Pharmacy Automation Leader Chooses PIKA for Robust HMP Technology

PIKA TECHNOLOGIES INC.

Case Study

A leader in the pharmacy automation industry for over 20 years, Ateb provides innovative solutions to their customers in the ever-evolving healthcare industry. Based in Raleigh, North Carolina, Ateb offers a robust set of patient communication solutions to pharmacies nation-wide that educate, remind and reinforce information to patients to help them manage their prescriptions.

When the time came to update its Pharmacy Line® interactive voice response (IVR) solutions for some of its biggest customers, they began the process of evaluating vendors and looking for solutions that were flexible enough to meet their needs but also cost-effective and well-supported.

"We were using another vendor's hardware, but when we saw the opportunity to revitalize the solution for our customers, we took the time to research alternatives and compiled a fairly ambitious set of requirements," recalls Frank Casadonte, Ateb's Vice President of Research and Development.

"Conducting that research meant looking into providers of HMP and telephony hardware who could offer both fax and IVR capability on one card that could be expanded in the field, remotely. We were looking for SIP call control, good clean answering machine detection and G.729 voice compression, among other requirements. We also wanted to lower our costs and felt PIKA did a great job listening and

Customer: Ateb is a leader in pharmacy automation systems providing patient communication solutions to pharmacies nationwide

Challenge: Decrease costs and improve access to support while offering state-of-the-art IVR solutions to their customers

Solution: PIKA HMP

Benefits: Offer increased functionality to their customers, reduce costs and save time with improved vendor support

catering to our needs. We chose PIKA because they met all our requirements: we like their pricing; we like the form factor; we love their support," explains Frank.

Ateb's initial configuration consisted of eight ports of IVR and two ports of fax, but actually had 16 ports worth of capability. This provided Ateb the cost-control they required. "We could buy one board and activate as many ports as our customers needed. If a particular pharmacy needed to add four more ports of IVR, we could add in the field without additional hardware or sending a technician to the pharmacy. In the past, we had a two-board solution and now

we've collapsed that into one with PIKA, and the price-point is very good," says Frank.

"Ateb also liked the fact that PIKA had one API for TDM and VoIP, as we were experimenting with VoIP at the time and knew that with PIKA, adding support for SIP wouldn't be difficult," reports Frank. "The HMP pricing model is very simple with PIKA. We pay one price for a license that includes all features (with the exception of G.729 and fax). Since we have to support both Windows and Linux, PIKA's support for both operating systems with one API makes our lives much easier."

"Ateb has installed nearly 5,000 pharmacies using PIKA technology and the support has been unparalleled. We have the features and the density we need at a very reasonable price and it's very high quality. The PIKA platform is easy to develop on and stable," Frank continues.

With PIKA's HMP software, Ateb also has systems provisioned for 200 - 400 simultaneous calls in operating environments that range from small retail stores, to data centers running enterprise-level IVR systems, with 200 or more pharmacies.

About PIKA Technologies

Since 1987, PIKA Technologies has pioneered technology and products that enable global telephony, fax and communications solutions. PIKA's offerings include telephony appliances, board-level TDM products, mobile PBX, end-user applications, smartphone apps and custom telecom development services. Known for exceptional voice quality, reliability and renowned customer service, PIKA enables developers, system integrators and businesses worldwide to take full advantage of advanced communication solutions. This includes products that support innovation in legacy and emerging telephony models, as well as solutions that bridge the path from TDM to VoIP and services in the cloud.

With customers in more than 35 countries and numerous product and technology awards to its name, PIKA has ranked in the Branham300 – an authoritative ranking of successful Canadian high-tech firms – for 11 consecutive years.

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