

Cisco Solution Guide for E911

E911 SOLUTIONS FOR ANY SIZED ENTERPRISE

Recommend the Right E911 Solution

The process of recommending the right E911 solution for your customers begins with an honest assessment of their requirements, network and approval process. In some cases, Cisco Emergency Responder (Cisco ER) will be the right choice in combination with a cloud-based national call routing solution such as RedSky's E911 Anywhere®. For legacy and hybrid environments, RedSky's E911 Manager® may represent a better fit. This guide provides Cisco partners with scenarios, selling points, and the knowledge to position the right E911 solution for your customer.

Sample Cisco ER + E911 Anywhere® Opportunities

- 100% Cisco Unified Communications Manager (CUCM) network
- Little to average phone movement
- Looking to reduce costs by eliminating local 9-1-1 trunks and/or multiple PS-ALI accounts

Sample E911 Manager® Opportunities

- Multiple PBX/call server platforms in addition to CUCM
- Complex network with softphones, WiFi, remote workers, multiple locations, etc.
- On-site security force requiring real-time notification
- Multiple locations connected to main clusters of CUCM



RedSky E911 Anywhere® and E911 Manager® have tested compatible with Cisco Unified Communications Manager. Go to www.cisco.com/go/compatibledisclaimer for disclaimer.

For scenarios, selling points, and solutions, use the next pages to select the right E911 solution for your customers

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.

“When is Cisco ER right for your customer?”

Cisco ER is appropriate for customers that are 100% CUCM and have a 100% Cisco Layer 2 voice network. In this situation, Cisco ER can provide Layer 2 and Layer 3 network discovery and basic 9-1-1 call notifications. It is important to note that Cisco ER does NOT provide automated location record updates to local PS-ALI databases. In all cases with Cisco ER, the end customer must purchase a PS-ALI account or purchase a cloud-based E911 service to properly place phone location records in databases so they can be accessed by emergency call takers in public safety answering points (PSAPs). E911 Anywhere®, RedSky's cloud-based nationwide 9-1-1 call routing solution, is the perfect complement to Cisco ER. E911 Anywhere® integrates with Cisco ER to provide automated location record updates, remote worker and softphone support, and 9-1-1 call alert notifications. E911 Anywhere® eliminates the need for multiple PS-ALI accounts and local trunks by sending all 9-1-1 calls to the appropriate PSAP anywhere within the United States and Canada.

Type of Enterprise	Recommended E911 Solution
SMALL BUSINESS (<500 PHONES)	
100% CUCM, little to no phone movement, one location	E911 Anywhere® only (no Cisco ER)
100% CUCM, 100% Cisco network, IP phone movement, several locations and perhaps remote teleworkers, IP Platform	Cisco ER + E911 Anywhere®
MEDIUM BUSINESS (500-5,000 PHONES)	
100% CUCM little to no phone movement, one or two main locations	E911 Anywhere® only (no Cisco ER)
100% CUCM, 100% Cisco network, average phone movement requiring Layer 2 or Layer 3 network discovery	Cisco ER + E911 Anywhere®
CUCM + other legacy and IP platforms, multiple locations, IP phone movement, remote teleworkers, mobile softphone users, robust 9-1-1 notifications required	E911 Manager® + E911 Anywhere®
SCHOOL DISTRICT, UNIVERSITY OR COLLEGE CAMPUS (2,500 – 30,000 PHONES)	
100% CUCM, little to no phone movement, one or many locations	E911 Anywhere® (no Cisco ER)
100% CUCM, 100% Cisco network, average phone movement requiring Layer 2 or Layer 3 network discovery	Cisco ER + E911 Anywhere®
CUCM + other legacy and IP platforms, multiple locations, IP phone movement, remote teleworkers, mobile softphone users, robust 9-1-1 notifications required	E911 Manager® with 9-1-1 “screen-pop” call alerts (EON) + E911 Anywhere®
CUCM + Cisco WiFi with Cisco MSE	E911 Manager® with WiFi E911®
LARGE ENTERPRISE (5,000 – 30,000 PHONES)	
100% CUCM, 100% Cisco network, average phone movement requiring Layer 2 or Layer 3 network discovery, has a security force that requires 9-1-1 notifications	Cisco ER + E911 Anywhere®
CUCM + 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 9-1-1 “screen-pop” call alerts (EON) + E911 Anywhere®
Multiple CUCM clusters consolidated in regional datacenters, all IP phones with automatic location determination, 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	E911 Manager® with 9-1-1 “screen-pop” call alerts (EON) + E911 Anywhere®
CUCM + Cisco WiFi with Cisco MSE	E911 Manager® with WiFi E911®

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
- ▶ Provides real-time location tracking of all endpoints (analog, digital, SIP and H.323)
- ▶ Automatically updates all PS-ALI databases in the USA and Canada with accurate phone locations
- ▶ Monitors all call servers/PBXs for 9-1-1 calls and sends real-time notifications to security and administrators
- ▶ Can be deployed on a server or virtual machine within the datacenter or as a service via RedSky's managed private cloud
- ▶ Integrates with RedSky's E911 Anywhere® cloud-based national 9-1-1 call routing service

PRICING INFORMATION

E911 Manager® on-premise software is licensed on a per phone or device 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 RedSky's 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 from 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**
- 5. Can be deployed within the data center or as a service via managed private cloud**

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 RedSky's E911 Manager® and Cisco Emergency Responder to provide a comprehensive, automated E911 solution for more complex organizations.

FEATURES

- ▶ 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 and Canada 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® and Cisco ER
- ▶ Low initiation fee and E911 as a monthly service
- ▶ PLUS Bundle includes Call Monitoring, Call Barge-In, and Call Recording

PRICING INFORMATION

E911 Anywhere® requires a one-time service initiation fee and an annual service contract-based on ELINs. E911 Anywhere® is approved for Cisco Solution Incentive Program.

PRIMARY SELLING POINTS

- 1. Accepts and routes 9-1-1 calls to all PSAPs in the USA and Canada**
- 2. Validates and stores location records (ELINs and ELRs) exported from Cisco ER**
- 3. Notifies the enterprise of a 9-1-1 caller's location using SMS text, email and "screen-pop" alerts**
- 4. Highly scalable architecture supports multiple clusters, locations, remote locations, teleworkers, and softphone users**

WiFi E911®

REAL-TIME TRACKING OF VoWiFi PHONES

OVERVIEW

WiFi E911® works seamlessly with the Cisco Mobility Services Engine (MSE) and Cisco WiFi networks to track the location of WiFi phones in real time and provide routing instructions to Cisco Unified Communications Manager when a 9-1-1 call is made. An optional module for the E911 Manager® platform, WiFi E911® communicates with Cisco MSE and CUCM using published APIs and works with E911 Manager® to update PS-ALI location databases or RedSky's E911 Anywhere® with current location records for all WiFi access points.

FEATURES

- ▶ WiFi E911® integrates with Cisco MSE for real-time location tracking
- ▶ Tracks phone location to the access point
- ▶ Stores a location database of all access points and all ports on Layer 2 switches
- ▶ Receives real-time events when a phone moves from one access point to another
- ▶ Polls Cisco MSE for individual phone locations
- ▶ Supports remote users via remote WiFi access points at home with E911 Anywhere®
- ▶ Integrates with E911 Manager® to notify campus or corporate security of an emergency caller's exact location

PRICING INFORMATION

WiFi E911® on-premise software is licensed on a per server basis with an annual service contract.

PRIMARY SELLING POINTS

- 1. WiFi E911® is compatible with Cisco MSE**
- 2. Real-time location tracking of all phones on Cisco WiFi networks**
- 3. Maintains a single location data store for wireline and wireless phones**
- 4. Upgrade path with Cisco MSE will improve location tracking to within 3 meters**
- 5. Easy to install and set-up**
- 6. Provides precise location of 9-1-1 callers to campus and enterprise security departments**

Visit www.redskyE911.com

SALES SUPPORT

- ▶ State legislation Information
- ▶ Vertical case studies
- ▶ Professional Services options
- ▶ Product datasheets and white papers

FOR CUSTOMERS

- ▶ Free E911 Risk Assessment
- ▶ Extensive E911 Knowledge Base
- ▶ E911 Webinars
- ▶ Technical Information

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 Ken Rosko, director of Business Development-Strategic Channels, at 312-432-5935 or krosko@redskytech.com.

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