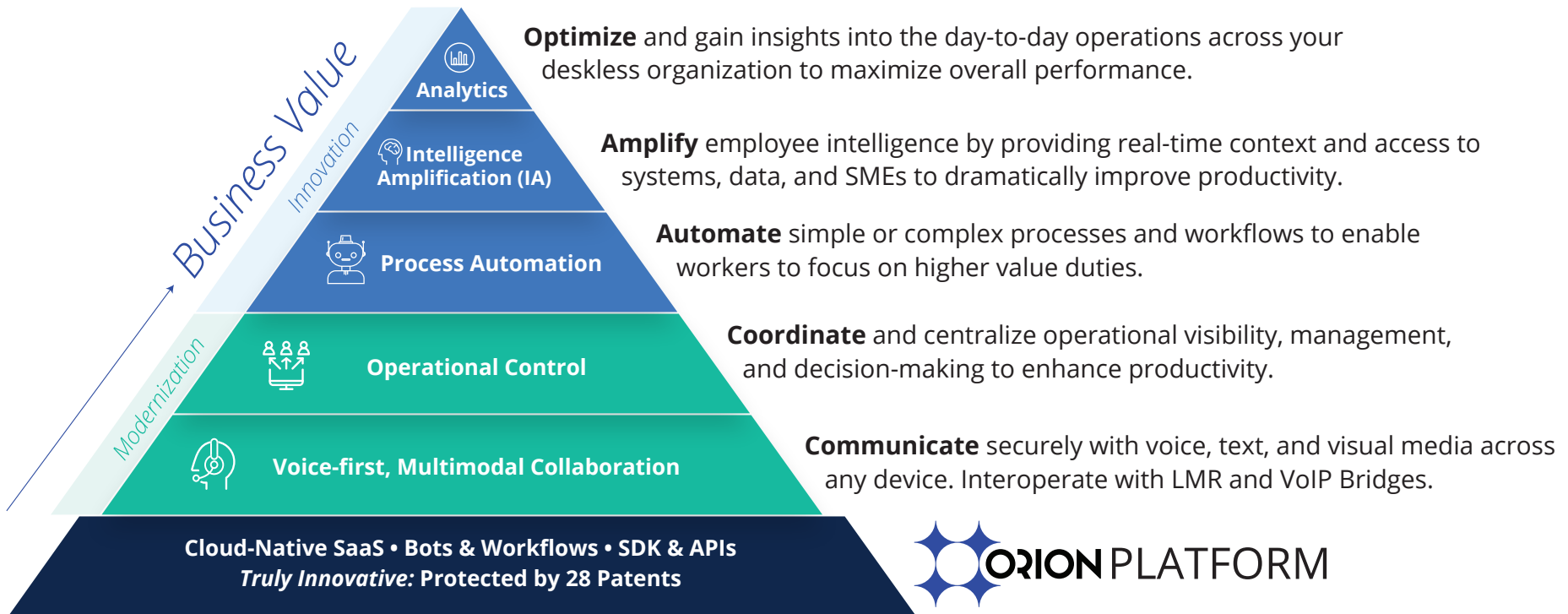
THE FUTURE OF VOICE AT WORK

Build Your Digital, Voice-First Connected Workforce Today in 5 Steps

ORION

To digitally transform your entire organization, you must create a connected workforce. It begins with these steps:

THE ORION BUSINESS VALUE MODEL

Business Value

Innovation

Modernization

Analytics

Intelligence Amplification (IA)

Process Automation

Operational Control

Voice-first, Multimodal Collaboration

Cloud-Native SaaS • Bots & Workflows • SDK & APIs
Truly Innovative: **Protected by 28 Patents**

Optimize and gain insights into the day-to-day operations across your deskless organization to maximize overall performance.

Amplify employee intelligence by providing real-time context and access to systems, data, and SMEs to dramatically improve productivity.

Automate simple or complex processes and workflows to enable workers to focus on higher value duties.

Coordinate and centralize operational visibility, management, and decision-making to enhance productivity.

Communicate securely with voice, text, and visual media across any device. Interoperate with LMR and VoIP Bridges.

ORION PLATFORM

Orion is the first collaboration platform to empower deskless workers and help you create your connected workforce by incorporating them in an agile and responsive enterprise. Our powerful platform is built on a cloud-native service that exploits 5G, and we have an on-premise deployment available, if needed.

Following these steps will build your digital, voice-first organization and empower your connected workers. Contact Orion today to learn more.

DON'T WAIT
The Future of Voice Is Ready for You

Orion pioneered the voice-first intelligent collaboration platform so you could empower your deskless workers and create a connected workforce.

Contact Us Today

ORION

About Orion

Orion is the leading voice-first, intelligent platform that empowers deskless workers by enabling real-time team collaboration, process automation, location mapping, and access to enterprise systems to improve workforce productivity, safety and compliance, and customer engagement.

Orion holds 55 patents that support its award-winning solutions and has been named an IDC Innovator. The company is headquartered in San Francisco and backed by leading investors. For more information, visit **www.orionlabs.io.**

ABOUT THE AUTHORS

Gregory P. Taylor
Orion Chief Executive Officer

Greg was appointed Orion's Chief Executive Officer in January 2020 after serving as President and Chief Operating Officer from April 2019 and is a member of the company's Board of Directors. His focus is on accelerating the company's leading market position and global growth.

Greg is a veteran executive and entrepreneur in the enterprise software industry. He has led innovation and re-invention of global enterprise technologies, creating new categories, and achieving phenomenal market adoption and value creation. Recently, Greg served as President and Chief Operating Officer of global SaaS leaders HighQ (acquired by Thomson Reuters), Eka Solutions Inc., and notably served as the Executive Vice President of Triple Point Technology, the global leader for in-cloud commodities management software. Prior to Triple Point, Greg served as Executive Vice President for Netkey Technology, Inc. (acquired by NEC), iMediation Inc. (acquired by OpenText), and Vice President at Datalogix International (IPO, acquired by Oracle).

Jesse Robbins
Orion Executive Chairman and Founder

Jesse Robbins is Executive Chairman and Co-Founder of Orion Labs. Jesse served as Orion's CEO from 2014 to 2020. Jesse serves on the board of Heavybit, the program that helps developer and infrastructure tools startups succeed.

Prior to Orion, Jesse was founder and CEO of Chef, the leader in cloud automation, used by thousands of companies like Amazon, Facebook, Google, and Microsoft. He also founded the Velocity Web Performance and Operations Conference and edited the Web Operations book. He is credited as a creator of the DevOps movement. Prior to founding Chef, Robbins served as Amazon's "Master of Disaster," where he was responsible for Website Availability for every property bearing the Amazon brand. Jesse is a volunteer Firefighter/EMT and Emergency Manager.

Greg Albrecht
Orion Chief Technology Officer and Co-Founder

Greg Albrecht co-founded Orion Labs in 2013 and serves as its Chief Technology Officer.

Prior to Orion Labs, Greg helped lead a development team at Splunk, where he was heavily involved in building the company's second major product, Splunk Storm. In addition to his technical expertise, he is also an active EMT and a startup veteran with an extensive background in technology infrastructure and software development.

Ellen Juhlin
Orion Head of Product

Ellen Juhlin is Head of Product at Orion. Ellen leads development for Orion SaaS solutions, including platform services, automation and voice bots, hardware, firmware, iOS and Android mobile apps, and cloud-based solutions. Ellen defines Orion's product roadmap and is responsible for growing Orion's relationships with government customers.

Prior to Orion, Ellen held product development roles at Meyer Sound with a focus on digital audio platforms.