

## A Deeper Understanding of the value of the Telecom Recovery Suite of Services

**Telecom Recovery** has created a program that has changed the way Hospitals, Universities, Government (including 911-PSAP's), and Businesses provide business continuity & disaster recovery in the area of communications. It all started with a program called Voice Recovery Service, this unique product is the back bone of the suite of services that includes **PRI in the Sky**, **Portable PRI** and the unique application called **Never Down Hospital Service**. In this whitepaper, we will describe not only the service, and how it operates but the benefits of each, the flexibility created within the service, and how it could benefit your facility.

**Voice Recovery Service** was developed and designed to instantly recover INCOMING calls in types of telecommunications outages. Outages can be created in a variety of ways, which we have outlined in the 6 areas of vulnerability.

1. Equipment Failure
2. Power Failure
3. Last Mile (Cable Cut)
4. Local Carrier Failure
5. Long Distance Carrier Failure
6. Evacuation/Quarantine

Each of these scenarios creates a different solution, and with **Voice Recovery Service (VRS)**, each has a solution to recover the calls that were coming in to your company and your employees. We can identify the best practice solution in what we call the **Call Delivery Ladder**. The **Call Delivery Ladder** was developed as a Best Practice for addressing incoming calls during an outage:

1. Deliver Calls into the SAME equipment
2. Deliver Live calls into the SAME people
3. Deliver Live calls to other people
4. Send calls to voicemail
5. Play an announcement

Working backwards, playing an announcement is not an ideal situation, but as a worst case scenario, it is certainly better than not answering the calls, or a fast busy and the calling party has no idea what is wrong. Sending calls to voicemail is potentially a better solution, certainly you can play an announcement, then give the caller an opportunity to leave a message, with **VRS** this message could be set up to deliver the voicemail to the intended party via email with a .wav file attachment or it can be stored in the system until retrieved. Certainly better than voice mail, is the ability to send calls to a live body, while it may not be the person that was intended to reach the call, it is certainly more comforting and probably more productive to have a live person answer the call, with **VRS** this person can be anywhere in the country, at any phone, and take the call. Obviously an even better solution would be to have the incoming call reach the person it was intended to reach, again anywhere in the country on any

device, this can easily be set up with a find me follow me feature, and for whatever reason that person is unavailable the call can simply roll down the call delivery ladder to any other feature. The first and best option Deliver Calls into the SAME Equipment will be discussed with both Portable PRI as well as PRI in the Sky, which are options that are only available with the base VRS program.

The key to Voice Recovery is simple:

1. Divert
2. Control
3. Deliver

When an outage happens in order to avoid the fast busy or ring no answer scenario, you must have the ability to divert the calls, this happens with the carrier, it is seamless and can be set up with some assistance, but is relatively easy to do. While the phone company can easily do this, it is an all or nothing solution, kind of like a fire hose, all calls go to one place. This is where Control comes in, with **VRS** you have the ability to control where those calls eventually land, sometimes it will be the same people, in some cases it may be other people, some calls you may want going to a simple announcement (directions to the Hospital for instance), but you really do need the ability to Control the flow and the traffic, the fire hose approach simply is not sufficient. With that Control now comes the ability to Deliver the call to the appropriate party, or service. **Telecom Recovery's Voice Recovery Service** was intended to do just that, a simple windows based application that provides you with ease of use, flexibility and control.

**Portable PRI** as well as **PRI in the Sky** were developed to do two things, first is to have the ability to perform the best solution on the **Call Delivery Ladder**, that is to Deliver calls into the same equipment, but even greater flexibility is created with the ability to send outbound calls through that same equipment, two way communication just as you had before the outage.

Both **Portable PRI** and **PRI in the Sky** utilize the backbone **Voice Recovery Service**, and they both require an additional piece of hardware installed on premises, this unit is called the **Telecom Recovery Integrated Access Device (TRIAD)**. This amazing little device can convert any internet signal into PRI, that your existing PBX can recognize. It compresses, it encrypts and it allows your existing PBX to operate just as it does with the phone company PRI. Certainly there are limitations, on the 6 areas of vulnerability item 2. Power failure and item 6. Evacuation. You must have power to operate your PBX, and if nobody is in the building then delivering calls to that equipment won't do you any good, but with VRS, the calls can be diverted anywhere once again. These products create redundancy in the network, as long as you still have power and an internet connection, then **Portable PRI** will allow you to send and receive calls made from or delivered to the employees desk phone. Think how powerful it would be to have customers calling, and employees still working at their own desks, doing normal work flow during a telecommunications outage. This is a true Business Continuity solution.

Do you want to create a true island of communication, where you are not vulnerable to phone company outages, or even the dreaded backhoe (cable cut)? **PRI in the Sky** is the solution. With this program we set up on your building a satellite, where the signal is always on, ready to use, deliver the connection

through the **TRIAD** and into your PBX. What is special about this, satellite phones have been in existence for years? There are a couple of powerful answers to this, the first is that never before has there been a satellite solution that can be enabled on your business desk top phone, complete with the ability to send and receive calls from that desk phone. Imagine that, every phone inside your building is a satellite phone. No more having to have someone go outside with a small satellite phone look for the southern sky just to make a call where they call HELP. This creates business as usual, employees sitting at their desk, taking calls from customers, making calls. The other key advantage is that we utilize a high earth orbit satellite, this means no blackout periods, it is always on, you don't have to wait for a low earth orbit satellite to come across the horizon to make a call, and with the hand held solutions there is simply no way to receive normal incoming calls.

You may have questions about clarity of a call that has to travel 46,000 miles round trip, we have developed this unique system to minimize the latency, and you cannot even detect any delay in the call from either end the caller and recipient have no idea the call is being delivered via satellite, no detectable delay in the communication at all, no awkward pauses, full duplex communication is achieved.

After discussions with a couple clients, we then developed a solution called Never Down Hospital Service. Most of our hospitals have in place an old school solution for emergency outbound calling, they use Red Phones, connected to the network directly and not through their PBX usually using Centrex lines. There are a couple problems with this solution, first the same backhoe that cuts your T1/PRI will probably cut your Centrex lines, and second is cost. These Centrex lines range for \$30 to \$50 per month per line and are only used in case of an emergency and typically only for outbound calls, they do nothing to recover inbound calls. An expensive solution with limited application. Using PRI in the Sky, as the basis for providing the dial tone, remember dial tone that is resistant to backhoes, the TRIAD can not only be used to send PRI into the PBX, we can also convert and direct that capacity to one or more channel banks, which can provide analog dial tone, each channel bank can power 24 Red Phones, if you need additional stations, for a small onetime fee, add another channel bank and you can have Red Phones throughout the building. These same Red phones can also be used for diverting incoming calls if needed, this provides even more flexibility. The great thing about this program is that we have had customers completely pay for the entire system Voice recovery Service, PRI in the Sky and Never Down Hospital Service with just the savings they have received by eliminating the Centrex service. In fact it is quite possible that you can not only 1. Enhance your Business Continuity Disaster Recovery program substantially, 2. Pay for it entirely with savings by eliminating "old school technology" with limited application and 3. Reduce your telecommunications budget in the process.

There are additional ways to fund this initiative as well, the Federal Government has grant money some of you are entitled to that has completely paid for the service as well.

We can talk all day about what if's, and would love to discuss your particular needs and scenarios. For a live demonstration, please call Public Telephone at (877)434-9069. We can do a webinar on your desk top, and we even have a demonstration trailer set up we can bring to your location. Let us know how we can help solve your Business Continuity & Disaster Recovery problems.