



Next-Generation Community, Connection and Care

Erickson Living uses Cisco TrustSec® technology to keep residents connected to what really matters.

Erickson Living finds innovative ways to help residents live a better, more connected life.

Challenges

- Solve resident connectivity issues posed by independent Internet Service Providers (ISPs)
- Support corporate goal of continually improving customer service and satisfaction

Erickson Living, one of the nation's largest operators of continuing-care retirement communities, manages 18 resort-style communities where residents enjoy active lifestyles and maintenance-free homes.

Residents also find community, connections, and care on the Erickson Living campuses. The seed is planted with their first phone call, takes root when they move in, and continues to grow. Of course, residents also bring a lifetime of existing connections—to families, friends, interests, and passions.

That's why Erickson Living's IT department quickly began problem solving when they observed residents experiencing issues with the independent ISPs for their telephone, television, and wireless Internet services. These included significant delays for activation, service disruption, co-channel interference, and more.

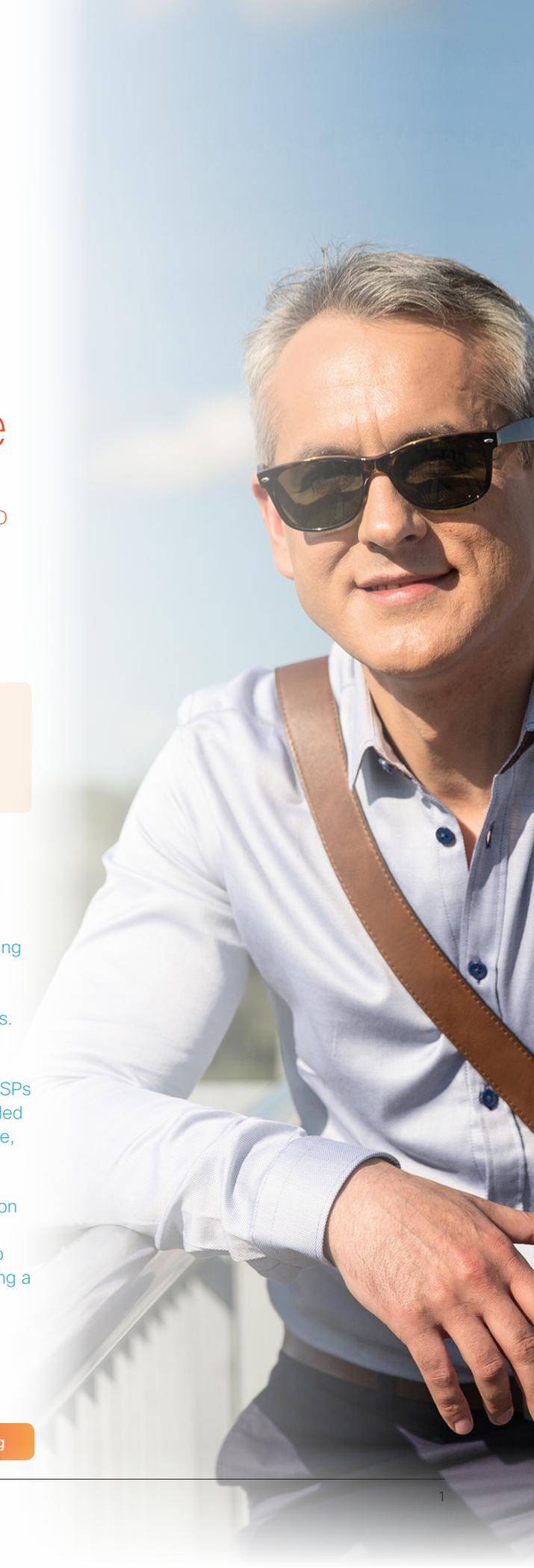
In parallel, Erickson Living's sales and marketing team were also focused on improving connectivity to people making their initial, tentative inquiries for senior living information. They wanted to continually improve their ability to understand and respond to each caller's goals, hopes, and concerns during a time of emotional decision making.

Case Study | Erickson Living

Size: 24,000 residents

Location: Catonsville, MD

Industry: Housing





Cisco TrustSec and 5G Wi-Fi technologies bring home an enterprise-class solution.

Solutions

- Provide wireless internet and phone services
- Manage security with policy rules, not complex VLANs and access control lists (ACLs)
- Use call recording for sales coaching

“There’s nothing new about the need to remain connected. It’s just that our residents have moved way beyond the traditional family phone call. They’re active in social media and part of the new wave of connectivity.”

- Hans Keller, Vice President, IT Operations, Erickson Living

Superior performance, availability and support

Erickson Connect provides residents highly secure, high-performance Internet and phone in a simple, consolidated service. The service allows rapid additions and changes, centralized support, and optional self-service. Residents and staff now have campus-wide mobile access to personal, medical, and community resources and information.

Innovative way to reduce complexity and cost

A typical solution of separate, custom-built networks requires more than 32,000 VLANs with 12,000 ACLs and 10.5 additional full-time employees to manage. Instead, Cisco TrustSec and ISE technology provides a highly-secured enterprise-level solution managed with plain-English policies.

Faster provisioning of IT projects

In addition to the fundamental benefit of giving residents more control and wider access to better services, the solution eases the burden on IT. Support calls are reduced, firewall management is simpler, and the ease of adding secure networking for building automation and other technologies accelerates IT project rollouts.

Use existing technology for a new purpose

Sales and Marketing began using a call-recording functionality to improve customer service, enabling staff to listen and learn from actual interactions, enhancing mentoring and training.





Results

- Enriched resident experience with better, simpler connectivity
- Increased staff effectiveness with enhanced mobile access
- Improved sales results with call recording

The best is yet to come

“We’ve done some amazing things, but we’re just getting started,” explains vice president of operations, Hans Keller. “The Internet of Everything opportunities are endless: medication reminders, at-home monitoring that feeds data directly to electronic medical records, flags for a wellness check. The journey is just beginning.”

Products & Services

<p>Unified Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager • Cisco Unity® Connection • Cisco Emergency Responder • Cisco Unified Communications Manager Session Management Edition • Cisco Contact Center <p>Wireless</p> <ul style="list-style-type: none"> • Cisco Aironet 3600 access points with 802.11ac • Cisco ME 4600 Series Multiservice Optical Access Platform <p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Catalyst 6500 Series Switches with Supervisor Engine 2T 	<ul style="list-style-type: none"> • Cisco ASR 1000 Series Aggregation Services Routers • Cisco 8500 Series Wireless Controllers • Cisco Nexus® <ul style="list-style-type: none"> – 5000 Series – 2000 Series <p>Security</p> <ul style="list-style-type: none"> • Cisco TrustSec solution • Cisco Identity Services Engine (ISE) <p>Management</p> <ul style="list-style-type: none"> • Cisco Prime™ Infrastructure • Cisco Unified Computing System(TM)
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