NEWS RELEASE

Bavarian Red Cross Increases Staff Collaboration and Reduces Emergency Response Times With Mitel

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- Provides greater mobile communications across the enterprise
- Assists employees with delivering fast emergency response times
- Enables efficient call handling for the Bavarian Red Cross
- Delivers increased productivity and optimized workflows for largest single rescue station in Bavaria

The Bavarian Red Cross (BRK) has chosen Mitel (Nasdaq:MITL) (TSX:MNW), a global leader in real-time business, cloud and mobile communications, to provide real-time connectivity across multiple locations and power emergency support situations.

For the BRK in Germany, fast response times and high quality service are vital, and in the rescue coordination center every second counts. The Mitel solution connects the largest single rescue station in Bavaria and supports management of the BRK Association.

Advisory company Comcontrol also played a pivotal role in the deployment. As specialist planners, they formulated the BRK's requirements, coordinated the bid and provided consultation during the implementation process.

Quotes

"In our industry, fast response is key," said Beate Ulonska, District Manager of BRK. "Mitel understands the

healthcare industry and, as a result, we have improved our service quality. We are now more flexible and efficient in our emergency responses because of Mitel's communications solution."

"Bavarian Red Cross received a tailor-made package, which was both practical and cost-effective," said Christian Fron, Managing Director for Mitel in Germany, "With the new Mitel communications solution, call handling is more efficient and access to staff is easier than ever. The new solution includes campus mobility throughout the entire enterprise area, which optimizes workflows and saves the organization time."

Important Facts

- The International Red Cross and Red Crescent Movement is the largest humanitarian network in the world.
- Mitel is the only brand across **five Gartner Magic Quadrant reports** for business communications.

Related Materials

- Download the white paper on "**Mobilizing Real-Time Communications**"
- Read more about **Mitel's healthcare communications solutions**

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Tags/Keywords
Bavarian Red Cross, BRK, Mobility, RTC, Healthcare