



## 911 ETC Helps Consumer Goods Company Comply With E911 Safety Regulations

A leading consumer goods company provides products and solutions that make life better for 1.3 billion people, with operations in 35 countries and nearly 53,000 employees. Its global brands are sold in more than 150 countries and hold the number one and number two share positions in more than 80 countries. By leveraging insights from customers, shoppers and users, the company has developed new products and categories, and improved performance in existing brands, helping produce superior health and hygiene products for families and professionals from all walks of life.

### A Business Challenge

The company discovered that several of its sites throughout the U.S. were not in compliance with newly mandated E911 requirements. Because the company is committed to cultivating a safe work environment for all its employees, it was decided that the E911 solution be implemented in every location nationwide. The company needed a vendor that could manage the project from start to finish – including establishing the Private Switch/Automatic Location Identification (PS/ALI) accounts in each region and populating accurate location information – and complete it all quickly and efficiently.

### Key Capabilities of the Solution

After evaluating several different solutions, the company selected 911 ETC – a Gold-level member in the Avaya DevConnect Program – for its expertise in the enhanced 911 marketplace. 911 ETC's E911 data management services hosted solution consists of Crisis Connect, an application service provider PBX E911 solution and Locate 911-A, an on-site component.

- **Crisis Connect** – A hosted database management solution that builds and automatically updates E911 data required by public authorities to determine the location of a caller placing an emergency 911 call from a phone extension

- **Locate 911-A** – An on-site software component that automatically updates the movement of voice over IP phones within a network

The 911 ETC solution easily integrates into the company's existing Avaya IP telephony solution, comprised of Avaya Communication Manager and Avaya Application Enablement Services (AES).

- **Communication Manager** - An open, scalable, and highly reliable IP telephony solution that provides centralized call control for a resilient, distributed network of media gateways and a wide range of analog, digital and IP-based communication devices
- **AES** – An enhanced set of telephony application programming interfaces (APIs), protocols and web services for developers, supporting access to the powerful call processing, media and administrative features available in Communication Manager

### Seamless Transition to a New System

911 ETC developed a two-prong approach to complete the company's E911 requirements. To begin, 911 ETC needed to create a 911 record corresponding to each number available for use in all the company's sites. To that end, the company provided 911 ETC with a spreadsheet matrix, which included the DID number ranges, addresses and BTN

for each site. After validating the addresses, 911 ETC established a 911 record for every number within the site's DID ranges. Using its contacts within the various regional local exchange carriers (LECs), 911 ETC acquired PS/ALI contracts in every state with a company location.

Next, 911 ETC developed a custom loader application to house information from the company's active location database. After consolidating and translating the database information into the required NENA 2 format, 911 ETC sent the appropriate E911 data to the various LECs. Using 911 ETC's hosted solution, which does not require a dedicated server at each location, the company had their E911 solution in place within a matter of days.

To help maintain an up-to-date E911 database going forward, the company exports its active location database to 911 ETC on a regular basis using secure FTP transmission. 911 ETC scours each new

transmission, flagging any changes and sending updates to the live 911 database. In addition, 911 ETC intercepts and corrects any errors received from the 911 database, and transmits regular processing receipts to the company keeping them apprised of database activity.

## Benefits for the Company

With its already established contacts in the regional LECs, 911 ETC reduced the amount of time normally required to obtain PS/ALI agreements across the U.S. The hosted solution model allowed the company to continue using current update processes, alleviating the need to develop new processes and train employees on a new system. In addition, the hosted solution required no added hardware purchases, seamlessly interfacing with the company's existing infrastructure, saving both the time and expense of purchasing and installing a new system.

## ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit [www.avaya.com/devconnect](http://www.avaya.com/devconnect).

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

## ABOUT 911 ETC

Founded in 1997, 911 ETC is a professional services enterprise that helps improve the safety and security of corporate and government facilities' most important assets by developing and implementing Enhanced 911 database management and on-site emergency notification strategies.

911 ETC creates new diverse, converging technologies in public safety through its core competencies of designing and building individual E911 solutions. It helps interface enterprise PBX/voice over IP networks with local Public Safety Answer Points (PSAPs) to provide automatic number identification and automatic location identification necessary for all Enhanced 911 calls. 911 ETC identifies options, recommends the best solution, implements that plan, and then maintains the E911 database. 911 ETC provides Enhanced 911 data management solutions for the safety of employees while addressing the mandated E911 statutes throughout the entire U.S.

911 ETC is headquartered in Everett, Washington.

For more information, visit [www.911etc.com](http://www.911etc.com).

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).