



MAKING THE ANIMAL CONNECTION

Anyone who watches Animal Planet's Animal Precinct appreciates the challenges faced by the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) in New York City, where its Humane Law Enforcement department alone gets up to 57,000 calls related to suspected animal cruelty and other issues a year—in addition to the thousands of calls its operator and Public Information department receive. Although headquartered in New York City, the ASPCA is now a national animal welfare organization with more than one million members and supporters, a large national outreach department that works with shelters and humane societies all around the country, and an extensive array of educational programs and resources.

All of the ASPCA's work, whether responding to a report of potential animal abuse in the five boroughs of New York or operating North America's premier animal poison control center located in its Midwest Regional Office in Urbana, Ill. The ASPCA's decision to expand its communications capabilities created the opportunity to obtain a telephony system that would ensure optimal communications for the organization, its members, the national animal welfare community and the public.

"Our mission, first and foremost, is animal welfare and a critical resource in achieving that mission is the ability to communicate reliably and efficiently with our stakeholders," said John Giantelli, Vice President of Information Technology with the ASPCA.

"The expansion of our New York facilities gave us the unique opportunity to enhance our service by upgrading our telephony system."



Making Critical Connections

ConsultEdge developed a comprehensive communications solution that addressed the ASPCA's requirements for reliability, efficiency and the scalability to accommodate additional sites in the future – all within the constraints of relocating staff, construction, and the need to prevent any interruption of existing service. ConsultEdge responded with a comprehensive system with technical components including Avaya S8700 and 8300 Media Servers with a Gateway 110 processor, Extreme Networks data switches and IP telephony to connect all existing sites. The design and subsequent implementation enabled the ASPCA to meet its multiple objectives:

- **Reliability:** The ASPCA maintains its national headquarters, executive offices, Bergh Memorial Animal Hospital and Animal Adoption Center and Humane Law Enforcement at three locations in New York City. Along with a renovation and upgrade of the facilities, the telephony system was expanded and improved. Two servers, located at separate locations within the headquarters building, added capacity and redundancy to ensure 99.999% reliability. A separate server at the officer-dispatch site in Long Island City and offices at 110 Fifth Avenue are connected with the national headquarters system to provide seamless communication and access regardless of location.
- **Improved Efficiency:** An Internet Protocol (IP) system was employed to connect the headquarters operation with all remote facilities including the ASPCA's officer dispatch facility in Long Island City and the offices at 110 Fifth Avenue. The converged IP system integrates voice and data systems, connecting all offices through a streamlined communications system that improves operational and cost efficiencies. A powerful messaging system enables 24/7 access from devices including telephone and PC.

- **Scalability:** Scalability and versatility are enabled by standards-based technologies that allow the addition of new sites and the integration of future telephony applications.
- **Uninterrupted Service:** Ongoing service was ensured throughout the facility relocation and construction phase. Consultedge assigned a project manager to oversee all aspects of implementation, resolve any technical issues, and partner with ASPCA's information technology personnel to address all project-related matters.
- **Maintenance:** Ongoing system performance is assured through Consultedge's tailored maintenance program, which provides coverage from 8:00 a.m. to 5 p.m.

The ASPCA relies on telephony to fulfill its mission of animal protection, not only in New York, but throughout the United States. With the comprehensive communications solution provided by Consultedge, the ASPCA has enhanced its ability to meet its multiple responsibilities of continuing to implement its mission of providing effective means for the prevention of cruelty to animals, and serving as a vital resource for animal shelters, advocacy groups, members and supporters from across the country.



ASPCA
424 E. 92nd St
New York, NY 10128-6804
<http://www.aspc.org>