



LEADING SHOPPING CENTRE DEPLOYS MOTOTRBO™ CAPACITY PLUS

FOR IMPROVED COMMUNICATIONS AND PERSONNEL SAFETY



WESTQUAY SHOPPING CENTRE

Opened in 2000, Westquay is a shopping centre located in the heart of Southampton city centre, close to the docks. It is part owned by Hammerson plc, a major European shopping centre developer. Westquay offers 70,000m² of retail space over three levels, with a multistorey car park and a three-tiered below-ground car park too. It contains over 100 stylish shops including big name brands such as John Lewis, Apple, Marks & Spencer, Zara, Karen Millen, Waterstones, Schuh and Hollister. And after the retail therapy, shoppers can relax in its new bustling food level, choosing from eateries such as Handmade Burger Co., Wagamama, Ed's Easy Diner, Pizza Express and YO! Sushi. The centre also hosts numerous events and has become one of the south coast's prime shopping destinations, attracting 17 million visitors a year.

Next door, construction is well underway on the first phase of Hammerson's £70 million leisure and dining hub, Westquay Watermark, which will house a ten-screen showcase cinema, a bowling complex and numerous restaurants and diners, as well as a newly created public plaza in front of the city's historic walls.

Hammerson decided to deploy a MOTOTRBO™ digital radio system comprising over 100 digital radios, 3 DR 3000 repeaters, TRBOnet™ Enterprise 4.7 dispatch centre software and the scalable, digital trunking solution, MOTOTRBO Capacity Plus, to expand the capacity of the system. Twelve user groups, including security, maintenance staff, cleaners, facilities and management, communicate clearly and securely using the system. Hammerson has been so pleased with the reliability and performance of the MOTOTRBO system that it is going to extend it to the new Watermark centre.

CUSTOMER PROFILE

Organisation:
Westquay Shopping Centre

Industry:
Retail and leisure

Location:
Southampton, UK

Partners:

- STS Communications Ltd
- RadioTrade Ltd (Authorised Distributor)

Motorola Solutions Products:

- MOTOTRBO system including:
- DR 3000 UHF Repeaters
- MOTOTRBO Capacity Plus
- DP4801 Portable Two-Way Radios
- SL4000 Slim Portable Two-Way Radios
- DM4000 Digital Mobile Radios
- On completion of Westquay Watermark, MOTOTRBO Capacity Plus system will be expanded to cover additional area



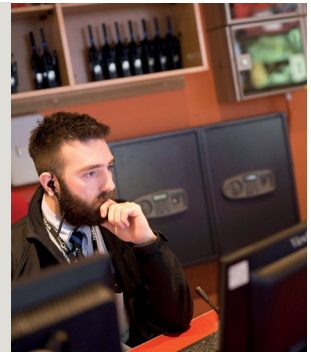
RADIOTRADE

CASE STUDY

MOTOTRBO FOR WESTQUAY SHOPPING CENTRE

“Staff really like using the MOTOTRBO system. They can get excellent, seamless coverage, wherever they are in the complex, and find the radios reliable and easy to use. And the management like it too, as, with Capacity Plus we have a scalable, robust, cost-effective solution.”

Andrew Marmot, Operations Manager, Westquay Shopping Centre



CHALLENGE

Hammerson needed to improve voice and data communications throughout the Westquay site for its large mobile team. It previously had a simple three-channel analogue radio system with components from various suppliers, which had become outdated and sometimes unreliable. Hammerson wanted to upgrade to a digital network with all elements from a sole supplier; it approached long-term partner STS Communications Ltd, a Motorola Solutions reseller, to install a new digital radio system. STS Communications has been trading since 1978 and specialises in providing two-way radio systems to business customers throughout the UK, including numerous shopping centres such as Brent Cross, North London.

SOLUTION

STS recommended a MOTOTRBO system with Capacity Plus from Motorola Solutions. STS worked together with Motorola Distributor Partner Radio Trade Ltd to design, configure and install the system; Westquay also spent a day with the Motorola Advanced Services team's development lab in Basingstoke, to ensure the spec was the right solution for its requirements.

The system currently comprises three DR 3000 repeaters, which deliver excellent coverage across the centre and support two simultaneous voice and data paths in digital TDMA mode; Westquay therefore currently has six time slots in all, allowing its teams to have up to six simultaneous radio conversations. Westquay uses TRBOnet Enterprise 4.7 to monitor and record audio and data communications, as well as recording the location of the radios working in conjunction with the integrated GPS. TRBOnet also allows the Westquay dispatcher to link work groups at the touch of a button, including Hampshire Fire and Rescue Service, in case of an emergency.

There are currently 12 work groups, with the option to easily create further groups, comprising senior managers, assistant managers, duty managers, duty assistants, control, car parks, security, cleaning, emergency disabled refuges, Hampshire Fire and Rescue Service and various emergency groups. These work groups allow targeted communications across the back of house and public areas, although coverage also extends to individual retail and restaurant premises, if needed.

The Motorola portfolio offers many different models of radios to best meet the different users' needs. Westquay mobile teams were equipped with the feature-rich DP4801 Portable Two-Way

Radios, as these deliver advanced Intelligent Audio, which means the radios monitor background noise in the different parts of the shopping centre and automatically adjust the volume so mobile teams can always hear crisp, clear instructions. Westquay also chose these radios as they have a dedicated emergency button; all operatives wear the radios on their belts and use an earpiece and microphone. STS Communications programmed each radio for communication between relevant work groups. Management teams use the SL4000 Slim Portable Two-Way Radios, as they are lightweight, fit easily into a suit jacket pocket alongside a mobile phone and can be used in covert mode, when discretion is needed. They are programmed for communications with all work groups. The DM4000s are used in the control room, for shift managers to communicate and record and log calls.

GPS tracking is currently only used for the external areas of the centre: for external patrols and in the multistorey car park using the TRBOnet GPS module together with Google Earth. However, this function will also be used more widely in the open spaces in the Watermark site. Management can track and map the path of any individual employee, with exact timings and dates being provided by the TRBOnet application. Westquay has set up internal tracking using TRBOnet InDoor, which consists of software, a Kilchherr beacon system and option boards. This allows positioning and control of digital MOTOTRBO subscribers indoors where GPS satellite navigation system signals are unavailable.

Once the new Westquay Watermark site opens later this year, Hammerson will expand the Capacity Plus system to link the two sites and to ensure full, seamless coverage across the two areas with a total of six channels and twelve time slots.

BENEFIT

Andrew Marmot concludes: "All the features and programmable options of the MOTOTRBO system make it much more flexible and user-friendly than a basic radio system. With indoor and outdoor location tracking, emergency call options and centralised control and dispatch, worker safety and efficiency has significantly increased. STS Communications Ltd provides a full service contract, so anything from batteries, to software or a faulty radio is covered. Moreover, we can extend the solution to the new Westquay Watermark site, so it's very cost-effective."

Applications:

- TRBOnet Enterprise 4.7, upgrading to 4.8 with expansion
- Kilchherr beacon system for indoor location tracking

Usage:

- Voice and data communications for 12 separate user groups across all areas of the site
- Group, individual and discreet calling options
- Employee dispatch
- TRBOnet emergency response
- Location tracking via integrated radio GPS

Benefits:

- Improved site coverage with multiple user groups, enables more efficient working practices within groups
- Greater network resilience due to the Capacity Plus architecture: no network outages across any user group for the 3 years the network has been in operation
- DMR TDMA technology provides double the number of channels with the same infrastructure
- Enhanced safety for lone workers and security staff

For more information on MOTOTRBO and Capacity Plus, please visit us on the web at www.motorolasolutions.com/MOTOTRBO

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