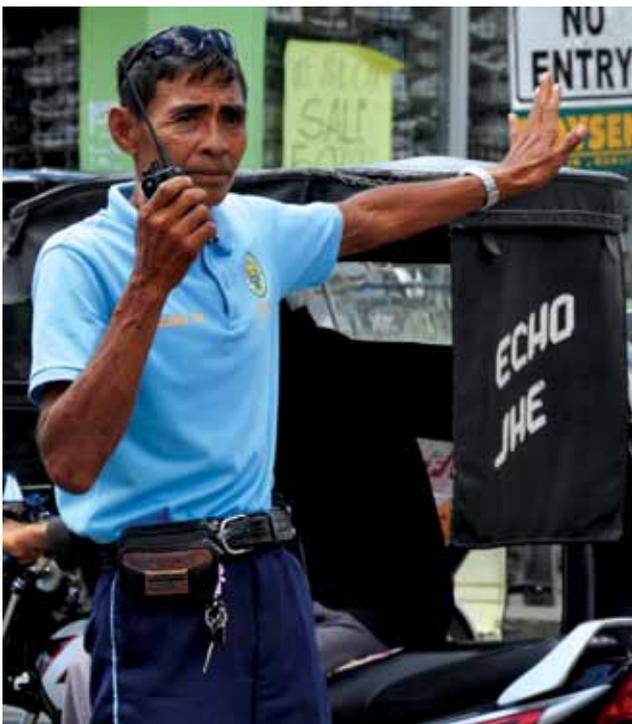


City Government Of Cauayan, Isabela Province Deploys Vertex Standard For Reliable Radio Coverage

CASE STUDY



Customer Overview

Cauayan City is the agro-industrial capital of Cagayan Valley and the commercial centre of the Province of Isabela. Founded in 1740, Cauayan antedates the establishment of Isabela by 116 years. Originally a town of the province of Cagayan, it became a town of the Isabela province by a Royal Decree issued on May 1, 1856.

Cauayan was a large municipality in terms of land area. When the neighbouring municipalities of Luna (Antatet) Cabatuan, Reina Mercedes (Callering), Aurora and San Mateo were created, the city's land area was reduced to 336.40 square kilometres.

The latest census shows a population of 114,254 residents in 21,143 households living in the city. The local government comprises of 60 over Barangay Captains per town acting as heads of the small community, Councilors, a Vice Mayor and a Mayor who holds the highest office in the municipality.

Situation: Disparate Radio Communications Hinder Efficiency

For a city to prosper, local governments must be equipped with the resources and powers to act decisively in all situations. Their work greatly impacts people's daily lives as they manage the infrastructure and services that directly influence quality of life.

An important role of local government is to provide public safety and emergency services when the need arises. Both require speed and mobility. In public safety, receiving timely, vital information can make the difference between a safe or deadly outcome. Collaboration between the law enforcers and emergency services team is often the key.

Over the years, Cauayan's local government has deployed several brands of radio system. While these radios have served their needs, the lack of coordination between these radio users has hindered communication efficiency.

Solution: Implement One Radio Technology That Meets All Requirements

In October 2010, the City of Cauayan, Isabela called for a tender to acquire a new radio system. The plan was to equip its Barangay contingent of 80 public safety officers with a newer and robust radio technology. The tough specifications of the new radio must match the tough nature of their job that included:

- Roving patrol's mobility to ensure law enforcement for the community
- Public administration to ensure peace and order for all constituents
- Efficient back office for direct communications with the mayor's office
- Coordination with the Barangay contingent on duty

During an extensive review of radio brands, the Mayor and his tender committee noticed that the Vertex Standard radio's audio quality and price affordability stood out distinctly. Interviews were scheduled to evaluate the Vertex Standard's proposal closely.

“The Vertex Standard team definitely came well prepared. We were impressed with their Service Delivery Model and product knowledge. They addressed our needs for a wide bandwidth radio solution and highlighted the durability and competitive pricing of the Vertex Standard radios.”

- Mayor Benjamin G Dy, City of Cauayan, Isabela

“We carefully listened to what the city council has specified for their communication needs. From our extensive experiences, we knew what they were also looking: Reliable supplier, enduring manufacturer-user relationship, and attractive price point which was openly discussed during the municipal meetings.”

- Mr. Eric Co, Sales Manager, Radionet Solutions

“We have been in radio business for a number of years, and Vertex Standard has really raised the bar for radio quality and reliability you can trust. The mayor’s office was expecting consistency and reliability from the supplier and product. Which is why we choose to work with Radionet Solutions, they boast an excellent track record of skills and services that our customers demand.”

- Rennen Rahmanifard,
Managing Director, Thunder Enterprises

Winning The Vote Of Confidence With Strong Partnership

Vertex Standard’s authorized reseller, Radionet Solutions in cooperation with Philippines Authorized Distributor, Thunder Enterprises made an impressive presentation on Vertex Standard radio system. Knowing that Cauayan City’s frequency allocations are quite far to each other, they proposed an ideal solution for wide band transceiver with the VX-231 conventional portable radio. The radio demonstration highlighted the qualities of wide band coverage, more signalling features and superior audio clarity that add up to a better return on investment.

Ensure Large User Groups Are Connected And Ready

When the tender was successfully awarded to Radionet Solutions, their engineers swung into action. They made a good 12 hours’ drive from Manila to Cauayan City to deliver 60 units of VX-231 portable radio. They also went the extra mile to provide free programming of radio units and consultation on the new radio system. In no time, the Barangay’s public safety officers were relying on their new VX-231 portable radios for their daily patrolling duties. This was followed by another 20 units in the second phase of deployment.

Consistency And Reliability As Key Factors

Vertex Standard’s radios were selected in large part because of their globally proven reliability and capacity to successfully overcome challenges inherent in wide range radio communications.



Vertex Standard VX-231 Conventional Portable Radio

The VX-231 portable model is compact and lightweight. Designed to use powerful Li-Ion battery technology for longer battery life, the radio includes 1150 mAh battery providing 9 hours of operation with the battery saver enabled. There is also an optional 2000 mAh Li-Ion battery for up to 16.5 hours battery life. It is also designed to cover the full band in the VHF and upper range of the UHF bands, which provides expanded options in frequencies to use.

The VX-231 radio gives four additional scanning options for greater convenience and flexibility in performance: Priority, Dual Watch, Follow Me and Talk Around scan. Vertex Standard’s exclusive *ARTS™ feature is designed to inform you when you and another ARTS™ equipped station are within communication range. If out of range for more than 2 minutes, your radio senses no signal has been received and beeps to alert you. The base station can then alert the field unit to move back in range.

(*ARTS™ is a registered trademark of Vertex Standard)

Get more information from <http://www.vertexstandard.com/ap/index.html>.