

# CASE STUDY: WP Blood Transfusion Service

## Connectivity and enhanced telecommunications



The Western Province Blood Transfusion Service (WPBTS) is a non-profit, independent organisation operating throughout the Western Cape which works without prejudice to supply safe blood and blood products to all communities in the region, from Cape Town all the way up to George. It's their goal to be the benchmark transfusion service in South Africa.

WPBTS was introduced to Far South Networks' products via Vox Telecom. WPBTS headquarters is located in Pinelands in the Western Cape. They have multiple sites for donating blood, as well as blood banks for major hospitals and mobile donor units.

### The requirement

Clear and reliable communication is a priority service between all WPBTS sites. An incorrect allocation of blood stock to a Blood Bank will cost lives and waste a valuable resource. A reduction of call costs was another significant priority. WPBTS call costs were reduced considerably by routing calls to a local VoIP provider Vox Telecom.

*"Vox Telecom, together with Far South Networks, ensured that the implementation across all 12 sites, was rolled out on time, on budget and met all the expectations of a new VoIP system." Kevin de Smidt, IT Analyst, WPBTS*

### The solution

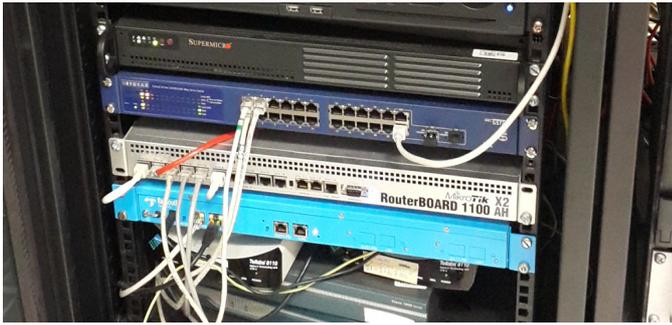
WPBTS had a legacy TDM based Phillips PBX system at their Pinelands headquarters and various disparate PBX systems in their other branch offices. The decision was to consolidate all the systems into a single, manageable solution which gave them added functionality and growth.

The planning phase for this project started in April 2011 and the platform identified was a Far South Networks Com.X IP PBX and a Vox Telecom VoIP call cost solution.

The project rollout commenced in September 2011 with the installation of the new IP PBX at head office and the decommissioning of the legacy unit and wiring loom.

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**Com.X2 PBX rack mount solution**



**Legacy PBX solution**

### **Additional functionality**

Most of the additional functionality that WPBTS benefited from is included by default within the standard Far South Networks Com.X PBX at no additional charge. The key functionality included voicemail, voicemail-to-email, call recording, auto-attendant, audio conferencing, call queues and budget trunking. Most PBX product vendors include these features under additional license purchase which may also include mandatory annual renewals.

An additional value added feature that Far South Networks provided WPBTS with is the “HTTP dialler”. “HTTP dialler” is a web application which allowed the WPBTS contact centre to integrate PBX call flows from within their Orion Call Manager application as a “Click to Dial” application.

### **The selection – Far South Networks Com.X2 and Com.X5**

Far South Networks Com.X2, a high capacity unit, was selected for the Pinelands headquarters data centre. This unit included both Primary Rate ISDN interfaces to the Telkom network and SIP based VoIP interfaces to the Vox Telecom network.

Far South Networks Com.X5 IP PBX, a more cost effective product, was selected for an additional nine WPBTS branch office locations that included hospitals, Medi-clinics and a shopping mall. These Com.X5 units included either Basic Rate ISDN or Analogue trunk interfaces where WPBTS wished to maintain a connection to existing, legacy Telkom lines at those locations. All WPBTS sites gained access to the Vox Telecom VoIP network via a dedicated X.21 “Diginet” service.

Many of these locations also had GSM “premicel” devices installed on site which were still under contract. The GSM “premicel” devices were then connected to the Com.X PBX units. The Com.X budget trunk facility allowed WPBTS to utilise these “premicel” contract minutes, before automatically transferring calls over Vox Telecoms VoIP network for the balance of that offices month’s telephone calls.

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When these contracts expire, WPBTS will then able to remove the “GSM “premicel” devices and route ALL their outbound calls over the Vox Telecom VoIP network. The Com.X units were configured to support various Polycom IP650, IP560 and IP331 IP phones as well as Kirk DECT portable phones.

At the time of rollout, Vox Telecom was providing telephony services to WPBTS Beaconvale office as part of their hosted telephony service, branded Verto. Key to the Verto solution is a Runway CPE device, manufactured by Far South Networks. A Runway device, provides active failover to run on-site PBX services, equivalent to a Com.X PBX’s, when connectivity to the host telephony service is lost. As WPBTS Beaconvale had the same telephony functionality as the new Com.X enabled sites, the Beaconvale office was not refurbished.

*“WPBTS needed a centralized telephony system that could accommodate all staff using a unique PIN to make calls, centralized switchboard and one list of speed dials that could be used across 12 sites throughout the Western Cape. Vox Telecom together with Far South Networks was best fit for our company’s requirements giving functionality, clarity and cost savings.”Kevin de Smidt, IT Analyst, WPBTS*

**Diagram of PBX Solutions for Multiple sites**

Western Province Blood Transfusion Service	PBX Solution		Total Extensions Per Branch
	Onsite	Hosted	
Branch name			
HQ Pinelands	Far South Networks Com.X2	X	164
Long Street CBD	Far South Networks Com.X5	X	3
Groote Schuur Hospital	Far South Networks Com.X5	X	5
Red Cross Hospital	Far South Networks Com.X5	X	3
Beaconvale	X	Verto Hosted	29
Tygerberg Hospital	Far South Networks Com.X5	X	5
Somerset Medic Clinic	Far South Networks Com.X5	X	2
Blue Route Mall	Far South Networks Com.X5	X	3
Paarl	Far South Networks Com.X5	X	11
George	Far South Networks Com.X5	X	20
Worcester	Far South Networks Com.X5	X	23
<b>Total Hardware Count</b>	<b>11</b>	<b>1</b>	<b>268+</b>