



Packet360

In 2001, Kevin Gerber [shown left with Linda Johnson, CRRN of Sheltering Arms] was designing technology solutions from his basement. Today Gerber's company, Packet360, is an industry leader. *Inc.* magazine recently ranked Packet360 as the 36th fastest growing private company in the United States, with three-year growth of 2,692 percent.

Headquartered in Glen Allen, Packet360 has 40 employees and 21 technology partners that include Cisco Systems, Microsoft, and Hewlett-Packard. The company specializes in integrated technology systems that increase productivity

and flexibility while reducing costs. Gerber anticipated the demand for consolidated technologies several years ago, when he was working as a consultant.

"This paradigm shift began in the late '90s, as voice and video began to move to the same standard as computers and the Internet," says Gerber. The shift allowed multiple technologies to converge into single networks that were adaptable to user needs. "Companies were looking for help applying new technologies to help them lead in their market and improve their competitive edge," says Gerber.

Packet360's clients come from many

industries including senior living communities, local governments, law, and manufacturing. Their systems have also helped many hospitals improve patient care.

"Sheltering Arms came to us wanting to create a quiet in-patient hospital. We provided them a technology solution that connects a patient's pillow speaker directly to a wireless phone carried by a nurse," says Gerber. "This capability eliminated many of the bells and chimes that you usually hear in the hospital and gave the patient the ability to immediately speak with their caregiver, wherever they happen to be." ■■■

Photo: Mark Burch