

# Case study: Freemasons Homes

## New commercial opportunities from innovative telephony solutions

### The need - Freemasons Homes

The Freemasons homes of Southern Tasmania operate both high care and low care aged and residential facilities. They are committed to providing a range of quality care and accommodation services to seniors in the Lindisfarne community.

Freemasons operate two sites in Southern Tasmania which historically maintained independent communication systems for both data and voice. But two setups with separate infrastructure was proving costly and counter productive. Not only were the two sites on separate networks, but residents had to externally arrange their own phone connection.

Freemasons needed a modern communications solution that would provide value for residents and enable the two facilities to operate and communicate both efficiently and economically.

### The solution - Tastel Community Telco

For Tastel Community Telco\*, the key to finding the right solution is to understand our client's whole business. That's where we started – getting to know the way Freemasons worked and what they needed to achieve as a business. Only when we identified their unique requirements could we begin to develop an appropriate solution.

In conjunction with our business partners SEMF and Inspired Computing, we worked closely with the Freemasons' management team to develop an IP telephony solution that delivered the required flexibility and capability to meet both current and future needs. This solution included:

- Providing phone services to residents that are both simple and cost effective, and provide an additional source of income for the nursing home.
- Converting existing PSTN telephone lines to an ISDN platform for economical line rental each and every month, as well as the ability to provide phone lines to individual resident.
- Establishing high speed data connectivity between sites to run all computer applications – less time needed for online business tasks.
- Using Voice over Internet Protocol (VoIP) to establish cost free communication between sites.
- Ensuring the network is managed in-house for considerable savings in both time and call out costs.
- Establishing a high speed wireless broadband network between the two homes in Lindisfarne for efficient communication and business transactions.
- Implementing a Samsung Office Serv IP telephony solution for more flexible phone services.
- Centralising reception and the ability to transfer calls between sites at the touch of a button instead of separate phone numbers.
- Facilitating low capital investment – the solution was implemented 'off balance sheet' through highly attractive finance leasing facilities.

### The gains for Freemasons staff and residents

Improved services for residents – Residents benefit from access to a more personal phone service (provided direct from the nursing home instead of externally arranged) with the ability to call other residents toll free.

Additional revenue generation – Freemasons can now generate ongoing revenue by delivering phone services to residents, ensuring an effective return on investment.

Increased cost effectiveness – A measurable decrease in line rentals as well as toll free calls between the two sites generated financial savings in the day-to-day operation of both facilities.



More flexibility – Management has the ability to implement and monitor all 'adds, moves and changes' for both residents and staff, minimising costly technician call outs.

Faster communications – The new network has five times the bandwidth, increasing the speed of information exchange between sites and assisting both businesses to operate more smoothly.

"Our new communications setup gives us the ability to service our residents and their families more effectively, through a system that can adapt as our business grows. We could not have achieved this great result without Tastel Community Telco's professionalism and technical expertise."

Rob Barden  
Business Manager  
Freemasons Homes of Southern Tasmania

\* At the time this solution was implemented Tastel Community Telco was trading under the name Inspired i-Land Community Enterprise.