



CASE STUDY

Macy's Department Stores

↗ The Problem

Macy's has numerous store locations across the entire United States. Accurate automatic location identification (ALI) from each of these store locations needed to be correctly routed to the Public Safety Answering Point (PSAP).

↗ The Solution

Macy's contracted with 911 ETC to supply its E-911 PS/ALI database build and maintenance needs for all stores where E-911 was to be included as a key component in its security strategy. 911 ETC worked to successfully interface with Macy's existing Rolm/Siemens PBX's, enabling automatic acceptance of moves, adds, and change (MAC) activity in varied formats.

↗ The Results

Macy's enhanced 911 solution is now an integral part of their plan for emergency preparedness. One large PS/ALI database provides continuity of service for Macy's throughout the entire United States. 911 ETC is responsible for the maintenance of the E-911 database, and makes updates to the Regional Data Service Centers on a regularly scheduled basis. All 911 emergency calls at the Macy sites are routed to the correct PSAP with accurate ALI information attached, enabling emergency personnel to know from where exactly the call was made and to respond promptly to the situation.

For more information regarding an enhanced 911 solution, please visit www.911etc.com.