RedSky
The Leader in E911 Solutions®

The RedSky
E911 Sales Guide for Avaya Partners

E911 SOLUTIONS FOR ANY SIZED ENTERPRISE

Recommend the Right E911 Solution

Recommending the right solution for your customers begins with an honest assessment of their requirements, network and purchasing and approval processes. Above all, consider E911 as an integrated capability of their network, not as a stand-alone manual process that someone facilitates.

E911 Qualifying Questions for Your Customers

❑ Can emergency responders pinpoint the exact location of the caller when a 9-1-1 call is made?

❑ Do they arrive at the correct building?

❑ Do you operate branch locations in U.S. states with E911 regulations?

❑ Are you using PBX/call servers from multiple vendors?

❑ Do you have an IP Telephony deployment strategy?

❑ Do you need to be notified in real time when a 9-1-1 call has been made?

❑ Do you have employees working from home who are connected to your voice network and can dial 9-1-1?

❑ Are you deploying softphones? WiFi phones? SIP phones?

❑ Do you have a mixed environment of IP and TDM equipment?

❑ Do you prefer a capital purchase/lease or monthly operating lease/expense?

> If your customer answers yes to 2 or more of these questions, use the next page to select the right E911 solutions for them.

What is the Right E911 Solution for Your Customer?

We've defined some scenarios based on customer size and network characteristics to help you determine the appropriate E911 solution for your customer.

Type of Enterprise	Recommended E911 Solution
SMALL BUSINESS (<500 ENDPOINTS)	**RECOMMENDATION**
Little to no phone movement, one location, legacy TDM platform	PS-ALI or E911 Anywhere®
Some phone movement, several locations and perhaps remote teleworkers, IP Platform	PS-ALI or E911 Anywhere®
MID-SIZED BUSINESS (500 – 5,000 ENDPOINTS)	**RECOMMENDATION**
Legacy TDM platform, little to no phone movement, one or two main locations	PS-ALI or E911 Anywhere®
Legacy TDM platform, average phone movement with location changes stored in the PBX or stored in a work order management system, one or more locations	E911 Manager® plus PS-ALI or E911 Anywhere®
Multiple legacy and IP platforms, multiple locations, average phone movement	E911 Manager® plus E911 Anywhere®
IP platform, IP phone movement, multiple locations	E911 Manager® or E911 Manager® plus E911 Anywhere®
IP platform, IP phone movement, multiple locations, remote teleworkers, mobile softphone users	E911 Manager® plus E911 Anywhere® and myE911® for mobile softphones
SCHOOL DISTRICT, UNIVERSITY OR COLLEGE CAMPUS (2,500 – 30,000 ENDPOINTS)	**RECOMMENDATION**
Legacy TDM platforms, little to no phone movement, dozens or hundreds of locations, security force that requires 9-1-1 notifications	E911 Manager® with EON 9-1-1 call notification plus E911 Anywhere®
IP platform, IP phone movement, dozens or hundreds of locations, security force that requires 9-1-1 notifications	E911 Manager® with EON 9-1-1 call notification plus E911 Anywhere®
LARGE ENTERPRISE (5,000+ ENDPOINTS)	**RECOMMENDATION**
Legacy TDM platform or multiple legacy PBXs, average phone movement with location changes stored in the PBX or stored in a work order management system, multiple large locations, has a security force that requires 9-1-1 notifications	E911 Manager® with EON 9-1-1 call notification plus E911 Anywhere®
IP platform + multiple legacy TDM PBXs, average phone movement with IP phones moving automatically and, for TDM PBXs, location changes stored in the PBX or stored in a work order management system, multiple large locations, has a security force that requires 9-1-1 notifications	E911 Manager® with EON 9-1-1 call notification plus E911 Anywhere®
Multiple IP platforms with average phone movement with IP phones moving automatically, multiple large locations, geographically distributed, has a security force that requires 9-1-1 notifications	E911 Manager® with EON 9-1-1 call notification plus E911 Anywhere®
Multiple IP platforms with average phone movement with IP phones moving automatically, multiple large locations, geographically distributed, has a security force that requires 9-1-1 notifications, 9-1-1 alerts may be integrated into other network monitoring applications, need to support small regional sites, teleworkers, mobile softphone users	E911 Manager® plus E911 Anywhere® and myE911® for mobile softphones

*E911 Manager® can be deployed as an on-premise software solution or as a service via RedSky's managed private cloud

E911 Manager®

AUTOMATED E911 FOR THE MODERN ENTERPRISE

OVERVIEW
E911 Manager® integrates with the leading call servers to track phone location movement and monitor for 9-1-1 calls; then automatically updates phone locations in ALI databases. Enterprises looking to drive costs out of their networks using SIP can eliminate costly local 9-1-1 call trunking and multiple PS-ALI contracts by pairing E911 Manager® with E911 Anywhere® to route 9-1-1 calls and deliver accurate location information to emergency responders.

Whether deployed on a server in the datacenter or as a service via RedSky's managed private cloud, E911 Manager® reliably manages every aspect of your customer's enterprise E911 requirements.

FEATURES
▸ E911 Manager® integrates with leading call servers and supports mixed hardware environments providing a centrally managed E911 system
▸ A single instance of E911 Manager® supports multiple PBX/call servers and thousands of endpoints
▸ Provides real-time location tracking of all IP endpoints
▸ Integrated and certified with Avaya and legacy Nortel voice platforms
▸ Automatically updates all PS-ALI databases in the USA with accurate phone locations
▸ Monitors call servers/PBXs for 9-1-1 calls and sends real-time notifications – screen pop, SMS, and email – to security and administrators
▸ Can be deployed on a server or virtual machine on your customer's premise or as a service via RedSky's managed private cloud (requires VPN connectivity)
▸ Integrates with RedSky's E911 Anywhere® cloud-based national 9-1-1 call routing service to route 9-1-1 calls to the appropriate emergency response center, based on the location of the caller

PRICING INFORMATION
E911 Manager® on-premise software is licensed on a per ELIN or phone basis. Optional services such as Emergency On-site Notification are priced on a per-server basis. When deployed as a service via RedSky's managed private cloud, there is a one-time service initiation fee and an annual service contract based on ELINs. With E911 Manager®, enterprises have the option of using either a PS-ALI account or E911 Anywhere® to store the location records for their phones. Enterprises with multiple locations that span different LEC regions can benefit from using E911 Anywhere® instead of opening multiple PS-ALI accounts with multiple LECs.

PRIMARY SELLING POINTS

1. **Complies with all state legislation**
2. **Fully automated E911 across the enterprise**
3. **Integrates with major PBX platforms**
4. **Reduces administrative costs**

E911 Anywhere®

CLOUD-BASED 9-1-1 CALL ROUTING, LOCATION DELIVERY AND EMERGENCY NOTIFICATION

OVERVIEW
RedSky's E911 Anywhere® is a cost-effective, cloud-based network service that routes 9-1-1 calls from any call server or PBX in the country, validates and sends the detailed location of callers to emergency dispatchers, and notifies on-site personnel of 9-1-1 calls in progress. E911 Anywhere® combines with automatic location tracking and management solutions such as E911 Manager® to provide a comprehensive, automated E911 solution for more complex organizations.
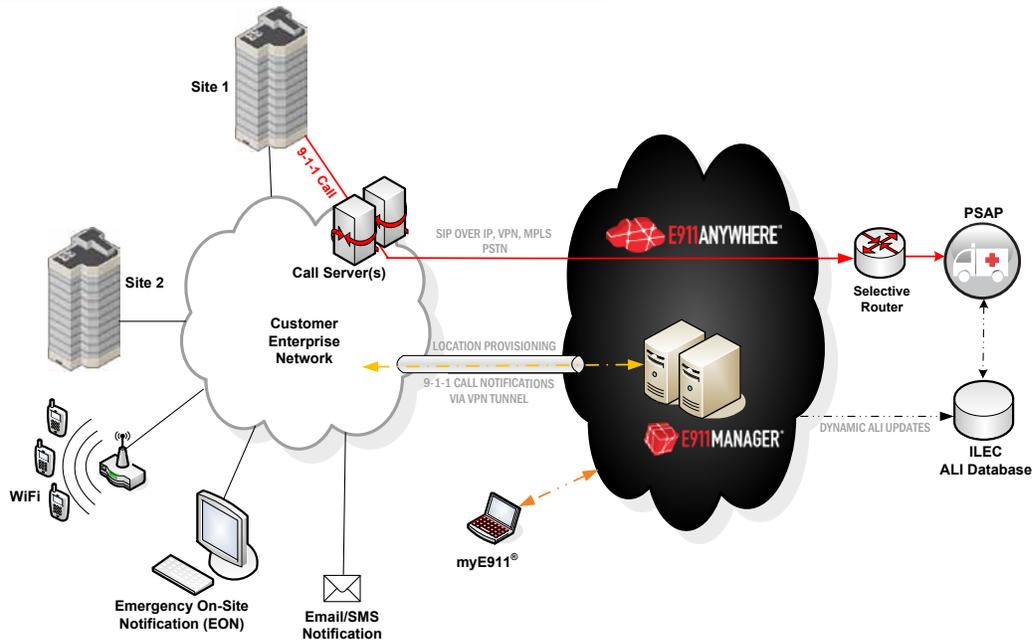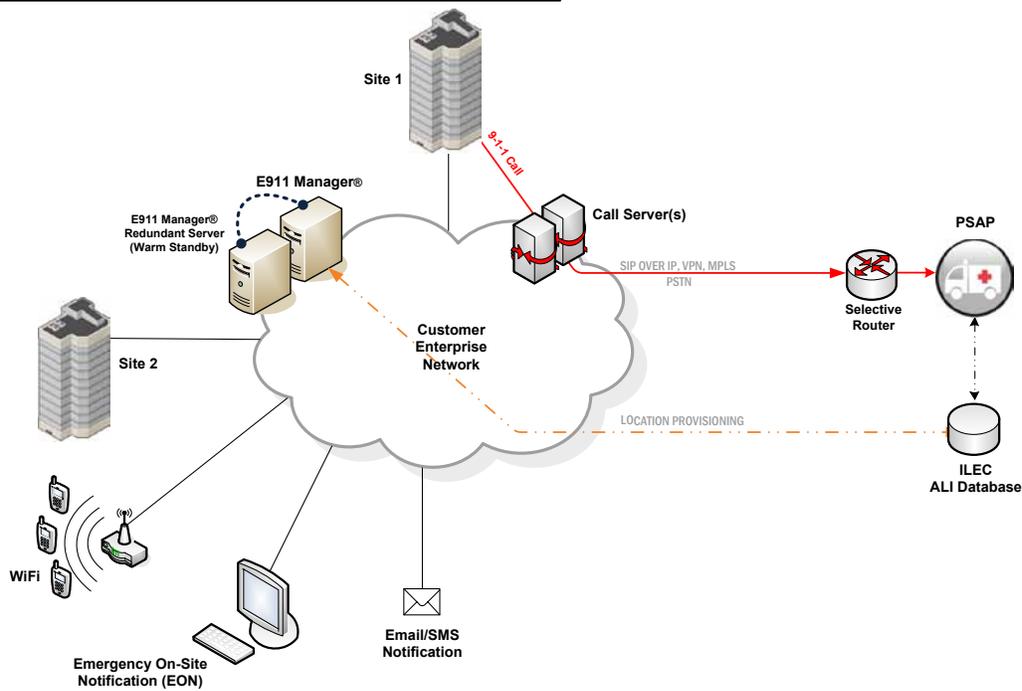
FEATURES
▸ Makes providing E911 protection easy for small and mid-sized organizations
▸ Accepts all 9-1-1 calls using IP, SIP or PSTN trunking
▸ Supports real-time location updates for mobile softphones
▸ Routes 9-1-1 calls to any PSAP in the USA based on the location of the caller
▸ Fail-over includes an emergency call center staffed 24/7 by trained personnel
▸ Accepts real-time location updates from E911 Manager®
▸ Low initiation fee and E911 as a monthly service

PRICING INFORMATION
E911 Anywhere® requires a one-time service initiation fee and an annual service contract based on ELINs.

PRIMARY SELLING POINTS

1. **Phones can move around within the enterprise and be "discovered"**
2. **Enterprise is notified of the exact location of a 9-1-1 caller**
3. **Architecture supports multiple locations, remote locations, teleworkers, softphone users**
4. **Supports Centrex customers**

Site 1

E911 Manager®

E911 Manager®
Redundant Server
(Warm Standby)

Call Server(s)

PSAP

9-1-1 Call

Site 2

SIP OVER IP, VPN, MPLS
PSTN

Selective
Router

Customer
Enterprise
Network

LOCATION PROVISIONING

ILEC
ALI Database

WiFi

Emergency On-Site
Notification (EON)

Email/SMS
Notification

Site 1

9-1-1 Call

Site 2

Call Server(s)

SIP OVER IP, VPN, MPLS
PSTN

E911ANYWHERE®

PSAP

Selective
Router

Customer
Enterprise
Network

LOCATION PROVISIONING

9-1-1 CALL NOTIFICATIONS
VIA VPN TUNNEL

E911 MANAGER®

DYNAMIC ALI UPDATES

ILEC
ALI Database

WiFi

Emergency On-Site
Notification (EON)

Email/SMS
Notification

myE911®

Visit www.redskyE911.com

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▸ E911 webinars
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About RedSky

RedSky is the leading provider of on-premise and cloud-based E911 solutions with more customers, more technology and more experience than any other provider. More than a million workers, students, guests and visitors rely on RedSky for E911 protection. RedSky leverages legacy standards as well as the new National Emergency Number Association (NENA) i3 standards for Next Generation 9-1-1 (NG9-1-1) to help organizations provide effective 9-1-1 emergency response, comply with state E911 regulations and meet business requirements for safety, risk management and efficiency.

For more information or to discuss a potential customer opportunity, contact Adam Vedas, Associate Sales Director – Avaya Channel, at 312-432-5934 or avedas@redskytech.com.

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