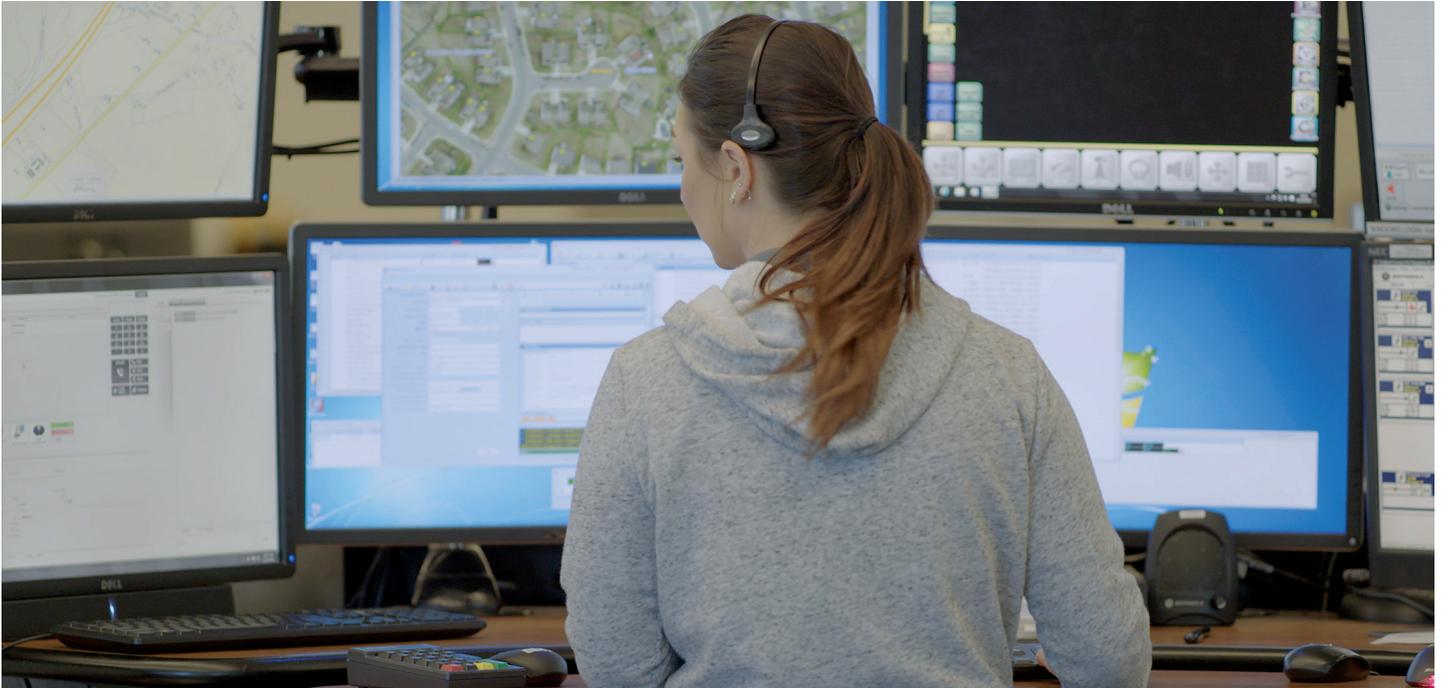


STAFFORD COUNTY EMERGENCY COMMUNICATION CENTER PREPARING FOR NEXT GENERATION 9-1-1 TODAY

CALLWORKS CALLSTATION WITH MAPPING DELIVERS VITAL INFORMATION AT A GLANCE



The Stafford County, Virginia Emergency Call Center had an immediate, pressing need. Their phone system was nearing the end of its life. However, they wanted to do more than just replace one system with another. They realized that this was a unique opportunity to update their infrastructure to better respond to emergencies in a Next Generation 9-1-1 (NG9-1-1) environment.

The proposal process that the county followed was rigorous. In addition to the best value, they wanted to work with a company that could support their growth and migration to the new telephony technologies as they became available. "Looking into the future, forging a relationship with our partner was as important as cost and the equipment itself," said Carol Adams, 9-1-1 Director for Stafford County. "The functionality that NG9-1-1 will make available is amazing. We wanted to ensure our partner would be able to help us take advantage of every relevant requirement as it comes online."

The solution they chose was the CallWorks CallStation® with Mapping. After just a few months, Stafford County is already realizing significant improvements in efficiency and effectiveness. "As soon as a call comes in, whether it's from a mobile device or landline," says Carol, "it is mapped, prioritized and within minutes units are on their way."

CUSTOMER PROFILE Stafford County Emergency Communication Center

- Serves over 130,000 residents
- Has 21 call-taking positions with 6 additional seats at a second location
- Handles over 52,000 calls annually

Key Benefits:

- CallWorks CallStation with Mapping
- Cost efficient
- Easy to use
- Based upon advanced, yet proven technology
- Supports legacy systems and facilitates a smooth migration to NG9-1-1
- Open architecture

THE COMMUNITY

Stafford County is situated roughly in the center of Virginia. Whereas the northern part of the county is only 35 miles from Washington D.C., the southern parts include the rural rolling hills of Fredericksburg. The county occupies approximately 270 square miles, the population has grown over 40% since 2000, and it is the fifth fastest growing area in Virginia.

The I-95 corridor slices the county in half, north to south. 9-1-1 director, Carol Adams, explains that the interstate and the Potomac and Rappahannock rivers are the source of most of their emergency calls. "We're halfway between D.C. and Richmond itself and we're a congestion point between these two areas," says Carol. "When you get right down to it, the I-95 corridor is probably one of the most congested traffic areas in the State of Virginia.

With the rapid population growth and ever-increasing issues with congestion, it was critical to ensure the county was prepared for the future. "When we're ready to migrate to text and other new technologies, we wanted a system that would be ready when the time comes."



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Carol Adams, 9-1-1 Director for Stafford County

LAYING THE FOUNDATION FOR THE FUTURE

Stafford County has a primary 21-seat 9-1-1 call center and an additional off-site location with 6 call-taking positions to use as a backup. Likewise, they have a redundant rack at the 9-1-1 center and another located in the county's data center.

A BASIC NEED NOW

When the county began the proposal process, their immediate needs were fundamental. They wanted a phone system that would facilitate the handling and processing of emergency calls that would be easy to use, and simple to maintain and administer. And they needed a system that would support their backups and redundancy. "For the near term we were taking a simplistic approach. We don't need the system to do a lot other things. Just take a call, display the information and share it with our Computer Aided Dispatch (CAD) system. That's all," says Carol.

A ROBUST SOLUTION IN THE FUTURE

However, Carol and the county also had an eye to the future. "It's pretty incredible what I've heard NG9-1-1 may be able to do. And seriously, it's not that far away," says Carol excitedly. "We wanted a system that could easily support new technologies without incurring major expense as well as address our current needs." And in fact, within only a few months of switching to their new phone system, Stafford County is already looking to add text-to-9-1-1 functionality as their first step into NG9-1-1.

SIMPLICITY LEADS TO EFFICIENCY

So often, staffers resist new technology. Many times it requires changing the way people have done their jobs for years, sometimes decades. However, Stafford County call takers like the new system, and Carol reports hearing a lot of positive comments. Although she knows installing a new phone system isn't as dramatic as switching over to a new CAD system, she feels the successful migration is mainly attributable to the quality of the product.

EVERY SECOND COUNTS

The switchover didn't impact their call handling. In fact, Carol estimates that the system increased call taking efficiency due to the fluid call handling capability, along with a new keypad they can program to utilize hot keys and shortcuts.

Stafford County has also realized immediate cost savings in maintenance, and they anticipate greater savings in the future as they have laid the foundation to grow and adopt new technology without a lot of associated cost increases.

AN INTERACTIVE VIEW OF THE PRESENT

"One of the features we really, really liked about the CallWorks solution is the interactive map," raved Carol. When a call comes in, regardless of whether it's a mobile device, VoIP or landline, it is immediately plotted on the map of the county. This enables call takers to spot clusters of calls and respond appropriately.

THE NEW WORLD OF NG9-1-1

"It may be a few years before NG9-1-1 comes to fruition," says Carol. "But one of the key things we looked at is making sure that we're ready to turn on new features as they become available. Whether these new updates would be text-to-9-1-1, video, pictures, or transfer of medical information, we needed to be ready with a product that transitions smoothly through all upgrades with minimal cost and impact on our staff."

"If, for example, we have a major festival or sporting event in our county, with NG9-1-1 we would be able to set up a temporary 9-1-1 call center at the event and limit the calls we take to just those originating from the immediate vicinity," marvels Carol.

THE KEY IS IP

The IP backbone of NG9-1-1 also enables a terrific amount of flexibility. If one call center is overloaded, there is another that can pick up the excess volume so every call is answered. Callers never hear a fast busy. Says Carol, "if we should lose all or some of our capacity, it's just a matter of moving traffic to another location."

And the variety that the new browser-based system provides is already providing important benefits in terms of flexibility and peace of mind. "If we were unable to operate out of this building (the 9-1-1 call center) for whatever reason, as long as I can get internet access, connect to the county's network and get past the firewall to the 9-1-1 system, I can plug in just about anywhere in the county. This system provides the flexibility to do that. We're no longer tied down by a particular physical location."

"The advancement of mobile communications technology requires the 9-1-1 infrastructure to be flexible and adaptive. We require a system that has been designed to support technology such as VoIP, SMS (texting) and picture/video transmissions along with the flexibility to adapt to future ones that aren't yet on our horizon. CallWorks fits that bill."

Carol Adams, 9-1-1 Director for Stafford County

THE RIGHT RESPONSE AT THE RIGHT TIME

For example, if a major incident occurs on I-95, it could possibly generate 10 or more calls reporting the same event. By glancing at the interactive map, the call taker can quickly determine caller location prior to answer. This feature greatly enhances situational awareness for call takers. Previously, call takers had to answer the call prior to obtaining a mapped location.



This helped the staff get the most of the onsite training. Because they were already familiar with the new tool, they came to class with a base knowledge as well as questions for the trainer.

“We feel as though we were able to train people in an affordable amount of time,” says Carol. “Our folks were able to get the information they needed before cutting over. And at cut-over, the same trainer who did the onsite classes was here to help with any questions. We had a very smooth transition, no major problems, and no hiccups. From installation to implementation to training there were no problems.”

The 9-1-1 call takers for Stafford County will be attending CallWorks Online University again when there are any major system upgrades or when NG9-1-1 technologies are brought online. Instead of time-consuming classroom training, staffers will be easily and quickly trained within their own work environment.

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CALLWORKS ONLINE UNIVERSITY

Prior to onsite training, the Stafford County 9-1-1 staff attended the CallWorks Online University. This experience enabled call takers to become familiar with the new system before attending the trainer led, in-class sessions and making the switch over to the new system.

For further information about CallWorks NG9-1-1 Solutions, contact your CallWorks sales representative or visit www.motorolasolutions.com/callworks