EATEL Business

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CLIENTS REST EASY ON PLUSTRAC'S LIFE-SAVING RELIABILITY & PERFORMANCE

Cardiac arrest kills more than 300,000 people each year. However, if a heart attack victim receives treatment through a device called an Automated External Defibrillator (AED) within one minute, the survival rate is 90 percent.

En-Pro Management Inc. is a global leader of software for AEDs. These devices work by attaching electrodes to a victim's chest to deliver a potent electrical shock, restoring the heart to a normal rhythm. AEDs are frequently dramatized by TV paramedics ("CLEAR!" *Shock*), and are now common in large offices, recreational facilities and other large organizations, where they are used by trained personnel.

Imagine what would happen if an AED malfunctioned at the critical moment? Like any machine, AEDs can fail for any number of reasons, including software problems, battery malfunctions and other defects.

However, AEDs are more reliable than ever thanks to solutions like the PlusTrac AED Program Management System, built on En-Pro software. The interactive, web-based platform helps clients to cost-effectively manage and maintain AED programs.

PlusTrac

The Challenge

PlusTrac was increasingly becoming a worldwide leader in AED software. Most recently, PlusTrac-powered devices made waves in Canada, where the federal health department, Health Canada, approved the distribution of the PlusTrac-powered AEDs in the country. Large companies such as Wal-Mart were also receiving PlusTrac bids.

To grow at the international level and to do business with Fortune 500 companies, medical devices must prove top-tier performance. This means that not only must the software work properly, but the entire backend systems stack must be virtually failproof.

"Our customers are very demanding when it comes to privacy and maintaining the integrity of their data," says Kristopher Edgell, Director of Marketing and Technology for En-Pro Inc.

To prove to clients that PlusTrac's systems would be impeccably safe and reliable, En-Pro would need a data center that would meet requirements such as redundant power and cooling, military-grade security, and round-the-clock maintenance.

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The Solution

Ultimately, En-Pro found the top-tier infrastructure solution that would reassure the company's demanding clients by partnering with EATEL Business.

"Our business can only have a certain level of success with maintaining our own servers and networks," says Kristopher. "So, for us to be a global provider, and to work with large corporate customers who have multi-state or multi-national operations, we needed to have an infrastructure and a support model that would grow that type of business."

En-Pro now runs all of its IT on the EATEL Business Cloud. From within the Shreveport, LA datacenter, the company leverages EATEL servers, storage, and security. Burstable bandwidth helps En-Pro ensure reliable system performance in any level of activity, and a threat manager adds another level of protection to the systems.

Further, as the needs of En-Pro grow and change, EATEL Business is able to adapt with the software provider.

"We've certainly found over the years that ours is not a one-size fits all business," says Kristopher. "And EATEL Business has been flexible enough to help us provide different solutions for different customers."

The Benefits

Managing its systems via partnership has allowed En-Pro to grow its revenue, improve product performance, and compete for high-level contracts.

"Having the ability to respond to quotes, bids, and to meet the demand of the growing business clientele really kind of set us apart from all the other competitors," says Kristopher. "Our partnership with EATEL Business has not only increased our uptime and reliability, but has certainly freed us up to focus on what we do best, which is building the software applications and serving our customers."

Also, the peace-of-mind that En-Pro leadership has gained from the arrangement is a benefit not to be underestimated.

"The best part about it is not having to deal with 'it,'" says Kristopher. "Usually, when I'm talking about things like servers, connectivity and network, the idea is that they should just work. I shouldn't have to be involved with them on a day-to-day basis. I hate to say, that the best part about it is not having to deal with 'it,' but that's usually the case."

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TOP FOUR BENEFITS:
- Increased revenue by enabling En-Pro to compete for more contracts.
- Decreased technology-management expense and time.
- Improved reliability and product performance.
- Peace-of-mind from having experts manage infrastructure.

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