

# CenturyLink Private Switch/Automatic Location Identification

Time-saving precision for emergency situations

Today, many large campuses and corporate environments are unable to identify a caller's specific location and are limited in their ability to direct 911 responders in the event of an emergency. When a person places an emergency call, the 911 database usually only displays the main address of the switching system where the caller is located. As a result, it's possible for emergency crews to be directed to the wrong location, losing precious time.

Private Switch/Automatic Location Identification (PS/ALI) saves time by sending 911 emergency crews precisely where they need to be.

This level of precision is particularly valuable for large and/or multi-location organizations. For example:

- Assisted living centers or retirement communities
- Academic or business campuses with multiple buildings
- Manufacturing facilities with multiple entrances
- Multi-tenant buildings where one switch serves several residences or businesses
- High-rise office or apartment buildings
- Government facilities, utilities and transit services, which use public rights-of-way to interconnect their remote locations via a private cable or fiber feed

## Description

PS/ALI is an enhancement to 911 emergency response systems that allows private branch exchange (PBX) and Centrex/Centron users to enjoy the benefits of full-featured Enhanced 911 (E911), including specific address and location information for each station.

The service generates a customer address table that is loaded into the E911 computer. With this information, each PBX or Centrex station can then be uniquely identified if a call is placed to 911 from that telephone number. The station or location-specific automatic number identification (ANI) generated by the switching system can be passed directly to the E911 system to pinpoint the precise location of the caller. The E911 operator can then direct emergency response personnel to the correct address, building, floor, room or even cubicle—streamlining operations and increasing accuracy.

## Features

- **E911-associated service** – allows PBX or Centrex customer-generated address tables to be loaded into the E911 computer
- **Unique identification of PBX stations** – station-specific data is forwarded to the 911 agency, allowing the 911 operator to direct emergency personnel to a precise location
- **Accurate location and detailed situation information** – assists the emergency provider in determining the appropriate equipment to be dispatched

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## Benefits

- **Shortened response time** – every second counts and the first few minutes of a medical emergency or fire can be the most crucial; PS/ALI can shorten response time for handling the emergency
- **Property protection** – the greater the delay in responding to a fire or other destructive emergency, the greater the risk of loss due to flame, smoke and water damage; PS/ALI helps firefighters get to the emergency faster by zeroing in on the source of the call
- **Investment safeguard** – businesses invest millions in time, training, equipment and facilities; PS/ALI facilitates a rapid, well-directed emergency response when these often-irreplaceable assets are threatened
- **Support** – our 911 center for customer care is staffed 24/7/365 so that you receive responsive service at all times; the center monitors your system continuously and speedily resolves any network error that may be detected—which means no systems management staffing is required
- **Savings** – while self-managed systems increase operational expense, CenturyLink service gives you budgetary control with reasonable rates—making the service a cost-effective alternative to in-house solutions
- **Experience** – our dedicated 911 specialists are experts in public safety and in the specific needs of the regions they serve; our personnel can assess your 911 requirements and expertly direct customer care efforts
- **Database expertise** – your 911 call manager carefully monitors the service center’s handling of your CenturyLink database to ensure maximum data integrity
- **Focus on your core responsibilities** – CenturyLink has proven experience delivering critical services to support public safety
  - Since you don’t have to worry about database and network management, you can focus your energies, expertise and resources on prevention and mitigation of emergency events
  - Since CenturyLink manages all systems, you are freed from worrying about upgrades or maintaining service platforms

## How it works

The PS/ALI service allows a private switch owner to have a direct connection between your switch and the 911 network. You can then manage station location with precision, accuracy and specificity—down to the floor, room or even cubicle level.

When a PBX customer with direct inward dialing (DID) or Centrex-type system agrees to subscribe to PS/ALI, they work with the 911 public safety answering point (PSAP) to load specific telephone and address information into the 911 database. Once the trunks to the 911 network are in place and the information is loaded into the 911 database, all 911 calls placed from the impacted stations are routed to the appropriate public safety answering point (PSAP). The station information is displayed to the PSAP. The PSAP then knows from which building, floor and room number the call is coming and dispatches emergency vehicles appropriately.

## Why CenturyLink?

- Our core business is focused on communications and connectivity; our goal is to provide public safety agencies with the tools they require to help mitigate the devastating effects of emergency events

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- When you choose CenturyLink, you wisely put your trust—along with the welfare of your community—in the hands of the preeminent provider of 911 services in 14 western states
- Our highly-advanced technologies enable us to deliver exceptional information accuracy and detail
- We have been a provider of 911 services since the 911 Public Safety System was created; our system includes more than 22 million access lines and more than 800 PSAPs
- You can look to CenturyLink as a single source for networking, hardware, software, service and database maintenance; everything you need to build a robust 911 solution

## Other CenturyLink products

In addition to PS/ALI, we offer other valuable products to support your public safety needs:

- Enhanced and Wireless 911 (E911)
- Emergency Preparedness Network (EPN)

CenturyLink welcomes the opportunity to work with public safety agencies to develop custom capabilities that effectively promote and enhance community well-being

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