INTRADO

Which of Your Customers Have Hidden PS/ALI Records?

Customers often don't know they have PS/ALI, and the move to NG9-1-1 could expose it. Be the partner who finds it first.



What is PS/ALI?

PS/ALI (Private Switch/Automatic Location Identification) is a decades-old service that statically stores a business's 9-1-1 location records. It was built for legacy 9-1-1, which is reaching end of life as Next Generation 9-1-1 (NG9-1-1) rolls out state by state. **2028** is the target for PS/ALI end of life, but the risk starts sooner. Each state moves to NG9-1-1 on its own schedule, so the time to check is before your customers' states do.

2028

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Life with PS/ALI Today

- **Static location:** Records are fixed to a number and place, and don't follow remote or softphone users.
- **Manual provisioning:** Every update is done by hand, often in a legacy portal.
- **FCC enforcement:** The FCC's September 2026 guidance (DA 26-1043) urges businesses on PS/ALI to move to IP now.
- **The risk:** The FCC notice describes calls from PS/ALI accounts going to a national call center instead of the right 9-1-1 center due to a lack of location data. Your PS/ALI customers' calls could be routed the same way, without an address.
- **Business impact:** Every PS/ALI customer without a plan is a retention risk and a liability risk. If their 9-1-1 calls lose location, they'll look to you.

Intrado ERS: A Supported Path

What it is: Intrado Emergency Routing Service (ERS) is IP-based and NG9-1-1 compliant, and it doesn't depend on PS/ALI databases, so location keeps reaching the right 9-1-1 center once a state moves to NG9-1-1.

More than a replacement: ERS adds dynamic location discovery, crisis and email alerts, centralized administration, and a U.S.-based Emergency Call Relay Center for calls that can't reach a 9-1-1 center directly.

One platform for every site: HQ, branches, remote workers, and softphones are covered in one place, so customers avoid separate 9-1-1 solutions for each.

Keep the account: As customers' needs grow, they look for a dedicated 9-1-1 solution. ERS integrates with the platforms they already run, including Microsoft, Cisco, Genesys, Avaya, Mitel, and Zoom, so you can offer that solution and keep the relationship.

Why Intrado

47+ years in emergency communications	**6,000+** PSAPs connected	**1,365+** E9-1-1 customers	**9 in 10** U.S. emergency calls pass through Intrado

Start with one question: do your customers have PS/ALI records? Contact your Intrado channel team this week to find out, because raising it now protects your customers and your relationship.

Talk to the Channel Team