

## IP Advanced Radio System: **Case Study**



# Cascade Columbia Distribution Co.

Icom Optimizes IP Radio Communications on  
Two Sites for Chemical Distribution Company

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A case study prepared by Icom America Inc.

Manufacturers of high-performance,  
award-winning radios for over 55 years.

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Based in the Pacific Northwest with multiple locations, Cascade Columbia Distribution Company provides chemical distribution services across the United States and Canada. The company works with notable international and domestic suppliers such as Chemetall, Norman Fox & Co., and Solvay Fluorides. Since 1926, Cascade Columbia has served various industries including aerospace, compounding, electronics, food manufacturing, metal plating, and water treatment.



### Featured Products:

- IP100H Handheld Radio
  - IP1000C Controller
- BC-202 Rapid Charger
- BC-211 Gang Charger

### Improving Warehouse Security and Productivity

To maintain a successful business, companies are constantly finding ways to improve their processes and implement solutions that are efficient and satisfy budget requirements. After evaluating its existing push-to-talk cell phone system, which included expensive in perpetuity fees and monthly carrier charges, Cascade Columbia ventured out for a new cost-effective communications solution for its Seattle warehouse facility.

“Our motivation for finding a new system was to save on costs and optimize warehouse operations,” says Gary Miller, Cascade Columbia’s Administrative Operations Manager. For help with this, Cascade Columbia contacted communications specialist Yuri Sushkin of NSI Communications for recommendations on an affordable system that would replace the cell phones and help improve worker safety and productivity.

### Presenting an IP Radio Solution

In March 2015, Sushkin (along with Icom Manufacturer Representative Dana Hanford of The Sales Group) presented Icom’s IP Advanced Radio System to Cascade Columbia. “We recommended the IP100H system because it is durable, easy to implement, and easy to maintain,” says Sushkin. The system’s main components – the IP1000C controller and IP100H radios – were tested onsite for a few weeks, at which time Cascade Columbia decided to move forward with a complete system purchase.

In total, Cascade Columbia procured (10) IP100H handheld radios and an IP1000C controller for its Seattle 2.5-acre facility. The installation process was relatively simple and required the setup of just 7 wireless access points

*NSI Communications is an advanced communications technology company and Authorized Icom Dealer since 1994. The dealership specializes in RF/IP systems integrations and is based in the Pacific Northwest.*



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– Gary Miller, Cascade Columbia Administrative Operations Manager



(antennas) to provide coverage throughout the facility. Sushkin provided radio programming details to Miller and another IT associate. Minimal training for Cascade Columbia employees was required due to the IP100H’s easy to use interface.

## Icom IP Advanced Radio System

Dubbed as the ideal “set-and-forget” system, Icom’s IP Advanced system has not yielded any issues for Cascade Columbia. “We have had zero maintenance of any kind with the wireless network and antennas,” says Miller. Impressed by Icom’s WLAN solution since its installation, the company ordered another full system including an IP1000C controller and (11) IP100H radios for its Oregon location. Installation is expected to complete in mid-Fall 2015.

In addition to the IP system’s affordability and simple implementation, the IP100H’s group and area call functions have been especially helpful to Cascade Columbia. “Broadcasting to all radios is very productive and a conscious safety benefit,” says Miller. All workers in the facility can hear each radio transmission, with individual units having the capability to chime into the conversation – regardless if they are in the warehouse or office. “Productivity has improved because work questions can be answered in real-time and everyone is on the same page,” adds Sushkin.

## Communications for Warehouses and Distribution Centers

Like Cascade Columbia, other warehouse and distribution facilities can increase productivity and promote reliable communications with Icom’s IP Advanced Radio System.

- FCC License-Free System
- Excellent Coverage
- Secure Conversation
- Uses Existing Wireless LAN Infrastructure
- Fast Deployment

Icom’s wireless LAN radio solution provides immediate cost savings compared to traditional cell phone contracts, and is easily expandable with additional wireless access points. The radio is rugged, easy to use and features practical functions such as individual, group and area calling.

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