


SAPP Emergencia Móvil Case Study

Customer	SAPP Emergencia Móvil Ignacio Aguerre +598 22921575x608 www.sapp.com.uy	 <p>“Our company’s internal communication has benefited greatly from the new technology, not only in the cost savings, but also in the smart reuse of the existing resources, such as data connections and PSTN lines.” - <i>Ignacio Aguerre, Marketing Manager, SAPP</i></p>
Industry	Health Care	
Integrator	Giuffra y Asociados S.R.L. Verónica Machado da Silva voip@giuffra.com +598 2 6000325	
Distributor	CommLogik Argentina	
Main Challenges	<ul style="list-style-type: none"> • Improve inter-office communication between 15 locations and lower costs • Improve the services provided via telephone • Use human resources more efficiently • Unify all company telephone numbers into one • Allow current software applications to interface with the new telephone system 	
Solution Provided	3 XR2030 IP-PBX, 12 Linksys gateways, 18 snom IP phones, analog phones, softphones	

Overview

SAPP is a mobile medical service that covers the entire area of Canelones, Uruguay. With 15 clinics scattered throughout this territory, and many ambulances, their need for communication is critical.

SAPP’s constant efforts to improve the quality of the service they provide has driven them to undertake the process of obtaining ISO 9001 certification. As a result, they decided to trust Giuffra’s experience and expertise to restructure their entire communication system.

Customer Requirements

- Time-based Integrated Voice Response (IVR) solutions for main office interconnecting with the remote offices
- Time-based Integrated Voice Response (IVR) solutions for each office
- Time-based announcements
- Time conditions
- Transfer functionality
- Inter-trunking between offices
- Music on hold
- Voice mail (VM) to electronic mail
- Fax to electronic mail
- Fax to physical device
- Local and remote extensions
- Queues
- Call recording
- Call recording Interface
- PIN restriction for outgoing calls

Proposed Solution

Main office:

- XR2030 (6FXS+10FXO)
- 6 analog phones
- 4 snom phones
- 1 softphone

Parque del Plata Office:

- XR2030 (6FXS+2FXO)
- 6 analog phones
- 3 snom phones
- 1 softphone

Salinas Office:

- XR2030 (6FXS+2FXO)
- 6 analog phones
- 6 snom phones
- 1 softphone

Barros Blancos Office:

- 3 snom phones
- GW SPA3102 Linksys

Salinas SSC Office:

- 2 snom phones

6 Offices with PSTN lines:

- GW SPA3102 Linksys
- Analog phones

6 Offices without PSTN lines:

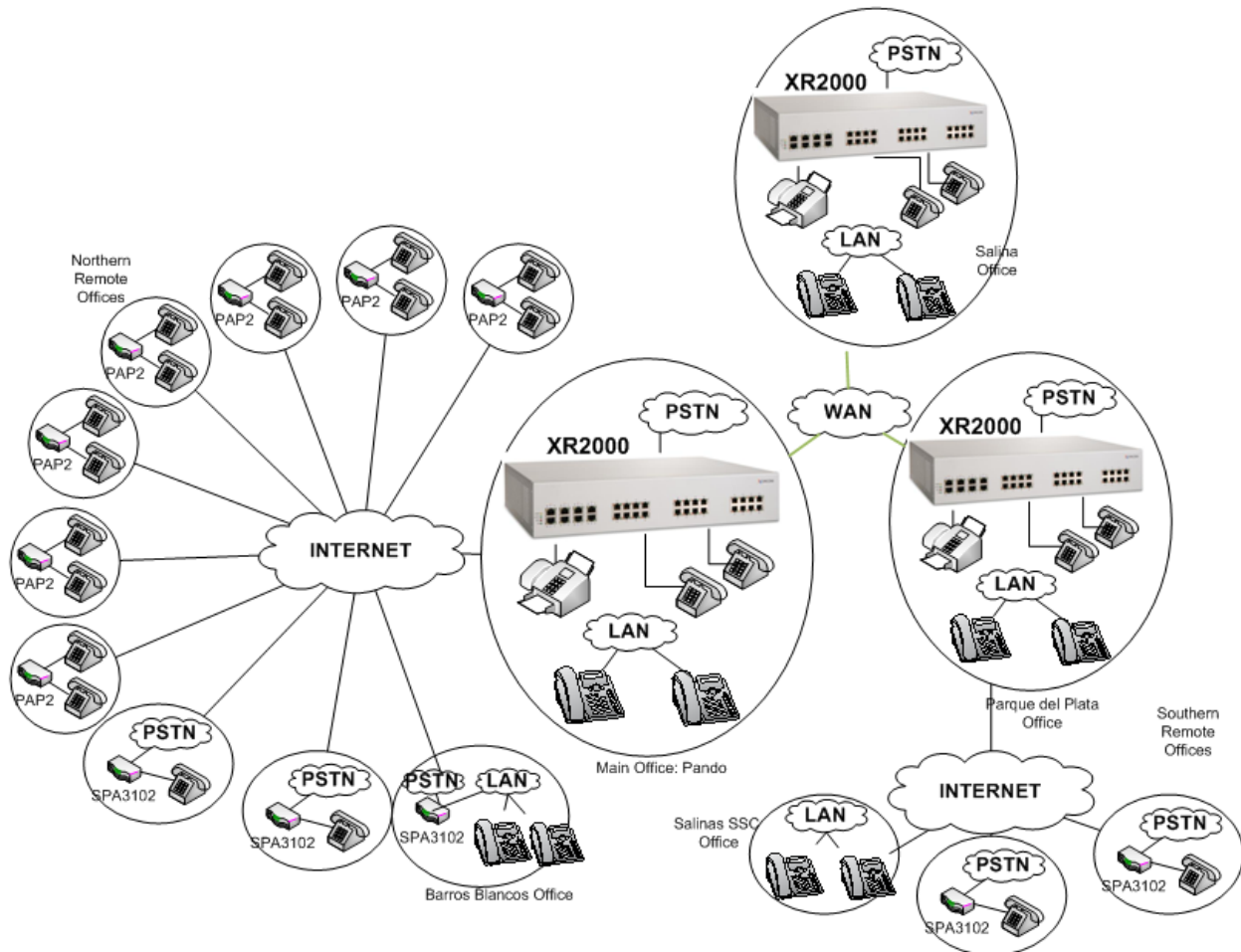
- GW PAP2 Linksys
- Analog phones

- VPN between Parque del Plata, Salinas and Pando
- VPN between Barros Blancos y Pando
- ADSL connection for the rest of the offices

Stages:

1. Implementation in Salinas Office
2. Implementation in Parque del Plata Office and interconnection with Salinas
3. Implementation in Pando and full interconnection with both Parque del Plata and Salinas
4. Integration of the rest of the offices to the new communication network
5. Integration of Barros Blancos Office into the communications network
6. Unification of the telephone numbers
7. Gradual cancelation of the remote offices' PSTN lines

Network Diagram



Results

The new system allows more control within the company and better telephone attention to the clients.

Since SAPP provides medical assistance, it is very important to maintain control of the call recordings; with the new system all of the customer's needs are met.

The company has a large load of administrative work; they receive many faxes from different companies that are rerouted to different departments within SAPP. To have them electronically handled in specific virtual fax boxes has reduced enormously the time required previously for correct distribution of faxes, not to mention the savings in paper.

With the previous system, in order to communicate with the administrative department (Salinas Office), clients needed to call a specific telephone number. Now, the calls can be routed from the IVR of the main office through a VPN (Virtual Private Network).

Another big improvement is the new dialing rules, which enable staff to communicate between offices through the intra-company trunks.

One of the most important improvements introduced in the new system is the integration with remote offices. As a result, consultations with specialists, pharmacy stock availability checks, and various other tasks are performed much more efficiently, saving time and money.

Conclusion

As per Ignacio Aguerre, Marketing Manager, SAPP:

“When this project started, the goal was to improve telephony communications (mainly to centralized them and reduce their costs) and to reuse the Internet connections we already had in our company.”

“In this first stage of implementation **our company is greatly satisfied with the behavior of the new telephony system**, Xorcom's PBXs and the great number of extensions installed.”

“**Being able to record all calls has been a great improvement for us.** Now we can use these recordings for quality control and as legal evidence, if necessary.”

“Our company's internal communication has benefited greatly from the new technology, not only in the cost savings, but also in the **smart reuse of the existing resources**, such as data connections and PSTN lines. Before, in order to communicate between extensions of different branch offices, two PSTN lines were utilized, now all the inter-branch call traffic goes through Internet and no lines are occupied!”

About Sapp

SAPP is a leading company in pre-hospitalization services in the eastern part of the region of Canelones, Uruguay. Since 1987 the company has been a pioneer in the provision of emergency services, urgent care, emergency transport and service for 15 assistance points (polyclinics, out-patient care and doctor's offices).

Today SAPP offers services in more than 30 localities with an approximate population of 300,000 persons, amongst them families, companies, state entities, etc.

In addition, SAPP offers services to prestigious health institutions and their clients: SUMMUM, SEGURO AMERICANO, CASA DE GALICIA, UNIVERSAL, HOSPITAL EVANGELICO, CIRCULO CATOLICO, SMI and IMPASA. For more information, visit www.sapp.com.uy.



About Giuffra y Asociados S.R.L.

Giuffra y Asociados was founded in 1993 as a Solution Provider, developing software applications for financial institutions. In 2000 we started to approach our customers need for new technology by developing Computer Telephony Solutions (IVRs, Phone Banking, etc) and later on becoming Next Generation Telephony Providers and Consultants.

We find the right tool for our clients need and provide them with the best solution.

In Giuffra y Asociados we bet on Technology, believe in Global Communications and work with the best product of the market. For more information, visit: www.giuffra.com.

About CommLogik

Commlogik Corporation is a value-added Telecommunications and Security distributor for Latin America with headquarters in Miami/Florida and fully staffed local offices in Brazil, Argentina, Colombia and Mexico.

Commlogik is one of the top suppliers of IP End Points, from IP phones to video conference units, in all ranges from simple entry level IP Phones to enterprise class IP multi-line

Xorcom USA
23309 North 17th Drive, Suite #100
Phoenix, AZ 85027 USA
Tel: 866-XORCOM1 / 866-967-2661
info.usa@xorcom.com


www.xorcom.com

Xorcom Ltd.
Misgav Industrial Park, POB 60
D.N. Misgav 20179, Israel
Tel: +972-4-9951999
info@xorcom.com

executive phones. Commlogik also supplies IP-PBX units (hardware and software), VoIP systems for call control and toll bypass, analog and IP Call Centers, systems for hosted IP/Centrex installations, services and support.

Services provided are technical support, training, technical seminars, warranty services, RMA, and same-day shipping on most products. We also provide consulting services for projects and implementations. For more information, visit: www.commlogik.com.ar.

About Xorcom

Xorcom designs and manufactures business telephony solutions that support both traditional PSTN and VoIP communication. All Xorcom products are based on an open source platform, making them easy to install and maintain as well as cost-effective, since there are no per user license fees. Various utilities that maximize system uptime include backup and restore, dedicated redundant power supplies, and TwinStar - a unique award-winning hot failover solution for the entire PBX.

The Complete Concierge, Xorcom's bundled solution for hospitality, provides a central communications system and an interface to Property Management Systems. Xorcom sells its products via a worldwide distribution channel. For more information, visit: www.xorcom.com.