



## Case Study

simple powerful secure

**Traditions Senior Living, LLC is a team of professionals who delivers extraordinary value for the residents, families, employees and financial partners of the senior living communities they manage.**

### Challenge

With that goal, it is only natural that they remain on the forefront of technology as they design, build, and manage their senior care facilities. This type of value and performance is delivered through a concerted effort by management to implement sustainable operating and financial systems. When they met with sipIQ, the group desired a strong technological foundation, stable ongoing telecommunications costs, white glove management services and rock solid reliability across multiple locations. Senior care facilities have unique communications requirements, and need them to function with high availability to assure proper resident care and safety.

### Why they chose sipIQ

The sipIQ team uncovered many unique communications requirements during a discovery call with the management team at Traditions and proposed the IQcloud hybrid solution to deliver a highly available, fully managed solution to across multiple locations. The team discovered that each site Traditions planned to build would require desktop handsets, conference phones, announcements, digital faxing, voice-mail to email, cell phone integration, large button IP phones, closed caption handsets and even emergency pendants for residents. All of these devices are unified under the IQcloud platform “right out of the box”, fully managed and technologically sound, delivered by the sipIQ engineering team.

After a thorough technological audit, sipIQ helped Traditions select new IP phones, incorporate digital faxing, and deploy large button handsets, pendants and closed captioned telephones where needed. If needed, locations can also add WiFi phones, video phones, monitors, and collect patient information, all



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*-Traditions Senior Living, LLC*





without adding any separate systems or software. With these products available, the sipIQ solution was not only a great idea at the time, but also allowed for technological flexibility going forward. The sipIQ team installed all of the new equipment, managed the turn up and configuration of circuits at each site, and implemented a full suite of 24/7 network monitoring software to provide proactive alerts for all endpoints on the voice network.

## How the product has improved their experience

The sipIQ hybrid architecture was implemented in order to provide a truly “high available” system at the proposed build locations. This configuration allows Traditions to operate without interruption during ISP outages, power outages, and even during catastrophic events. In the event of a complete loss of connectivity, residents and employees can still place calls to one another. This was something a hosted solution could not provide, and was essential to patient safety. If there is a local power outage, calls can still flow through other locations, and the entire system is mirrored in sipIQ’s private cloud.

Traditions decided to move their usage to sipIQ’s cost-effective cloud solution, IQcloud. They no longer have to worry about the significant costs of managing and maintaining an on-premise solution, and the rising costs of maintaining a significant number of copper lines, PRIs etc. Any hardware needed to leverage their connections to the cloud came included with the

package they chose, leaving only handsets for their upfront Capex. All locations have individual voice-mail, digital faxing, auto attendant(s), call routing, paging and conferencing. Additionally, this feature-rich phone system is monitored 24/7 by sipIQ’s 100% US based staff, allowing local resources to concentrate on what they do best, provide compassionate patient care.

Savvy business groups and companies are always looking for new ways to do more with less – keeping their operations flexible, innovative and competitive without driving up operating costs and capital expenses. sipIQ’s IQCloud solution is a simple to use, powerful communications tool that has enabled Traditions Senior Living to communicate more effectively and efficiently. Their new unified communications system creates a seamless experience for staff members, residents and their families regardless of their locations or devices.

## Their experience with sipIQ

Choosing sipIQ made communications simple for Traditions Senior Living. The Traditions team and their residents continually benefit from the plethora of advantages the telephone system delivers and the fixed cost sipIQ provides. With a fully managed system, Traditions does not require any internal resources to support or maintain their telephone system. Going forward, the company can continue to rely on the sipIQ team to deliver the same white glove service they have experienced, and to integrate the latest technology that can improve the care of and enrich the lives of their residents.

## sipIQ offers:



Video Meetings



Mobile Client



BYODevice ready



Call Center



Cloud PBX



Instant Messaging



BYOVoice ready



Internet Fax



Business SMS



Audio Conferencing



Enhanced Voice



Softphones



Hybrid Architecture



Unified Communications