

## Push To Talk Two-Way Radio Service from SouthernLINC Wireless Boosts Efficiency for Tuscaloosa, Ala.-Based TTL Inc.

### Overview

Approximately 60 percent of TTL Inc.'s employees work in field-based jobs. Given the intensive nature of the company's work – which includes geotechnical engineering, analytical laboratory work, materials testing and environmental consulting – TTL's scientists, engineers and technicians spend more time traveling to and from client sites than most. And, with seven offices located throughout Alabama, Georgia and Tennessee, the company's "road warriors" often need to collaborate with colleagues across state lines.

The Tuscaloosa, Ala.-based company recognized that wireless communications were essential, yet it had struggled determining the best solution for its 120 field-based employees. Pagers were inefficient – employees had to find the nearest pay phone to respond – and traditional cellular phone service was too costly. In 2002, TTL learned of SouthernLINC Wireless and its premier Push To Talk two-way radio (PTT) service. TTL soon signed on for the service, and they haven't been disappointed.

### Challenge

Before SouthernLINC Wireless became TTL's wireless provider, field-based employees, including engineers, scientists and technicians, lacked a reliable way to stay in touch with one another. Only a handful of technicians had cell phones. The remainder used pagers. Those with pagers had to find a pay phone to retrieve incoming messages, and time responding to pages added up.

"It was a really cumbersome process," said TTL Vice President Forest Wilson, "but, when we started providing more and more employees with traditional cellular phone plans, the costs became too much.

### Solution

In 2002, Wilson became aware of a common link between TTL's business counterparts in the Tuscaloosa community: most other construction and engineering firms relied on SouthernLINC Wireless for cellular and PTT services.

Communicating with the push of a button intrigued Wilson, and the selection of phones available from SouthernLINC Wireless also appealed to him. TTL's field-based employees working at construction sites, water-testing facilities or in other harsh environments demanded rugged, durable phones, while office employees required sleeker, less rugged models.

TTL chose Southern LINC Wireless to meet its communication needs soon after Wilson's discovery. The SouthernLINC Wireless PTT offering lets TTL's employees immediately and privately connect with colleagues, clients and other business associates at an affordable price.

## TTL INC.

Category: Business Solutions

### SouthernLINC Wireless is the Common Link Among TTL Inc. Employees and Business Associates

#### CHALLENGE

Employees at TTL Inc., a geotechnical engineering firm in Tuscaloosa, Ala., needed a reliable wireless communications option. Previously, the company's 120 field-based employees relied on pagers, which were inefficient. Company management also struggled to justify the costs for providing all field-based employees with cellular phones.

#### SOLUTION

In 2002, TTL began using SouthernLINC Wireless. TTL quickly benefited from the SouthernLINC Wireless Push To Talk (PTT) two-way radio offering because it provided a cost-effective means for employees to quickly connect with one another, as well as with business counterparts in the region.

#### RESULTS

TTL confirmed that SouthernLINC Wireless PTT service has provided significant cost savings in comparison to arming employees with traditional cellular phone service.

PTT quickly became an integral part of TTL's business operations. The technology allowed users to simply enter a private radio ID and press the two-way radio button on the side of the phone to connect with another user. This communication is digital and confidential because the foundation of the SouthernLINC Wireless network is Motorola's iDEN (Integrated Digital Enhanced Network) technology. There is no known scanner that can intercept communications on the SouthernLINC Wireless network.

"All of our employees now have SouthernLINC Wireless phones," said Wilson. "The PTT function is critical because it keeps everyone connected. Our plans feature unlimited use of the service, which really helps keep our budgets in line."

Employees not only use PTT to communicate with one another, but they also easily connect with other business associates.

"Other service providers offer PTT, but SouthernLINC Wireless dominates this market [western Alabama]," Wilson said. "In our area, pretty much everyone in the construction industry has SouthernLINC Wireless. It's really nice that we all have one consistent communications platform."

## Benefits

Wilson identified three primary benefits of SouthernLINC Wireless:

- *Cost:* Before SouthernLINC Wireless, Wilson was unaware of the cost benefits associated with providing employees with a PTT-based phone. Many SouthernLINC Wireless plans offer unlimited use of the PTT service, making it more affordable than relying solely on traditional cellular phone calls.
- *Interoperability:* With SouthernLINC Wireless, TTL employees can quickly connect with each other, as well as with counterparts from other companies, vendors and customers who utilize SouthernLINC Wireless service.
- *Choice:* TTL field employees needed durable phones that hold up to the demands of working on a construction site, while office employees wanted thinner, more stylish phones. The SouthernLINC Wireless phone portfolio met the diverse needs of TTL's employees.

"I can honestly say we don't know what we would do without SouthernLINC Wireless' PTT service," concluded Wilson.



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## BENEFITS

Forest Wilson, vice president of TTL, noted that SouthernLINC Wireless has helped the company effectively communicate with more business associates across Alabama and Georgia than ever before and that the ability to use PTT to communicate with customers and vendors has created more efficient business operations.