

NetVanta IP Communications Solution Delivers for Golden Home Service

Real People

Tim Ray, president and owner of Golden Home Services (GHS), depends on the NetVanta® 7100 IP Communications Platform to coordinate his senior care business. Golden Home

Services (GHS) provides customized care, tailoring their services to meet the individual needs of each client, ranging from light housework and companionship to live-in services and Alzheimer's care. As the company began growing and expanded into three separate divisions, Ray realized that his voice and data network needed to be upgraded to offer this level of high-touch, personalized care. GHS turned to an ADTRAN® partner, Joel Thain, president of IntegriCom®, Inc., to develop a solution.



Real Networks

Previously, GHS had several analog, four-line phones. This pieced-together voice network was not reliable and it couldn't keep pace with the company's growth. Thain recommended a T1 line, NetVanta 7100 IP Communications Platform, and IP 700 Phones to give GHS a reliable, 12-line voice system and secure data network. The IP 700 Series of phones provides the ability to forward phone calls to cell phones for the 24-hour support GHS provides; and offers distinctive ringtones to help ensure calls are directed to the correct location. The NetVanta 7100 provided GHS with a router, firewall, switch, and IP PBX. The NetVanta 7000 Series is ideal for smaller offices, like GHS, because the single-chassis platform provides a complete LAN-to-WAN infrastructure, along with the Quality of Service (QoS) necessary to maintain voice quality.

Real Value

With the NetVanta 7100 and IP 700 phones, GHS has an effective IP voice and data system that accommodates the existing divisions, along with future growth. With NetVanta, GHS also saves approximately 20 percent per month in carrier charges by combining their voice and data services onto a T1. Additionally, IntegriCom remotely handles the day-to-day network operation and backs up GHS data nightly, which is encrypted, insuring HIPAA (Health Insurance Portability and Accountability Act) compliance. Using the NetVanta network, GHS now has a professional and secure system that enables them to provide the highest level of care to their clients and delivers real value for their growing business.



SIP Trunking: Why it is important.

A growing number of VoIP service providers are offering an emerging IP-based service. SIP (Session Initiation Protocol) Trunk is an alternative to traditional TDM T1, PRI, and analog trunks to connect an end user's PBX. Four components are required to implement SIP trunks: a PBX with a SIP-enabled trunk side; an enterprise edge device with IP Quality of Service (QoS) and VoIP traffic monitoring; a SIP trunk service provider; and a solution provider who can bring it all together for the end user customer. Using SIP Trunking can help lower a user's monthly rate, compared to traditional circuits; and can enable users to dynamically combine voice and data across a common IP link, while eliminating separate lines for voice, high speed Internet, and network connectivity. ADTRAN products provide several options for utilizing SIP Trunks. NetVanta 7100 and 7060 offer SIP Trunk connections for users who prefer a premises-based IP PBX with integrated VoIP QoS and Voice Quality Monitoring (VQM). Total Access® 900 Business Gateways enable service providers to terminate and bundle with SIP Trunks for hosted VoIP connections with the end user's legacy PBX system or phones. VoIP and IP Telephony solutions are also well-positioned for partners to use in a broad range of emerging market opportunities and SIP Trunk applications. ADTRAN is currently working with leading service providers to certify the NetVanta 7000 Series of IP PBXs and Total Access 900 Series of Business Gateways. This means ADTRAN partners can create a competitive advantage by offering a well-rounded communications solution and have the ability to generate incremental and recurring revenues through selling SIP Trunks. The ability to provide this type of solution helps solidify a reseller's relationship with customers as a trusted partner and the "go-to" authority for enhanced business communications.

Tim Ray
President
Golden Home
Services
End User