

## VoIPCortex™ solution brings reliability and functionality to crucial safety service



**Alertacall®**

Alertacall have been providing safety confirmation services since 2004. A groundbreaking telecare service, their unobtrusive check in system enables users to sign in daily from their own homes with the use of a specially produced telephone. If the user doesn't check in at a predefined time, Alertacall will phone them in the first instance and if they fail to answer, Alertacall will notify the next of kin. Alertacall work on the premise that if someone cannot confirm their safety, it's probably the time when they most need help - understandable, then, that Alertacall consider reliability of their service paramount.

### the challenge

Alertacall founder James Batchelor decided that he needed a partner within whom he could have complete technical faith, who at the same time provided a cost effective and flexible approach to extending his systems. With his business rooted in mass communication, the ability to implement advanced functionality and automation in order to progress the service would be crucial. After less than an hour on the phone to **ipcortex**, he had made up his mind.

### the solution

Deciding on a scaleable 1U Rack mount with several extensions for the office, James was particularly interested in the opportunities that development of Asterisk functionality could offer the Alertacall system. While the **ipcortex** PABX was certainly the best phone system he had ever had, the fact that **ipcortex** were constantly seeking to improve system functionality was something that he found very attractive.

Coming from a technical background, James opted to install the **ipcortex** system himself. He decided that it would be beneficial to make use of the **ipcortex** training options, deciding to visit the **ipcortex** demonstration suite. "Spending two hours preparing for the installation with **ipcortex** probably saved me ten hours overall", said James. He completed the installation with no problems.

### value created

The advanced functions that **ipcortex** developed became a core part of the Alertacall system infrastructure, with the ability to automate many of the tasks involved with maintaining the system. Making phone calls to customers reminding them to run a maintenance test on their equipment, for example, used to be time consuming - but automation has reduced time and effort outlay, increasing efficiency and cost effectiveness. It is this scope for development and improvement that makes VoIP an attractive option for many businesses.

James believes that a large part of the Alertacall success story is the technical competence of partners such as **ipcortex**, coupled with that of his own team. "**ipcortex** always gave thought as to what I was trying to achieve" said James, who greatly values the advice and guidance that he was given, from conception to implementation.

Offering top quality systems and support at a fraction of the cost of solutions offered by other suppliers, **ipcortex** technology has allowed Alertacall to extend their reach and improve their systems and continue to do so - both now and in the future.



"Alertacall provides a unique telecare service that helps older and disabled people who live on their own remain independent for longer. What we do is mission critical it's vital that what we have - works - and works all the time.

**ipcortex** has provided us with a scaleable and adaptive telephony solution that's allowed us month on month to enhance the services we provide - quickly, cost effectively and without compromising the reliability of our infrastructure. **ipcortex** are competent, easy to work with and I feel have always been more of a partner than just a supplier, working with us to ensure what we have perfectly meets our requirements."

*James Batchelor, Alertacall*

### finding out more

For more information on **ipcortex** products and services, please visit the **ipcortex** website at <http://www.ipcortex.co.uk> or telephone **01908 276650**.