

Growing college reaps the benefits of a new VoIP phone system, improves staff productivity and saves BIG MONEY!

This month we would like to introduce one of our clients that PCSI has been providing telephone system solutions and services to for over 13 years. Fox College, now celebrating their 75th year, is also celebrating their most recent success – the launching of their new state-of-the-art Vet-Tech Institute in Tinley Park, IL. Vet-Tech Institute is the result of Fox College's pursuit to provide higher learning and focused professional education in applied programs to motivated students on specialized career paths.



Carey Cranston, the President of Fox College, recently sat down with Bill Hayes, the President of PCSI, and myself to share with us the needs that he faced and his experience

with PCSI during this exciting time of growth for his organization.

GROWTH HAS ITS CHALLENGES

"We were launching our new Vet Tech program and we needed a new campus with double our current square footage," says Carey Cranston. "We had other hurdles besides space; we wanted the communication for our staff at both locations to be seamless. Our plan was to have our staff move around to both locations on a regular basis. We decided to do this so we could keep our staffing costs down while still expanding our service offerings to our students. We also didn't want our staff to learn two phone systems, nor have the phones reprogrammed when they did move

to other locations." Carey went on to say, "With two locations, I also didn't want the headache of maintaining and managing two phone systems. Another major objective for us was that I wanted a complete turn-key solution that was easy for our staff to use and one that was able to grow with our organization in the future."

"We began to see the benefits of this investment almost immediately..."

WHAT ABOUT CALL QUALITY?

One concern that most businesses have with regards to a VoIP system, is the call quality. Here's what Carey had to say about this important issue. "I was initially concerned about the call quality, but after Bill explained to me that the design of our solution would utilize a dedicated, high speed circuit between the two locations to ensure call quality, that really put my mind at ease." "We have been using our solution for about six months and the call quality hasn't ever come into question" said Carey.

THE TAILORED SOLUTION

"We had been pushing forward with the relocation project when I met with Bill Hayes, the President from PCSI, to discuss our needs. "That's what I really like about PCSI", Carey stated. "They figure out what I need, they're not about throwing out a "quick fix" or trying to force a solution that won't fit my needs."

Bill Hayes presented Carey with a tailored telephone system solution from Nortel. The Nortel BCM 400 solution incorporated the latest in VoIP (Voice over Internet Protocol) technology to help Fox College ac-

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comply with its above goals. The solution included about 20 VoIP telephones in Tinley Park and another 20 VoIP phones at the Oak Lawn location, which is over 12 miles away.

The solution was designed so both locations could leverage the phone lines, voice mail and automated attendant functionality all from one centralized location. When it comes to maintenance, all programming changes can be made from either of the two client locations or securely from a remote location. This functionality is made available as the Nortel BCM phone system is connected to their local area network. All of these features and resources were implemented seamlessly, on schedule and within Fox College's budget.

BIG COST SAVINGS AND MORE

The benefits of utilizing one VoIP phone system provided big cost savings of almost \$10,000. This was due to less phone system equipment, a reduction on installation costs as well as consolidating and better utilizing their voice lines by using one PRI voice circuit from their phone carrier.

We asked Carey what were some of the benefits of the Nortel BCM 400 solution. "We began to see the benefits of this investment almost immediately, especially with the new hot desk feature. With this feature our staff hits a couple of buttons and they can easily relocate from one campus the other. We don't have to call PCSI to make programming changes and our staff easily makes the changes themselves." Carey also stated "another benefit of the new phone system was that it was so easy to use, our staff got up to speed fast! It was almost like they were using their old phones."



WHAT'S NEXT

Fox College recently announced that they will be relocating their Oak Lawn campus to a location somewhere near the current Oak Lawn campus, sometime over the next year. The flexibility of the Nortel BCM solution allows Carey and his staff to relocate to another new campus and continue to leverage their investment in their new VoIP solution. Carey said, "We had some idea that we might be relocating the Oak Lawn campus when we were making our initial purchase of the new phone system..." With the Nortel VoIP system in place, Fox College will be able to relocate and expand to additional campuses while continuing to leverage their current investment to achieve future growth initiatives.

WHY CHOOSE PCSI

As the meeting was coming to a close we asked Carey to provide us with some feedback about his experiences with PCSI. He said "PCSI is very responsive, your team finds solutions to problems - you don't just fix the symptom." We also asked the question, "Why should someone do business with PCSI?" "PCSI figures out what you really need, they tailor it to your individual situation, taking into consideration your costs and business processes, they treat your needs uniquely and they will give you what they know will work."

PCSI has over 18 years of experience providing telephone system solutions to our clients. This includes new telephone systems, automated attendant/voice mail systems, inner office paging systems, and specialized voice solutions such as unified messaging, Voice over IP (VoIP) and wireless mobility solutions.

Congratulations Fox College on your recent success! We would also like to say "Thank You," to Carey Cranston for meeting with us and sharing his insights with the rest of our clients. Carey, we would like to send you a small gift of appreciation. Please treat yourself to dinner on us. Enjoy!

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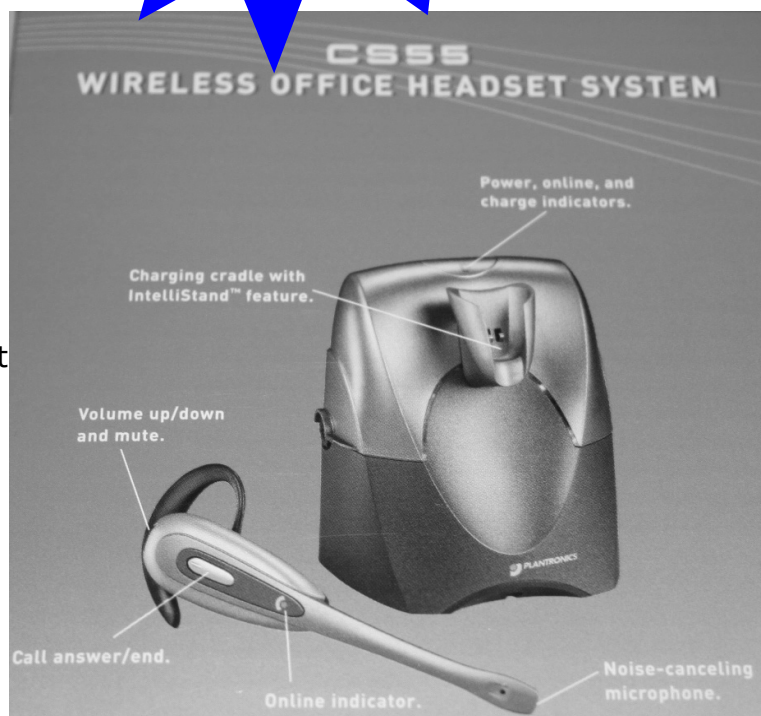
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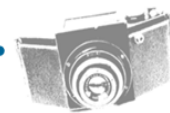
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We would like to thank Liz Novak from eddie's photography for the pictures taken at Fox and our new staff pictures on our website.

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A VoIP Primer

VoIP is an acronym for Voice over Internet Protocol, which simply refers to sending telephone calls over data networks instead of having a dedicated phone system sending calls to the traditional telephone network. VoIP can be divided into two levels:

- VoIP within your internal data network (Local Area Network, or LAN)
- VoIP *outside* your internal network, or potentially taking advantage of the Internet to transfer the calls vs. the telephone network that has been doing the deed for over 100 years.

Let's start with what happens when you introduce VoIP inside your LAN.....

To begin with, typical offices have cabling to the desk for the computer AND the telephone because they are separate systems – but they both communicate, right?

How about treating the voice stream as another application on the data network, but giving it PRIORITY over every other application. Why? Because, while a data packet can be reconstructed and re-sent, voice is a one-time deal that has to make it to the other phone intact or words will be missing and quality will suffer - kind of like a bad cell phone connection.

Fortunately, with today's network Ethernet switches this is easily accomplished, and as a bonus the switch will send power to the phones just like the phone system did in the good old days. NOW, as people move from one location to another, it's as easy as plugging the phone into a data jack and immediately being able to make calls. No more calling the phone vendor to do the "add/move/change" game with its associated costs. NOW when an employee works from home they can send their phone configuration to the IP phone at home and be just like they are at their desk. Easy stuff, and all well within reach economically.

How about what happens when the call leaves your internal network?

Look for part two of this primer in our future communications.

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