

[PARTNER REFERENCE CASE]

Partner: Integrated Wireless Ltd, Australia

Segment: Healthcare, Elderly care, Industrial and Corrective sectors

Solution: DURAsuite



INTEGRATED WIRELESS – A FAST GROWING ASCOM PARTNER

Integrated Wireless Pty Ltd (IW) is the exclusive distributor of Ascom Wireless Solutions for Australia and New Zealand.

With offices in Brisbane, Melbourne, Sydney, Perth and Auckland – IW is focused on the design, sale, implementation and support of emergency wireless communications solutions predominantly for the Healthcare, Elderly care, Industrial and Corrective sectors.

Feargal O’Farrell is the Sales and Marketing Director at Integrated Wireless Ltd:

“We immediately recognised the potential in becoming an Ascom partner due to their obvious strength in healthcare wireless communications. We also recognised that if we got our offering right in a demanding market like healthcare, then we would have great growth potential in other high impact vertical markets such as industrial, elderly care and corrective services.

Today in those areas I would say that we are the number one supplier in our region. Our business concept is to deliver value added applications to these customers. Our applications increase staff protection and operational efficiency by enhancing the levels of communication within the organisation.

Since we became an Ascom Partner we have grown on average 20% every year. We are very passionate about what we do. The applications that we develop are in direct response to what customers need. We are very flexible and are always listening to our customer’s demands”, says Feargal.

IW’s product portfolio is comprised of the Ascom range of personal alarm, messaging and speech handheld devices in addition to an application suite, referred to as DURAsuite, that provides alarm management, paging, messaging and speech (open channel communications with push-to-talk) functionality.



Integrated Wireless was founded in 2003 and has consistently grown its revenues every year by approximately 20%. Today the Oceanian Ascom partner has more than 2000 customers in New Zealand and Australia and has doubled their customer base the last six years.

With integrated software and hardware development teams in Melbourne and Sydney, IW has the ability to deliver both “off-the-shelf” and “tailored” solutions for clients.

With ISO accreditation and a proven track record supplying to Local, State and Federal Government and many blue chip enterprise clients, Integrated Wireless is the mission critical wireless communications provider of choice in the Oceania region.

There is a lot of trust and respect between Ascom and IW that has been built up over the past six years. Ascom continually supports us with their technical skills, training programs and service offerings (e.g. repairs and replacements). Due to geographical location and the significant time zone differences we frequently use Ascom’s on-line web based tools for pre- and post sales support. This allows us to be as independent as we need to be to provide our clients with the best levels of customer service possible”, says Feargal.

O-I (Owens-Illinois) is an industrial customer producing and recycling glass in Australia. O-I needed to get temperature variations and stoppage information communicated immediately to a group of technical support staff. In response to this need IW developed an application to integrate with their production management systems enabling critical alarms to be delivered to Ascom messaging handsets with escalation management and complete logging. This application continually evolved and ultimately became DURAsuite. The DURAsuite application is now used on all O-I sites Australia wide helping them to continuously improve productivity.

Another recent success for IW is a very large psychiatric facility in Wellington, New Zealand called Porirua Mental Health Campus (PMHC). Providing a complete range of mental health care – including Acute, Forensic and Outpatient – PMHC required a reliable personal alarm system with clear visual representation, accurate alarm location and integration with the Access Control, Fire Panel and Nursecall systems. In what is often a highly volatile environment that poses a serious threat to staff safety, the consultant (BCCL) recommended the Ascom system due to it’s enhanced functionality and proven track record for reliability.

“We did a pilot for nine months and the feedback was very good. The combination of the Ascom IP-DECT system and our DURAsuite solution was exactly what the client required and they felt that they had a reliable system. The successful pilot led to an additional order of 70 base stations, 400 locators and 50 handsets”, says Feargal.

Demonstrating interactive applications is an excellent sales tool according to Integrated Wireless Sales Director:

“We use the DURAsuite application together with Ascom handsets to demonstrate a solution for the customer in a very interactive way. It is so much better to make a real demonstration instead of using powerpoint slides. During the demo we give the customer an Ascom handset so they can touch and experience the product first hand. Customers actually raise the alarms themselves and see what then happens. They see the alarm pop up on a map on the PC screen while simultaneously the alarm is notified on other handsets. In fact the customer can reject the alarm notification from a handset and see it escalate to their GSM phone. This creates instant confidence in the solution – after all seeing is believing”, explains Feargal.