



# VERTEL ENHANCES SAFETY AND SECURITY FOR DYSON GROUP WITH PUSH-TO-TALK OVER CELLULAR AND PUSH-TO-VIDEO DURESS



**ORGANISATION**

Dyson Group

**INDUSTRY**

Transport

**SOLUTION**

Push-to-Talk over Cellular (POC)

Push-to-Video

**BENEFITS**

- increased safety for drivers
- increased service reliability and coverage
- covert push-to-video duress features.

Dyson Group is a family-owned and operated bus company that has been in business since 1952. It has four generations of experience in quality passenger transportation and operates more than 650 buses and coaches while employing over 1,300 staff in metropolitan Melbourne and regional Victoria and New South Wales (NSW).

With more than 70 years of experience, Dyson Group understands the unique requirements associated with operating large-scale events and has developed a sound reputation within the industry. Its reputation for high standards of safety and reliability are key factors that have contributed to its success and longevity in the industry.

**PROBLEM: NEED FOR ENHANCED SAFETY AND SECURITY IN REGIONAL AREAS**

Dyson Group has achieved significant success over the past 20 years and experienced ongoing growth through acquisition. As part of its numerous acquisitions, Dyson Group’s growing fleet inherited a variety of different communications systems, including mobile and ultra high frequency (UHF) radios, which created challenges for drivers consistently communicating with each other and head office.

As its footprint continued to spread, Dyson Group recognised a need to consolidate its communications systems to deliver a consistent communications channel to its drivers and employees. This was especially important for drivers operating in geographic areas that may not be supported by traditional radio services as the company wanted to ensure drivers had a reliable means of communicating that delivered additional safety and security.



Roy Dyson, regional operations manager, Dyson Group, said, “Dyson Group has a commitment to our drivers, as well as the general public, to deliver a safe and secure means of transportation. Inconsistent communications channels meant that our drivers did not always have a reliable method of communicating with each other or with head office, which could potentially put drivers in regional areas at risk in the event of an incident or emergency.”

#### **SOLUTION: PUSH-TO-TALK OVER CELLULAR WITH VIDEO CAPABILITIES DELIVERS ESSENTIAL SECURITY FEATURES**

Dyson Group’s drivers support communities in regional and rural communities where the luxury of having assistance close by, including police and emergency services, is not always possible. In terms of incidents with passengers engaging in threatening behaviour towards drivers or the occurrence of traffic incidents, having reliable communication channels with other drivers and head office is essential.

Dyson Group recognised it needed to invest in a reliable communications system to better support its drivers in regional areas to ensure every driver had a clear and consistent channel of communication regardless of location. The company engaged its longstanding partner, Vertel, to discuss possibilities for a Push-to-Talk over Cellular (POC) communications upgrade.

Roy Dyson said, “Dyson Group has an open and long-standing relationship with Vertel as we know that the team is always solutions focused. The Vertel team listened to our requirements and came back to us with a technical solution that would meet our needs.”

The POC solution that the Vertel team put forward for Dyson Group is a sophisticated mobile communications platform that combines the features of traditional two-way radio with the data functionality of smartphones, including underlying GPS tracking capabilities. This ensures that drivers have access to a reliable communications channel that won’t be impacted by poor coverage in geographic areas that don’t support traditional radio or where mobile signal is not supported.

For added driver safety and security, the POC solution also features a built-in camera and includes covert push-to-video duress features that let Dyson Group’s drivers alert head office to an incident while generating real-time video footage without alerting perpetrators.

The inconspicuous solution looks like a traditional two-way radio and is easily attached to the driver’s dashboard. The solution can be installed in 30 minutes, making it a simple to use and easy to install solution that Dyson Group can roll out to additional fleet vehicles as it continues to grow.

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**Roy Dyson**

Regional operations manager,  
Dyson Group

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## **BENEFITS: SIMPLE TO USE AND INSTALL SOLUTION EMPOWERS CULTURE OF SAFETY**

Driver safety is of paramount importance to the Dyson Group. The Vertel POC solution empowers Dyson Group to achieve greater efficiencies around its communication with drivers. The smart solution can be managed remotely, which lets Dyson Group's IT team update each POC service from one location, ensuring each vehicle has access to the most up-to-date communications platform.

Roy Dyson said, "The Vertel POC solution with push-to-video duress features provides a consistent communication approach that lets us ensure each of our drivers can communicate effectively with each other, and with head office, regardless of their location. The solution is simple to use and simple to install; making it a very simple decision for Dyson Group."

The addition of covert push-to-video duress features gives drivers the peace of mind that a duress call has gone out and is streaming video footage to the dispatcher in real time without potentially inflaming situations. While POC solutions can be used with duress features that use noise and lights to attract attention, Dyson Group needed a more delicate touch.

Roy Dyson said, "Our drivers deal with people from all walks of life in public transport. It would not be an uncommon occurrence for a driver to want to inform head office of what's happening on their vehicle without wanting to inflame a situation. Drivers know that if they activate the duress feature, there is always someone at Dyson that is aware of what's happening on the vehicle and able to provide support as needed. The customisation that Vertel delivered with this feature was essential."

The POC solution has also helped Dyson Group further strengthen its culture and environment of support, creating both a safe environment for the public and offering a safe place to work for drivers. This is essential for Dyson Group to help attract and retain talent as well as to provide assurance to its customers that are using its services.

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**"THE VERTEL POC SOLUTION WITH PUSH-TO-VIDEO DURESS FEATURES PROVIDES A CONSISTENT COMMUNICATION APPROACH THAT LETS US ENSURE EACH OF OUR DRIVERS CAN COMMUNICATE EFFECTIVELY WITH EACH OTHER, AND WITH HEAD OFFICE, REGARDLESS OF THEIR LOCATION. THE SOLUTION IS SIMPLE TO USE AND SIMPLE TO INSTALL; MAKING IT A VERY SIMPLE DECISION FOR DYSON GROUP."**

**Roy Dyson**

Regional operations manager,  
Dyson Group

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## **ABOUT VERTEL**

Vertel is a wholly-owned, Australian national telecommunications carrier with over 40 years' experience delivering critical network infrastructure and services to enterprise, government and service provider organisations. With a broad range of fixed and mobile network and cloud services, underpinned by excellence in delivery and on-going operations, we specialise in serving customers with high availability, performance, management and security requirements for business, mission and life-critical operations. We design, build, and deliver carrier-grade connectivity, management and application services for organisations throughout Australia.



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