

CASE STUDY:



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COMPANY PROFILE

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For over 50 years, El Centro Regional Medical Center (ECRMC) has provided non-profit medical care to Imperial Valley residents in the southeast corner of California. With more than 150 accredited physicians and over 900 employees spread out across multiple buildings. In addition to the medical center, the community boasts two outpatient centers, a wound healing center, a children's specialist clinic, and various educational programs.

SITUATION

Natural disasters like hurricanes, earthquakes, and snow storms can severely disrupt or even shut down a business. If electrical power and Internet access are lost, buildings become uninhabitable, or on-premises equipment is destroyed, a company's revenue or income could be in instant trouble. That's why it's important to have the proper recovery plan and flexible communication services in place to help handle and mitigate the devastation caused by these ruinous, unpredictable events. Voice and data communications are essential to both internal and external customers and therefore the most often the most critical. Equally important are IT, finance and sales team's ability to remain connected where impacts could result in tens of thousands of dollars in lost interest or sales every hour. Businesses in the western United States have an additional burden placed on them, due to the propensity of earthquakes in their regions that can displace people, destroy buildings and potentially take business out of a recovery plan cannot restore communications quickly. Recently, a hospital in Southern California was faced with a big disaster challenge, thought it was technically earthquake prepared, it was not ready for the abrupt relocation of over 85 employees which included critical IT and finance teams.

CHALLENGES

ECRMC had a communications infrastructure that included a comprehensive network of phone; data equipment and services (both on-site and off with buildings housing back-up services); and power failure and emergency manual processes in the event of a catastrophic failure. The hospital's voice communications infrastructure was based on a legacy phone system for users spread across their campus. Of significant importance, the building that housed critical finance and IT departments also include the organization's dedicated data center was condemned as a result of the Easter Day 2010 Earthquake.

SOLUTION

Streams is the world's first completely cloud-deployed Unified Communications service designed for small and medium-sized enterprises (SMEs) consisting of geographically dispersed

offices and or employees. The advantage of Streams' cloud-based delivery to ECRMC was the speed in which users could be turned up anywhere an internet connection existed. Additionally, since Streams seamlessly includes numerous communication services such as business voice, multimedia conferencing, web collaboration, fax, instant messaging, email, desktop share, presence and call center all-in-one it addressed all their communication needs. Lastly, since there are no applications to install IT staff resources requirements were significantly reduced.

John Gaede, Director of IT at ECRMC and his team including Jim Eyer, IT Services, Mike Davis, IT Services, and Kelley Ashbrook, Voice Services, were under extreme pressure to restore the hospital's communications as well as take into account that everyone would be moving up to two more times. The IT team communications and office space was also severed as a result of the earthquake making it even more difficult to stay in touch and orchestrate meetings and schedules needed to facilitate the new recovery plan. After three days without phone service for all 85 occupants of the condemned building and no quick resolution in their power, John contacted Quorum Technologies, who proposed the PanTerra solution. Quorum was able to assist in getting the IT staff and critical finance team member's dial tone, voicemail, direct dial numbers and the ability to be reached in temporary offices within hours of receiving the call.

El Centro Regional Medical Center IT Director, John Gaede said, "PanTerra's solution enabled us to restore phone service to all users at temporary locations very quickly. Secure Instant messaging, on the phone and computer presence MobileCall, MobileMessage and conferencing has been life savers for us and not sure how we functioned without it before. John continued, PanTerra's solution has us rethinking our whole communications needs and disaster recovery infrastructure because of its off-site delivery as well as minimal impact to my team when deploying Streams, which makes my team more scalable"

Ashbrook, the phone manager at ECRMC, took a 5-minute crash course on establishing service to phones and five minutes coordinating getting phones to the users who then plugged the phones in themselves at their temporary office locations. Streams' simple installation procedures significantly sped up the transition to operational services. Streams' simple administration also gave Ashbrook the ability to quickly move direct dial numbers over to Streams in parallel to users plugging their own phones in enabling the displaced user the communication path to reach on the same phone numbers as before the quake also speeding up re-connectivity with zero training and no new phone lists. New users were being restored with PanTerra's solution every few minutes with this simple process.

Had it not been for Streams, Ashbrook would have been forced to temporarily deploy multiple phone systems and spend hundreds of hours configuring settings for simple connectivity only to be managed again each time users were relocated. When their previous phone system provider was called upon they could not accomplish any communication solution quickly thus leaving critical ECRMC staff unconnected for addition days even months. The initial current provider deployment itself would have taken hundreds of man hours and tens of thousands of dollars, and subsequent movements would have mounted more time and money. But with Streams, the users just plugged their phones and began using it. Since the initial crisis deployment of PanTerra's solution, all the users have moved again from temporary buildings and offices into 10 permanent locations.

“There is no way we could have accomplished so much in so little time without PanTerra’s solution,” said Ashbrook. “It allowed us to get teams operational and for managers to make other long-term physical decisions about future permanent locations of staff without technology limitations or additional costs. The service has so many features and benefits we have only begun to scratch the surface on things we plan to implement.”

Binda Mangat, CEO, Quorum Technologies was quoted applauding John Gaede saying, “John’s team did an excellent job of quickly assimilating features and benefits of Streams and implementing a plan that included delegating affected parties to pick up and plug their own phones to speed up connecting users.”

BENEFITS

PanTerra’s solution is regularly used as a disaster recovery solution when subscribers may have existing premise-based solutions with mandates a failover or redundant system be established. These mandates state for any case where communications on primary systems could be lost require a secondary and preferably off site solution be made available. In the event of an emergency, the PanTerra recovery service is instantly switched over to for two-way communications. These benefits are realized in the event of power failures, natural disasters, as well as non-natural disasters, such as bomb threats or fire displacement where equipment, buildings, or power or Internet connections or equipment may be damaged.

Earthquake Effects on El Centro Regional Medical Center:

- Building housing Finance and IT deemed uninhabitable
- Staff members had to temporarily relocate
- Finance and IT functional groups without communications
- Users were reverting to cell phones that did not scale and made all communications difficult

Streams Features & Benefits:

- **Cloud-deployed** – you can access from anywhere
- **Managed Services** – reduces IT demands to manage ongoing day-to-day communications
- **Non-location-specific** – you can take your work anywhere
- **Mobile** – can incorporate different phone numbers, groups and locations into to group or personal call routes
- **Re-route Calls** – you can send your calls anywhere
- **Integrated Unified Communications** – significantly decreases operational costs