



Case Study: College of William & Mary

Despite being one of the oldest colleges in the country, The College of William & Mary was not proud of having a 30 year old phone system. With Mitel's UC solution, William & Mary has matriculated to an advanced telephony solution that matches their sophisticated reputation.



AT A GLANCE:

SITUATION:

- An aging 8,000 line legacy system installed in the 1980s was falling apart
- Scavenged parts and expensive third-party technicians were needed to keep things running, making the solution unreliable and costly to maintain
- In addition to offering modern features and better reliability, William & Mary's new system needed to comply with emergency communication mandates

SOLUTION:

- A Mitel VoIP UC solution, including Mitel Voice Switches, Mitel IP telephones, Mitel Enterprise Contact Center and Mitel Communicator.

RESULTS:

- Increased manageability and intuitive features
- Built-in conferencing capabilities simplified daily interactions
- Expedited call handling gave staff more flexibility
- Streamlined workflows that helped increase campus productivity



Organization

The College of William & Mary is the second oldest college in the nation and a cutting-edge research university. A “Public Ivy” — one of only eight in the nation — William & Mary offers a world-class education at an exceptional value.

Situation

The college PBX and voicemail systems were installed in the 1980s. To keep things up and running, the college IT department relied on a stockpile of parts scavenged from old equipment.

The College of William and Mary prides itself on being not just one of the very oldest institutions of higher learning in America, but also one of the top-ranked universities. What was not so savvy, was its telephone system.

Originally put into commission more than 30 years ago, the reliability of such an old system was becoming questionable, and the college was concerned about outages across voice communications, which are critical to the school’s operations. Also, the college was required to comply with emergency communication (E911) mandates and wanted to upgrade in alignment with new building projects.

To head off potentially significant phone issues, Courtney Carpenter, the college’s chief information officer, set out to find a new IP telephony solution. His team issued a request for proposal (RFP), inviting responses from more than a dozen vendors representing all of the major telephone system manufacturers.

“We were focusing mostly on systems that could ensure redundancy and high availability. The new solution would need to be easy to deploy and manage and use, and we really wanted next-generation technology for a higher grade of communication and collaboration across the institution,” says Carpenter.

The college chose Mitel due to its resiliency, distributed architecture, ease of use, and scalability. Mitel IP phones were another reason for the school’s selection.

“We recognized that the phone sets are what end-users see. As we narrowed down our vendor choices, we

actually put up test systems for the finalists and had a group of about 80 users come through and test the phones. Overwhelmingly, they liked Mitel’s phones. They’re intuitive, easy to use, and well made,” Carpenter continues.

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Courtney Carpenter, CIO
College of William and Mary

A Mitel UC solution would be able to replace the College’s aging PBX system with advanced VoIP technology that cohesively extends phone services and collaborative tools. “Some of the phone systems we reviewed were really complicated, but setting up and managing the Mitel system seems very straightforward. You don’t need weeks of training just to figure it out. That was a big plus,” he says.

Solution

The College of William and Mary implemented a Mitel UC Solution that includes Mitel Professional Communicator, Mitel Enterprise Contact Center (ECC), and more than 3,000 Mitel IP telephones. The new system has provided expanded phone services to all campus constituents by leveraging modern VoIP technology, including desktop software for managing calls and access to voicemail-to-email.

All staff members received a new Mitel desk phone and the option to use Professional Communicator.

Communicator creates a softphone on the desktop, enabling users to interact with a display panel and greatly simplify messaging with the integration of voicemail, email, and calendars into a single interface, including Microsoft Outlook and Active Directory.

In addition to the many new productivity features, the College implemented the 911 Enable Emergency Gateway, a Mitel certified E911 solution. The application enables the college police department to instantly identify the location of any phone on campus from which an emergency call is placed. This safety enablement meets federal emergency 911 requirements and will help William and Mary safety personnel to quickly respond and coordinate in urgent situations.

The Mitel system uses distributed IP architecture with N+1 redundancy and no single point of failure for built-in disaster recovery, plus 99.999 percent availability for mission-critical business continuity. Mitel Voice Switches bolster reliable call management across the school's network.

"Because the Mitel system is distributed in various data centers around campus, we reduce risk. Plus we can bring in multiple connections to the public telephone network to make it even more resilient," Carpenter explains.

Results

With the expert help of a Mitel partner, the College of William and Mary launched its Mitel system with 3,700 licenses.

"We really enjoy our partnership - it was definitely part of the decision as well. They are providing our long-term support and we are very comfortable with their capabilities," comments Carpenter. "Mitel's straightforward licensing structure was also appealing. A basic license covers most everything you need except

for call center applications. And Mitel had the best price point by far. We got the price we wanted and our first choice from a technology standpoint. Everything came together."

The college plans to roll out its contact center solution soon, which will allow for further customization of call routing, outbound campaign features, and expand communication outreach activities. With highly automated productivity tools that enable users to instantly access voice, video, and instant messaging, the college can simplify how call activity is managed, monitored, and better integrated into the daily workflow.

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The College of William and Mary received the royal treatment from its VoIP partners.

"We are very happy with our selection of Mitel technologies and the support from IPC. From RFP evaluation to full campus rollout, we've been very pleased with the truly smart, simple architecture, manageability, and intuitive user features. I guess we've come out of the PBX dark ages in a grand way," concludes Carpenter.



Learn More

Find out more about Mitel's UC solutions at www.mitel.com.