



## Challenge

- Seamlessly integrate multiple device tracking and call monitoring technologies
- Cost-effectively enable monitoring center operation to meet company's current and future growth
- Ensure always-on reliability for instant response to medical emergencies and public welfare protection
- Deliver rich reporting capabilities and management tools

## Solution

- Echopass Call Center On-Demand
- Integration of Echopass service with SecureAlert's monitoring center operations with GPS, cellular, and CPU units to simultaneously transmit, receive, and process data

## Benefits

- Guaranteed always-on service assures immediate response to life or death medical situations and law enforcement agencies
- Instant, personalized customer service with easy path to future growth
- Incoming contacts matched and routed to the appropriate operator with the right skills for better personnel utilization
- Conversations recorded and stored to meet regulatory compliance

# SecureAlert Instantly Responds to Calls for Help with Echopass Call Center On-Demand

## Background

SecureAlert specializes in patented wireless location technologies and systems that focus on personal security, senior supervision, health monitoring, and offender tracking. The company's MobilePAL™ and TrackerPAL™ offerings are the first wireless products to utilize Global Positioning System (GPS) and cellular technologies in conjunction with world-class monitoring centers. SecureAlert's state-of-the-art PAL Monitoring Center has the ability to locate and track individuals no matter where they are



MobilePAL is an easy-to-use device that connects customers to their own personal assistant at the PAL Monitoring Center with the push of a button. Personal assistants at the monitoring center can connect a customer directly with a family member, a roadside service provider, or even their personal physician in response to an emergency. Using similar technology, TrackerPAL continuously tracks and monitors the whereabouts of convicted offenders and parolees, providing law enforcement with real-time information and notification through the TrackerPAL integration with Echopass

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—RANDY OLSHEN, President

In 2005, because of the critical, often life-and-death nature of the MobilePAL service and growth of that business, SecureAlert felt it needed to bring the outsourced monitoring center operations for MobilePAL in house for greater accountability and management oversight. During the same timeframe, the company was preparing to roll out TrackerPAL. After evaluating the complex networking needs of TrackerPAL, and rapid projected growth of the new service, SecureAlert realized it was beyond its own capacity and desire to have management responsibility for its telephony infrastructure. Instead, the company chose to focus on its core business, providing excellent personal emergency response and monitoring service.

## Scalability, Flexibility and Reliability Were Equal Requirements

SecureAlert realized they needed a solution that would enable it to rapidly and economically scale up the number of personal assistant operators at its Utah monitoring center to meet the anticipated growth in TrackerPAL customers. The ideal solution would be easy to manage, and provide the future flexibility to support multiple monitoring centers as if they were a single center. The chosen solution would also need to integrate with a complex set of technologies such as GPS, cellular, proprietary applications built by SecureAlert, and other databases. Plus, the service would have to be highly reliable.



On Demand

Always On

Guaranteed

End to End

## Results

- Each operator now able to support up to 300 monitoring devices
- Full technical integration through Echopass has enabled seamless operations and increased system-wide functionality and performance
- Always-on reliability has allowed SecureAlert to provide 24/7 service to its customers supplying crucial real-time information to both care providers and law enforcement officials that allows more timely response
- Five-fold market growth to 15,000 devices by end of 2006 and projected growth to over 40,000 by the end of 2007

## Technology Partners

- Genesys
- Sprint

## Needs Ruled Out Inflexible Hardware

Initially, SecureAlert considered premise-based hardware solutions, but found them prohibitively expensive. In addition, Daylene Ure, Director of SecureAlert's Monitoring Center Operations, knew from first-hand experience with call center solutions from Aspect and Avaya that a hardware solution could not provide the economy or flexibility SecureAlert required. "It meant spending hundreds of thousands of dollars up front and we would have needed at least one dedicated telecom technician for on site management," says Ure. Knowing that SecureAlert needed a hosted solution, Ure evaluated several hosted vendors but found none that could meet SecureAlert's requirements. "Someone then suggested looking at Echopass," says Ure, "And I'm glad they did."

## Complete Integration—Customized For Specific Needs

Echopass is the core of a fully managed EchoSystem™, a Service Integration Platform with Echopass as the single point of management and partner integration for each customer-specific solution. Understanding SecureAlert's specific business needs and objectives was part of Echopass' normal discovery process. "Echopass met all of our requirements and, more importantly, they could see our vision and we knew that their solution could grow with us," says Randy Olshen, President of SecureAlert.

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Because of the breadth, capacity, and guarantee of the proposed solution, Echopass became the solution of choice for SecureAlert. Before Call Center On-Demand could be put into production, one key integration issue had to be resolved. The older technology used in MobilePAL relied upon dual-tone multi-frequency (DTMF) tones over analog lines to identify individual customer devices. The Echopass solution, however, delivered calls over more advanced digital IP circuits. Echopass operations and professional services labored relentlessly to make this work. "Echopass bent over backwards to help us and we were very appreciative," says Ure.

## Helping us Grow

Since going live in mid-2005, the Echopass solution has been very easy to manage, meeting one of SecureAlert's key requirements. "I run reports daily: two standard reports and one custom," says Ure. "With Echopass I get whatever reports I need and can easily create my own." SecureAlert is still not taking full advantage of all the capabilities of Echopass. As they grow, they plan, for example, to further leverage the skills-based routing feature to direct calls to the best qualified operators.

As the number of TrackerPAL devices in use increases, the flexibility of the Echopass solution will be further leveraged. "We knew we would need the flexibility to support multiple monitoring centers in multiple states, yet be able to operate them as if they were all in one center," says Olshen. "That was a primary requirement that Echopass met."

## Bottom Line: Always-On Reliability

Echopass is meeting SecureAlert's stringent requirement for system reliability, delivering an always-on, guaranteed, end-to-end solution. Whether connecting a MobilePAL customer to their physician in an emergency, or notifying law enforcement of an offender's violation of parole, the system must be available at all times. "Reliability is more than just important to us, we really have no business without it. We rely on Echopass like electricity. It's always working," says Olshen.