

# Case Study

**Radio Links**  
Communications Ltd

GROUP OF COMPANIES

## Digital Trunk Radio System Sainsbury's Distribution Centre

### Customer Profile:

**Industry Sector**  
Warehouse Distribution

**Company**  
Sainsbury's PLC

**Technology Partners**  
Motorola DMR

**Products Supplied**  
MotoTrbo DR3000  
MotoTrbo DM3600  
MotoTrbo DP3600

**Solution Features**  
New Digital technology  
Intelligent channel sharing  
Two channel base stations  
Selective calling portables

**Solution Benefits**  
Low cost infrastructure  
Reduces busy channel issues  
Lower Ofcom licence fees  
One-to-one radio calls.  
Free format text messaging

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Sainsbury's Supermarkets Ltd has recently taken over a large distribution warehouse on Marsh Leys Distribution Park in Kempston, Bedford, which became vacant when Woolworths closed in early 2009. Sainsbury's now use these premises to support and supply their growing store network, by providing their high street and town centre Supermarkets with clothing from their own brand range.

### Our Challenge:

Reliable, up-to-date, two-way radio communication across the whole site with many groups of radio users wanting their own channels.

### The Solution:

Motorola's MotoTrbo digital trunk radio system.

As the preferred supplier of radio communications systems to Sainsbury's Supermarkets, Radio Links Communications listened to what the customer wanted from their two-way radio system, and following extensive site surveys and on site radio coverage testing, we proposed that Sainsbury's invest in new technology, **Motorola DMR Digital Trunk Radio** for this new venture.

Using just two Motorola DR3000 Capacity Plus base stations, we were able to provide a **four channel** digital trunk radio system, immediately providing Sainsbury's with large cost savings when compared to a four channel analogue trunk system with Ofcom licence fees. This basic infrastructure supports hand portable radios used by warehouse staff, and mobile radios fitted in fork lift trucks.



Trunk Radio users do not have to worry about selecting a certain channel as all they have to do is simply select an individual radio or group they wish to call and the trunk system will automatically allocate a free channel to the call. Radio users can also send and receive free format text messages (similar to using a mobile phone) and can make use of the built-in Health and Safety features including the **Lone Worker Alarm** and **Panic Button**.