

When a single spark can set thousands of acres of timberland a blaze and cause hundreds of millions of dollars of damage, all safe guards must be taken to protect our nation's forests. Sierra Pacific Industries uses the latest technology to analyze and report fire dangers to responsibly manage its timberland.

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PROBLEM

Sierra Pacific Industries provides all employees and contractors with the latest information regarding potential fire dangers via a toll free number. Employees were recording audio prompts on a daily basis to provide the information for the PAL Forrest Report. When a single spark can means hundreds of millions of dollars of damage, manual processes prone to human error are not an option.

SOLUTION

SpeechBridge retrieves the data from the PAL program and generates audio prompts with Text-To-Speech. Callers select their area and hear the latest information for the timberland they will be working. Reports are updated at regular intervals in a 100% automated fashion.

BENEFITS

- *Eliminates any potential for human error when recording audio prompts.*
- *Saves time for employees previously tasked with creating the daily report by manually recording the information for each district.*
- *Fire reports can be updated instantly when conditions change and new information is available.*

Company Profile

Sierra Pacific Industries (SPI) is a third-generation family-owned forest products company based in Anderson, California. The firm owns and manages nearly 1.9 million acres of timberland in California and Washington, and is the second largest lumber producer in the United States. SPI is committed to managing its lands in a responsible and sustainable manner to protect the environment. Technology has dramatically improved, and with it, the ability to monitor forest conditions which lessens the overall impact on the environment.

The Problem

SPI has created a sophisticated Project Activity Level (PAL) program for aggregating information from several sources to create a report in regards to potential fire hazards for each geographic area of timberland they manage. Previously, this information was manually recorded by SPI employees on a daily basis. The process was potentially error prone and time consuming.

How did SPI decide to implement SpeechBridge for their PAL Forest Reports?

"We needed to automate our PAL Forest Report and remove any chance of human error. SpeechBridge was simple to integrate and can grow with us as we implement other speech automation initiatives."

- Chris Gumm, Senior Network Engineer, SPI

The Solution

SPI aggregates the PAL report information into a text file, which SpeechBridge retrieves via FTP. SpeechBridge parses the data and the PAL fire hazard scores are fed into a template used to create the IVR call flows for each geographic area. The integrated Text-To-Speech engine generates the audio prompts the callers hear. This is all done in a completely automated fashion.

“SpeechBridge is one of many ways we use the latest technology to help monitor fire conditions. Automating the PAL forecasts ensures accuracy and saves time.”

- Chris Gumm, Senior Network Engineer, SPI



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The Benefits

SpeechBridge is delivering the following benefits for SPI:

- **100% Automated, 100% Accurate:** SpeechBridge integrates with the PAL reporting system and completely automates the creation of the daily PAL Forest Report and eliminates the chance of human error.
- **Saves Time of SPI’s Most Highly Valued Employees:** Due to the importance of the PAL reports, this process was being completed by high-level team members who needed to be focused on other initiatives.
- **Real Time Updates:** If conditions change, the PAL Forrester report can be updated almost instantaneously.
- **Simple integration to existing IP telephone system:** With SpeechBridge support for standards like SIP (Session Initiation Protocol), the integration to the existing ShoreTel phone system was completed in about an hour.

How has SPI benefitted from implementing SpeechBridge?

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Products and Services Used

- SpeechBridge Pro: Turnkey appliance with integrated IVR platform with Text-To-Speech support
- Incendonet professional services for back end systems integration and custom call flow creation
- ShoreTel telephone system infrastructure

Summary

SpeechBridge’s straightforward integration with ShoreTel greatly simplified deploying the solution. SPI automated their daily report, while saving time of some of their most important people and eliminated the chance for human error. SpeechBridge can easily expand as they implement other speech-enabled solutions to benefit their operations.

If you have business critical information you need to share with your customers, employees, and partners, let us help you incorporate the latest advances in speech automation to help your organization save time and money.