

## Challenge

Better communications between faculty and parents and students. Reliance on outdated and unreliable technology to connect facilities on campus for daily communications and emergency situations. Expenses and challenges created by using donated office space and mobile phone banks during semi-annual fundraising campaigns. Increased campus activities brought on by expansion of athletic facilities and associated events.

## Solution

- Avaya IP Office IP406
- Avaya IP Office Applications
  - Voice Messaging
  - Phone Management
- Avaya IP Softphone

## Value Created

- Reduces security concerns by installing phones in every classroom.
- Links six facilities on campus on one phone system for simplified management and administration
- Increases call capacity by linking system with mobile phone banks used to solicit donations during semi-annual fundraising drives.
- Allows teachers to give out phone numbers to parents and have calls forwarded to home numbers without compromising privacy.
- Improves security and emergency situation procedures by replacing outdated telephony technology with state-of-the-art equipment.
- Leverages existing network wiring infrastructure to avoid additional overhead expenses.
- Allows parents who cannot attend face-to-face meetings to receive progress reports from faculty on campus by participating over the phone via conference call.
- Reduces unauthorized long distance calls by 99 percent through reporting features of system.

# Presentation High School Brings 21st Century Avaya IP Office Technology Into Classrooms

## The School

San Jose, CA – Presentation High School is a secondary school for girls located in the Willow Glen community of San Jose, CA . Seven hundred and fifty teenage girls attend classes overseen by 92 faculty members in a campus setting. Most classes are held in one main building. There are five additional buildings on campus including a gym, chapel, student center/cafeteria and a 300-seat theater with a classroom wing for theater, music and arts classes.

In July 2003, Presentation High School replaced its 20-year old Avaya MERLIN® 3070 system with an Avaya IP Office system to support the entire campus. The school had simply “outgrown” the old system and needed more incoming line capacity to handle a gradual increase in the number of calls received – not only during typical school days, but especially during the school’s semi-annual fundraising campaigns.

These campaigns have been extremely successful and helped to raise funds for a new pool and athletic surface on campus. The existing phone system did not allow the school to run the fundraisers on site. Fundraising committees relied on a local business to provide space and telephone service. Presentation High School administrators felt that some potential donors did not answer the phone based on the Caller ID information from the business. Accordingly, the school needed a better solution to implement and manage the fundraising campaigns, which are critical to supporting the school’s overhead expenses and annual budget

## What Presentation High School Needed in a New Solution:

### Improving Parent/Faculty Communications and Campus Security

Presentation High School was looking for a state of the art solution that would link each of the six facilities on campus on one centralized phone system and improve communications during daily activities and emergency situations. Having one system in place would allow for easy dialing between facilities and more convenient transferring of calls from the main number to the appropriate contact.

Presentation High School also needed to address a potential safety concern. The school relied on walkie-talkies to communicate between facilities and classrooms. This was often problematic during emergency situations.

**“With the Avaya system’s ‘Follow Me’ feature, our faculty can give out their classroom numbers to parents and have calls forwarded to their home phone number without compromising their privacy.”**

*Jeffrey Martin, IT director,  
Presentation High School*

*“During an emergency, walkie talkies aren’t the most reliable form of communication – not to mention that batteries can go dead without warning,”* said Jeffrey Martin, IT director.

*“We needed a phone system that would allow us to install a phone in every classroom to ensure the most reliable communications between the administration and our faculty members, and between each facility on campus for both normal daily communications and in emergency situations.”*

The system also needed to provide features to support the semi-annual fundraising efforts on campus.

The administration also polled the faculty and asked for its “wish list” of features. The teachers requested a unique phone number for each of their classrooms – a number that could follow them on campus or off. This way a faculty member could be easily contacted by a parent or the administration without the caller having to dial separate numbers or be transferred by an operator.

### Why Presentation High School Selected Avaya’s IP Office Solution

Presentation High School considered a number of competitive systems, including Cisco, before choosing the IP Office solution. But after a careful review, the administration chose the IP406 because of the flexibility and features of the system.

*“During product demonstrations, other vendors talked a big game about features, but only Avaya showed us how they actually work,”* said Jeffrey. *“We were also extremely*

*pleased to learn that by choosing the IP Office system, we could continue to use the existing wiring within our telephony infrastructure – a tremendous cost savings that no other vendor could offer us.”*

### The Bottom Line

A total of 92 faculty members at Presentation High School are supported by the IP406 system with voice mail and phone management applications.

Implementing the IP406 system also allowed the school to install telephones in each classroom – and assign unique numbers to each room and to each faculty member assigned to that room. Teachers were instructed on how to program each phone to have their calls forwarded to them no matter where they were on campus. Teachers were also given instructions on how to forward incoming calls to their home phones. This allowed teachers that needed to take calls from parents in the evening to give out a number without having to disclose their private home numbers.

*“With the Avaya system’s ‘Follow Me’ feature, our faculty can give out their classroom numbers to parents and have calls forwarded to their home phone number without compromising their privacy,”* Jeffrey said.

*“This was particularly valuable when a number of our teachers were out on maternity leave, but were still able to maintain contact with parents and the administration. ‘Follow Me’ was also another example of a feature other vendors talked about, but Avaya showed us how it actually works, and works well.”*

With the Avaya system, Presentation High School was also able to enhance its internal emergency communications procedures. The Avaya team customized the school's phone with a "button 24" key – just like the school's old phones – for teachers to press in any emergency situation. When a teacher presses the 24 key, it rings to a number of locations on campus including the front desk, administration – anyone listed on the emergency calling group. The first person to answer the ring is responsible for addressing and managing the situation.

According to Jeffrey, the school is also experiencing dramatic gains in productivity brought on by the use of IP Office phone management application to capture missed call information, track call activity and allow for easy call transferring.

*"We're also seeing our operators and administration support teams using voice mail, headsets and speakerphones to multi-task and increase their productivity," said Jeffrey. "It's not always easy to get people to use new technology, but our people are embracing it."*

Jeffrey has an IP Softphone, which he uses from his home office and while on the go to answer calls and remotely manage the system.

*"Now I can get just as much work done off campus as on," said Jeffrey.*

The Avaya solution replaced a MERLIN 3070 system the school had outgrown. The IP Office solution was selected because of the capacity for growth and the ability to easily manage increased call volumes during fundraising drives. And with the recent addition of a swimming pool and an artificial turf playing field on campus, the school anticipates even more call activity.

*"Installing the Avaya system has allowed us to renegotiate our long distance rates with our carrier," said Jeffrey. "Since we put the Avaya system in place, we've experienced an 85% percent reduction in our long distance call charges."*

## The Future

Presentation High School has recently begun using the conferencing feature of the IP406 solution. The primary application is to offer this option to parents unable to attend face-to-face meetings on campus. The school's administration is also starting to use conferencing to take part in school-to-school meetings and presentations. Jeffrey expects usage of the feature to increase dramatically as more and more administration and faculty members become comfortable with the technology.

*"We're also excited about integrating our Avaya system with Microsoft Outlook to help our operators more effectively manage calls,"*

**“Since we put the Avaya system in place, we've experienced an 85% percent reduction in our long distance call charges.”**

*Jeffrey Martin, IT director,  
Presentation High School*

said Jeffrey. *"We've seen a demonstration of how this will work, we like it, it's easy and we're anxious to put it in place."*

According to Jeffrey, in the next six months Presentation High School is exploring the implementation of a wireless telephone network that will work in concert with the Avaya IP Office system.

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

All statements in this Case Study were made by Jeffrey Martin, IT director, Presentation High School.

## APPLICATIONS

- Avaya IP Office VoiceMail Pro
- Avaya IP Softphone
- Avaya IP Office Phone Manager Pro

## SYSTEMS

- Avaya IP Office  
—IP406

## ABOUT PRESENTATION HIGH SCHOOL

Presentation High School is a secondary school for girls whose purpose and dedication flow from the teaching mission of the Roman Catholic Church and the educational ministry of the Sisters of the Presentation. As such, Presentation High School strives to permeate the entire educational process with the vision of life found in the Gospels. It endeavors to enable each student to integrate the acquisition of human knowledge and skills with her total development as a Christian person.

## ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).