



Best Network, Best Coverage, Best Price!

PageNet Sets the Standard for Canadian Critical Messaging

PageNet (Paging Network of Canada Inc.) is Canada's leading wireless messaging carrier and the key supplier of critical messaging services to most of Canada's largest healthcare groups, first responders, law enforcement agencies, public safety organization, government agencies and top enterprise companies.

The company got its start in 1995 when PageNet U.S. expanded into Canada and tapped Garry Fitzgerald, former divisional president for Rogers Cantel Wireless, to build PageNet Canada. At that time, paging in Canada was relatively undeveloped compared to the U.S., and mostly handled by cable companies who weren't focused on it. Paging had a lower market penetration in Canada than the U.S. – even in the area of consumer adoption.

"From day one, our focus was on non-consumer market segments and building an unmatched nationwide network," notes Garry. "Our philosophy then is the same today, to give our customers the absolute best in the categories of network, coverage and price."

For more than 15 years PageNet has grown organically, building broad and deep Flex and 2-way Reflex networks throughout Canada. Garry notes that he doesn't believe that 2-way paging is competitive with SMS and other smartphone messaging technology. PageNet's approach is that it's a differentiator for those customers who really need paging. And as Garry is fond of saying, "If you need paging – you really need paging."

PageNet Suite of Innovative Solutions

Many of PageNet's offerings have grown out of their willingness to listen to customers and respond creatively. The company's focus on specific sectors also allows them to deeply understand the unique demands of each sector and tailor solutions to meet those needs. Some examples of PageNet solutions include:

Response! Network: The first Carrier-Grade solution designed specifically for Code and Stat paging that combines the best aspects of a private network with the modern technology of a wide area network. The system has been deployed in over 30 hospitals in Canada and consistently delivers Code messages in less than 10 seconds.

FindMe! AVL Tracking Solution: A complete tracking solution for fleet owners or operators that's simple to install and operate. The FindMe! Program helps companies increase customer satisfaction, protect valuable assets and reduce operating costs.

Multitone Solutions: PageNet, a national distributor for Multitone Network Systems and Pagers, has developed a series of solutions to assist with lone workers, employee safety and patient location tracking.

Telemetry: By 2020, there will be over 50 billion machines talking wirelessly to each other. Through its wireless data networks, PageNet provides a reliable and cost efficient way to create a secure link for this information exchange.

Opportunities in the Americas and Beyond

Garry notes that he's a huge fan of how U.S. paging operators have responded to industry challenges. He also thinks CMA's new positioning is smart to expand beyond the U.S. and put the focus on what paging operators do uncommonly well – critical messaging.

One of the key challenges that Garry points to is the relative low interest and apathy from many customers about paging and he looks forward to working with CMA colleagues to “find a new twist on an old problem.” With target customers relying more on their smartphones and viewing paging as a commodity, PageNet Canada sees opportunity in rebranding paging for new markets.

PageNet Canada subsidiary, Advance Wireless Data (AWD), has been successful using this strategy. AWD is the largest wireless carrier serving the smart meter market for gas, electric, water and other utilities. The company has millions of smart meters running on networks that AWD either built and maintains for utilities or built and sold to utilities to run themselves.

“The principle we used for AWD could be replicated successfully in other markets using the paging principles of coverage, cost and flexibility,” says Garry. “Uncovering new markets that can use our technology will be based on the industry understanding what paging does well and finding new applications that solve problems for new customers.”

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