



The Leader in E911 Solutions

Case Study: *Insurance Company*

“Originally, there was push-back on buying a system. We quickly realized that we couldn’t put a price on a person’s life. If something bad happened, the potential cost to our business could be huge. The system paid for itself the first time we got a 911 call and paramedics went to the right location in the right building.” Dawn Becker of SAFECO.

The Company

SAFECO is one of the nation’s premier insurance and financial services companies, providing a comprehensive mix of products through 17,000 independent agents and financial advisors. The publicly-held company has a sprawling campus in Redmond, Washington with thousands of employees who work at 10 different buildings in a five-mile radius. All of the Safeco facilities are served by the same private branch exchange (PBX) telephone system.

The Opportunity

In the past, if a SAFECO employee or visitor in Redmond needed emergency assistance from fire, police or paramedics, someone called 911 for help. The caller had to verbally indicate the building address, office or cube number, and floor number. Because the company didn’t have an enhanced 911 (E911) system, the 911 dispatcher couldn’t generate this information automatically. If someone couldn’t speak or wasn’t sure where he or she was located, the 911 dispatcher had no way to identify the caller’s location.

When a 911 call was received, the 911 dispatcher called SAFECO officials and notified them that there was a possible on-site emergency. SAFECO then attempted to validate the incident. SAFECO recognized the process was inefficient and left the company exposed for a slow emergency response.

As a safety-minded corporation, SAFECO realized the possibility existed for a life-threatening crisis to occur, and it knew it was potentially unprepared. The company could retrieve call data records (CDRs) and search a building to identify a 911 caller, but the process was tedious and time-consuming, putting the company and the caller potentially at risk. Among the concerns: How would a paramedic know where to locate an employee in trouble whom could not speak? How long would it take emergency response officials to find the victim? What would happen if rescuers showed up the wrong building?

The Solution

As an interim step, SAFECO activated a crisis alert feature on its PBX. The feature notified internal security officials that a 911 call had been made by a specific individual, but still could not indicate the exact location from where the call originated. This incomplete information was provided to the

security desk, which needed to meet emergency response personnel to tell them the location of the emergency. The trouble was that the security officials might not know the location.

In the spring of 2001, SAFECO obtained RedSky's E911 Manager product, which enables a 911 call to relay precise location information, including the correct building, office and phone number, and floor location. SAFECO knew that equipping its Redmond campus with an E911 system was the responsible approach to protect employees and visitors, and to thwart any claims of liability in the event of injury or death should a crisis result. SAFECO installed the appropriate telephone trunks, then integrated RedSky's software-based system directly to its PBX, eliminating the need for a separate database to be created and maintained. Consequently, whenever an employee changes locations, or new employees arrive, the E911 system is updated automatically. For each telephone station, SAFECO stored location-specific information about it, using up to 20 characters to identify the office or cube number and general vicinity of the floor. The telephone number and building address information were automatically included.

The Impact

SAFECO's E911 system is now helping safeguard employees and guests who visit its Redmond, Washington worksites, and protecting the company against claims of liability. If an emergency occurs and someone calls 911 for help, the 911 agency automatically knows the exact whereabouts of the incident, without the caller saying a word. Emergency response personnel can pinpoint the location of the victim or incident instantly so they can provide prompt assistance.

Since the system became operational in 2001, there have been several cases where 911 was needed. Each time, emergency response personnel were able to be on the scene and provide assistance within minutes. Had SAFECO developed its own in-house solution, or acquired a different software-based solution, it would have had to hire a full-time employee to maintain the system. The RedSky system paid for itself in about one year. Moreover, SAFECO is now modeling for many of its commercial clients an efficient, world-class solution to protect its company, resources and people. The company is investigating installation of RedSky's E911 system for other company locations.

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| Following are comments from SAFECO's manager who directed installation of the E911 solution: |
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On RedSky's E911 Manager features...

"E911 Manager has everything we were looking for. It provides the address, cube and floor of the caller, and integrates directly into your switch so you don't need a separate database."

On having a maintenance-free solution...

"If we built a separate database, we'd need a full-time person just to maintain it. RedSky's system does the work for us automatically."

On RedSky's service...

"The person dedicated to our account has been great. When we installed the system, we could call anytime and she was right on top of what we needed."