

Harry McDonald Logging Co. Relies on SouthernLINC Wireless to Get the Job Done

Overview

Since 1989, Harry McDonald and his crew have worked in the swamps and the valleys of rural Georgia. McDonald, who has been in the logging business for more than four decades, spent years searching in vain for a reliable communications network to help keep crew members in the field safe and business running smoothly. But his luck changed for the better when a friend advised him to contact SouthernLINC Wireless. Within days, he found the solution he needed, and SouthernLINC Wireless' reliable service and rugged handsets became an integral part of the company's operations.

Today, McDonald's crew spends long hours deep in the woods of Cuthbert, Ga., operating logging machines. In this environment, safety and efficiency are vital; without reliable communication between crew members, safety and business operations can be compromised.

"When driving a truck five miles into dark woods, our crew needs to be able to instantly connect with our drivers as well as drivers of other local companies," said Glenda McDonald, bookkeeper of the family business. "When our drivers head into the woods, they need to know what other vehicles or machinery are in their paths, or it could be a very dangerous situation. Having the ability to communicate with the rest of our company as well as the eight other logging companies in the area makes us all more productive and helps keep us safe."

Challenge

Consistent wireless coverage often is not available in the remote locations where the Harry McDonald Logging Co. crews work. The company needed to overcome this obstacle and find a way to keep drivers in the field connected with one another, the home office and other logging crews.

HARRY MCDONALD LOGGING CO.

Category: Forestry

Building a Successful Wireless Partnership and Family Business – SouthernLINC Wireless and Harry McDonald Logging Co.

CHALLENGE

Harry McDonald's family-owned logging company spends the day deep in the woods of rural Georgia operating machinery. Harry McDonald needed a wireless provider that offered instant and reliable communications, even in remote locations, to keep the company's day-to-day activities efficient and profitable.

SOLUTION

Harry McDonald was referred to SouthernLINC Wireless by a close friend several years ago and has relied on the service and handsets ever since. Since SouthernLINC Wireless built its network to be reliable even in rural areas, Harry McDonald knew the company's Push to Talk service and its line of rugged handsets would prove dependable for all communications needs.

RESULT

Using SouthernLINC Wireless' Push to Talk service, the logging crew can communicate with each other instantly, reliably and privately with rugged handsets that stand up to even the toughest jobs.

BENEFITS

The immediate access to crew members and other local logging companies has proven to be a valuable asset for Harry McDonald. Plus, the reliability – even five miles into the woods – that comes with the SouthernLINC Wireless network is of great value to Harry McDonald Logging Co.

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Solution

Harry McDonald Logging Co. chose SouthernLINC Wireless because it offers unrivaled, reliable coverage across some of the Southeast's most rural locations. SouthernLINC Wireless is able to offer what other carriers can't because the company's network was specifically built to support Southern Company's electric utilities employees' need for consistent communication even in remote areas and in poor weather conditions.

In addition to quality service, Harry McDonald Logging Co. relies on SouthernLINC Wireless' portfolio of rugged handsets that come equipped with Global Positioning System (GPS) capabilities and meet military specifications for shock, vibration, blowing rain and fog resistance. These rugged models are not only durable, but are also compact and lightweight enough for the crew to carry on every job.

Using iDEN (Integrated Digital Enhanced Network) technology from Motorola, SouthernLINC Wireless gives Harry McDonald Logging Co. cellular, Push to Talk service, phone service, paging, wireless Internet access and wireless data access all in one handheld device.

Benefits

Glenda McDonald names three areas where her family-owned logging company relies heavily on the SouthernLINC Wireless network:

- *Instant communication:* "By using cellular and Push to Talk service on SouthernLINC's rugged handset models, our crew can quickly reach out to each other if a truck or piece of equipment breaks down, or even if they just want to meet up for lunch."
- *Reliability:* "The crew is comfortable knowing communication won't be limited when they drive into a wooded area. They have reassurance knowing that no matter what the problem or location, they will always be able get in touch with someone to receive assistance as soon as they need it. This holds true for us even in the most severe weather conditions."
- *Durability:* "We've had these models for years and we wouldn't change them for anything. There has never been any problem with the rugged phones or the SouthernLINC Wireless service, which is certainly not the case for past wireless providers and handsets we've tried."

"We take pride in what we do, and knowing that SouthernLINC Wireless has helped us become a more efficient and productive company, we've made SouthernLINC Wireless a part of the family that we're proud of," McDonald added.



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