TECHNICAL INSIGHTS

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BACK-UP TELECOMMUNICATION

One of the most important requirements during an emergency is to maintain communications – by having backup telecommunications. Because of Hurricane Katrina, there is currently a huge emphasis on being able to maintain communications during and after a disaster. Previously, business continuity and disaster recovery professionals focused on hardware-based, location–specific and extremely costly solutions that still remained highly vulnerable. To overcome this challenging problem, TeleContinuity Inc., has developed a Survivable Communication Network which can be utilized in case of a disaster, emergency, communication outage or evacuation.

TeleContinuity's solution is a fresh approach to disaster recovery. As opposed to conventional disaster management solutions that have protected the centralized telecom infrastructure or planed for relocation of employees, TeleContinuity's communication network can maintain communications even when the telecom infrastructure of the enterprise has collapsed and all the employees have been scattered to unplanned locations. TeleContinuity 's communication network will reroute all the inbound calls headed to the subscriber's original telephone to the customer at his or her new location and over any talking device such as landline phone, cell phone, laptop, PC or PDA. The device only needs to be working and be connected to either the internet or the Public Telephone Network. During or after the emergency, subscribers have access to an entire range of telephone features such as voice mail, conference calling and the ability to make outgoing calls.

TeleContinuity's solution combines the most survivable elements of the internet, PSTN and dynamic call center technologies. This solution does not require any external hardware or a change in carrier relationship. One of the significant features of this solution is its simplicity of use. Because the caller dials the same numbers and extensions, the system duplicates non-disaster calling conditions. Rerouted calls can be sent through any functioning landline, VoIP, cable or cell phone network. Further, the TeleContinuity solution exhibits a high degree of robustness along with being carrier-independent, enabling the restoration of telecommunication service within minutes. The TeleContinuity solution, when coupled with data backup, can provide full and immediate workplace recovery.

In discussing the significant advantages of TeleContinuity's solution, Michael Rosenberg, the executive vice president explains, "Priced per line per month, TeleContinuity eliminates the need for an expensive off-site PBX at a remote hot-site or for expensive enhanced telephone services such as Centrex. Once activated, TeleContinuity deploys within minutes. Customers keep their existing carriers and there is no effect on existing carrier contracts or service. "Integration" is seamless, as the data to manage the service is handled via the web and IVR and there is no new equipment needed or any modifications to a company's existing telecommunications operation. TeleContinuity does not have to set foot in a subscriber location." Other advantages include the restoration of full PBX functionality and extension logic, local network bypass via carrier diversity, path diversity, location diversity, network independence, unlimited connectivity, device independence, location independence and dynamic bandwidth on demand.

Commenting on the trends in the emergency response industry, Rosenberg says, "Current trends in the marketplace show that organizations around the globe are now strongly focused on implementing telecom recovery. Budgets both in the U.S. and around the world have earmarked money for the implementation of backup telecommunications."

TeleContinuity Inc. is a privately held company and is funding has come from the Commerce Department's NIST/ATP Program, the State of Maryland Investments and private investors. The TeleContinuity solution will prove to be extremely useful in maintaining continuity of operations for both government agencies and business enterprises.

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