

**2007 North American Telecom Services  
Technology Innovation of the Year Award  
Award Recipient: TeleContinuity, Inc.**

Frost & Sullivan's 2007 North America Technology Innovation of the Year Award in the field of Telecom Services, Survivable Communication Networks, goes to TeleContinuity, Inc. of Rockville, Maryland, in recognition of the company's pioneering efforts toward the creation of a unique communication network for usage in disaster management. This survivable communication network has the potential to revolutionize the future of emergency response in situations such as hurricanes, and affords users the ability to communicate effectively during and after a disaster.

The need to stay connected is extremely essential during an emergency. Back-up telecommunications are the key to staying connected during any disaster, which was very much evident from the 2005 Katrina episode. However, the business and first responder community has concentrated more on location-specific, hardware-based solutions. These suffer from many disadvantages such as high cost and vulnerability. Given such limitations, there is interest in alternative solutions for disaster recovery situations.

TeleContinuity, Inc. has developed an innovative survivable communication network that overcomes such limitations and that can be used in case of emergency, disaster, and evacuation or communication outages. Compared to traditional disaster management solutions that plan the relocation of employees and the protection of centralized telecom infrastructure, this advanced solution works on the assumption that the entire telecom infrastructure of an enterprise has failed and that all the employees have been relocated to undetermined locations. This solution provides the capability to reroute all the inbound calls to the original connection to any other talking device such as the laptop, PDA or the cell phone.

One requirement of this solution is the necessity to be connected either to the public telephone network or to the Internet. However, it also ensures that subscribers are given access to the entire range of telephone features such as voice mail and conference calling even during the critical emergency days. Telecontinuity's solution has been designed by integrating the best-in-class design elements of the public switched telephone network (PSTN), Internet and the dynamic call center technologies. Furthermore, with this solution, a change in the carrier relationship or external hardware is not necessary. But the true significance of Telecontinuity's technology lies in its simplicity of use. By using the same extensions and numbers, the non-disaster calling scenario is just being duplicated and the calls are re-routed to cell phones, cable networks, voice over Internet protocol (VoIP) or any functioning landline.

As is necessary for disaster response situations, Telecontinuity's solution also displays a high level of robustness. It is carrier-independent, facilitating the swift restoration of telecommunication services. Calls could be routed within minutes of an interruption in the service irrespective of the condition of the telecom infrastructure. When coupled with data backup, such type of a solution could go a long way toward workplace recovery efforts.

In conclusion, Frost & Sullivan's Award for Technology Innovation of the Year recognizes TeleContinuity, Inc. for its demonstrated efforts toward the development of an innovative disaster management communication network, which could significantly impact the way first responders act in emergency situations.

### **About Best Practices**

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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