

# MOTOROLA SOLUTIONS RECEIVES THE 2023 PRODUCT LEADERSHIP AWARD

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*Identified as best in class in the global body-worn  
cameras industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Motorola Solutions excels in many of the criteria in the body-worn cameras space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

### ***Body-worn Cameras Ensuring Safety, Accountability, and Reliability***

Founded in 1928 and headquartered in Chicago, Illinois, Motorola Solutions is a global provider of land mobile radio communications, video security and access control and command center software, and bolstered by managed and support services. The company provides innovative solutions for public safety, military and defense, hospitality, manufacturing, mining, oil and gas, transportation and logistics, and utilities sectors. More specifically, its body-worn cameras are integral for public safety officials to ensure safety, accountability, and reliable evidence.

### ***Meeting Clients' Needs through Reliable and Quality Design***

As a pioneer and transformational leader, Motorola Solutions' corporate culture revolves around using purpose to drive innovation. With leading expertise in video and telecommunications equipment, Frost & Sullivan analysts observe how the company's portfolio takes the industry further than any other competing solution, ensuring it aligns with customers' needs. Frost & Sullivan appreciates how Motorola Solutions' body-worn cameras, the V700 and VB400, and CommandCentral Aware situational awareness software offer multiple functionalities and capabilities to meet the unique needs of law enforcement and public safety personnel.

**V700**

The V700 is Motorola Solutions’ newest body-worn camera, primarily deployed in North America. Enabled with long-term evolution (LTE) connectivity, the device offers real-time streaming without requiring extra equipment (like a WiFi hotspot). LTE connectivity allows live viewing and location mapping, improving situational awareness for command centers and supervisors through CommandCentral Aware.

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**- Pranav Sahai**  
**Industry Analyst, Commercial & Public Security**

The camera features a screen that users can navigate to activate various controls, including recorded event tagging based on type of incident (e.g., use of force, arrest, or traffic stop). Event tagging is an integral capability that enables the management workflow of digital evidence and drives record retention policies and other considerations for management of recorded content. The screen also provides additional information such as the number of videos recorded, battery life, and network connectivity.

It comes equipped with essential safety features. For example, when integrated with the company’s APX radios the V700 is alerted to start recording when an officer is down and unresponsive to an alarm.

The V700 has a wide-angle high-definition camera lens that slightly exceeds the wearer’s field of view. It also has exceptional audio capabilities. Together, these features help to capture a complete picture of the circumstances during public interactions. It helps law enforcement personnel establish strong evidential paths by providing high-quality video and audio context to crime scenes and events. The pre/post-record functionality ensures that a continuous audio and video loop is captured even before the camera starts recording. The camera also includes a removable battery, making it easy to change and quite ideal when using all connectivity features at their maximum potential for longer shifts. Depending on user requirements, it also has a configurable recording indicator with a light on or off.



Source: Motorola Solutions



**VB400**

The VB400 is Motorola Solutions’ globally distributed body-worn camera for law enforcement, public safety, and enterprise security personnel. The wide-angle, high-definition 1080p camera offers WiFi hotspot and Bluetooth connectivity. The companion application enables real-time routing capabilities in the field from personnel’s vehicles or mobile devices. Additionally, the VB400 is managed in the field from the companion application or VideoManager EX. VideoManager EX is used around the world by agencies of various sizes, and is available both on-premises and in the cloud. The situational awareness software’s functionalities include signed footage, record retention, redaction, tagging, transcription, importing, and sharing.

The VB400 is also highly configurable, with the ability to modify controls to match the unique needs of jurisdictions. For example, some departments require continuous video recording or do not allow audio recording, so users cannot stop recording until returned to the dock, and audio is muted or unmuted as needed. Controls are managed on the device for quick and easy operation. For improved situational awareness, the VB400 supports peer-assisted recording that immediately activates as other personnel come into range. Similar to the V700, when an APX radio is integrated with the VB400, it starts recording if an officer is down and unresponsive to an alarm.

The VB400’s battery provides 12 hours of power on one charge, covering an entire shift. Additionally, the battery is intentionally non-removable to reduce complexity and size, making it simple to deploy and use day-to-day. The company offers various mounting options for specific use cases, including Klick Fast mounts, magnetic mounts, alligator clips, and sports pillar and animal mounts. A Bluetooth holster sensor immediately triggers the VB400 to record when a weapon is removed from its holster. The VB400 also has a light-emitting diode indicator on top and in front of the device that lights up when recording and is configurable to remain off during recordings (depending on local jurisdiction requirements).

**VB400**



Source: Motorola Solutions

### **CommandCentral Aware**

CommandCentral Aware is Motorola Solutions' situational awareness software that unifies real-time data and video streams into a secure common operational view. The software automates analysis to surface critical insights and enables instant communication of intelligence to first responders in the field. CommandCentral Aware provides command centers and supervisors with real-time video livestreaming from body-worn and in-car cameras to support better decision making and safety on the scene.

A key feature of Motorola Solutions' VideoManager platform is its advanced digital signature technology that ensures digital signatures of recordings. This verification makes it nearly impossible to tamper or modify footage and helps establish a clear chain of custody from the moment a recording from a body-worn camera starts until it leaves the platform. Supervisors can also retrieve pre/post-recordings from the platform if users forget to record an event in the field.

*"As the adoption of body-worn cameras grows, Motorola Solutions aims to work closely with the public safety sector throughout its product journey, offering support and guidance for simple operational integration and holistic situational awareness and responsiveness."*

**- Elizabeth Whynott**  
**Best Practices Research Analyst**

As part of its quality assurance process, Motorola Solutions certifies that all its products comply with industry standards. The ruggedized body-worn cameras are MIL-STD-810G and IP67 rated, meeting military regulations, and ensuring durability and reliability when exposed to harsh environmental factors, including rain, snow, and dust.

Frost & Sullivan's own analysis confirms that Motorola Solutions' purpose-built body-worn

camera solution suite clearly sets it apart from its competitors, with superior design, reliability, and quality as its central pillars.

### **Customer-focused Growth Strategy**

There is a growing demand from the public to increase transparency and accountability of public safety officials. Body-worn cameras are at the forefront of reform efforts, with government and legislative bodies mandating their adoption. Their ease of use, simple integration, and low cost make body-worn cameras integral in improving transparency and trust between law enforcement and the public.

As the adoption of body-worn cameras grows, Motorola Solutions aims to work closely with the public safety sector throughout its product journey, offering support and guidance for simple operational integration and holistic situational awareness and responsiveness. To this end, its deployment team onboards and trains new agencies; its customer success team ensures continuous successful operations and a dedicated account lead addresses day to day questions. Additionally, the company offers in-person training led by an instructor, or departments can access self-paced learning modules over the Motorola Solutions Learning eXperience Portal.

Fueled by its exceptional body-worn camera functionalities, the company attracts and maintains impressive public safety partnerships, maintaining its leadership position in the industry.

### ***Unmatched Price/Performance Value***

Motorola Solutions consistently incorporates customer feedback into its products, ensuring it meets their needs and provides solutions that perform optimally, enhancing both customer value and satisfaction. The company aims for its solutions to integrate seamlessly with other public safety technologies (e.g., record management systems and computer-aided dispatch), improving agencies' incidence awareness and intelligence. Motorola Solutions' rugged, IP-certified body-worn cameras ensure dependability for an extended product lifecycle. Additionally, high-quality video and audio, the ability to share recordings, and digital signatures are crucial features that provide valuable insights and results. The company's body-worn cameras facilitate reliable video evidence and law enforcement accountability.

To support its body-worn cameras and command center platforms, Motorola Solutions provides various purchasing options to meet client needs. The company offers public and private cloud and on-premises services, allowing organizations to deploy its platform based on their preferences and technology accessibility (e.g., cloud). With its operating expense model, organizations have a fixed monthly cost for body-worn cameras and cloud services. This model also includes a set number of battery and hardware upgrades and changes throughout their contract agreements. The company also offers a capital expenditure model, allowing organizations to purchase body-worn cameras and cloud services outright.

With its unmatched price/performance value, Frost & Sullivan believes Motorola Solutions is well-positioned to drive innovation in the body-worn camera space, capturing market share and sustaining its leadership in the coming years.

## **Conclusion**

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To be a product leader, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high-quality and reliable performance. Frost & Sullivan finds that Motorola Solutions embodies this concept and exemplifies it with best practice implementation. The company's body-worn cameras are integral for public safety officials to ensure safety, accountability, and reliable evidence. The long-term evolution-enabled V700 and WiFi- and Bluetooth-enabled VB400 body-worn cameras offer real-time viewing and location mapping through CommandCentral Aware which provides improved situational awareness. The company's low-cost, body-worn cameras are easy to use and integrate seamlessly into existing public safety technology, spurring their growing adoption and ensuring the company's continued growth.

With its strong overall performance, Motorola Solutions earns the 2023 Frost & Sullivan Global Product Leadership Award in the body-worn cameras space.

## What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

