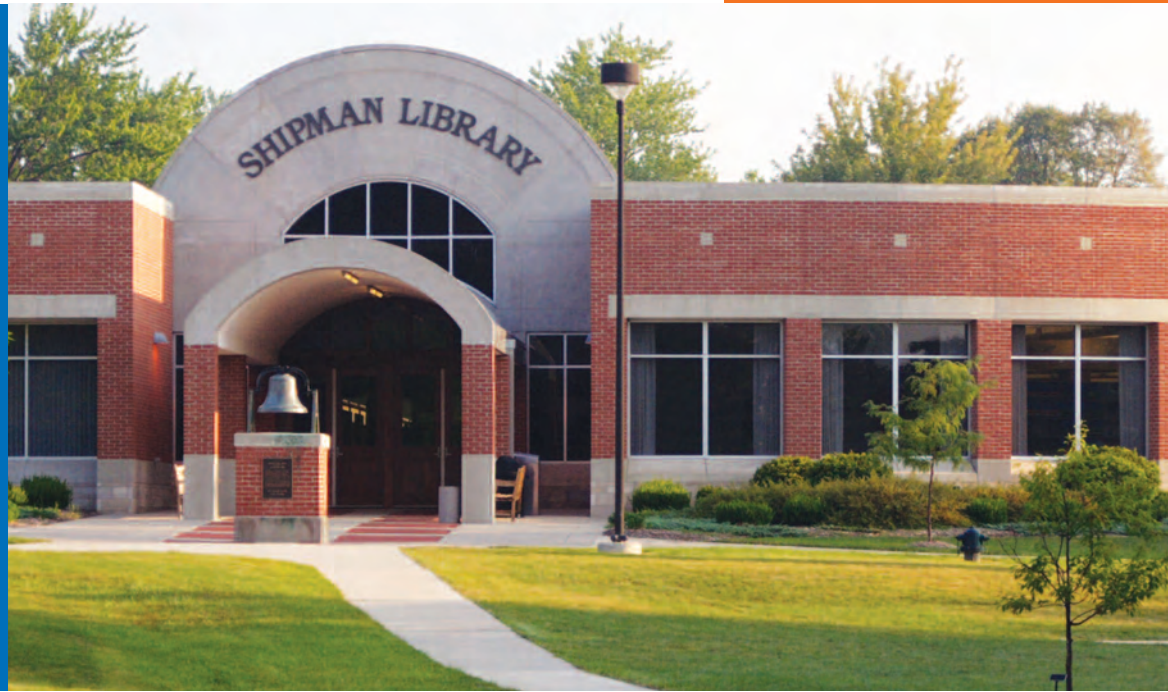


ShoreTel & Adrian College



Adrian College Graduates to a Unified Communications Solution and Chooses ShoreTel



CHALLENGE

- *Adrian College needed a more reliable telephone system, and it had the fiber optic cable to support a new system. After evaluating IP Unified Communications market leaders, Adrian College chose ShoreTel.*

SOLUTION

- *ShoreTel provided an end-to-end IP telephony system, including ShoreGear IP voice switches and ShorePhone IP telephones.*

BENEFITS

- *Rich feature set helps improve productivity and caller responsiveness.*
- *Emergency calls to 911 provide crucial location information that helps emergency response personnel quickly and easily locate the caller.*
- *The college saves thousands on line charges with ShoreTel's PRI support.*
- *With ShoreWare Director, management is simplified and handled in-house.*

ShoreTel IP Telephony System Improves Responsiveness, Saves Money, and Simplifies Telephone System Management

Founded in 1859 in Adrian, Michigan, Adrian College is a private, co-educational college of liberal arts and sciences related to The United Methodist Church. With 1,250 students and a student/faculty ratio of 13:1, Adrian College is a traditional four-year, residential college that focuses completely on undergraduate education. The college has 21 buildings including residence halls that feature voicemail, internet and cable TV access in all student rooms, as well as a 24-hour student center, a planetarium, an observatory, the Merillat Sport and Fitness Center, and the Shipman Library. Adrian's faculty is dedicated to teaching excellence, and 88 percent hold the highest degree in their field.

In early 2006, Adrian College was saddled with an outdated PBX-based telephone system that was unreliable and offered very little in the way of features. The college also had copper lines that were getting old and plans were to utilize some fiber optic cable that was connecting all of its buildings. "We wanted to find a solution that would take advantage of the dark fiber that was already installed," said Steve Stempien, Director of Information Systems for

Adrian College. "I knew we could implement voice over IP on the network and that it would be easy to maintain from in-house."

The Search

Stempien issued an official Request for Proposal (RFP) and received solution proposals from a number of vendors, including Cisco, Nortel, and ShoreTel®. He and a team of colleagues closely evaluated all of the solutions, hearing vendor presentations, talking to customer references, and working with each of the systems. With priority placed on ease of management and the use of existing infrastructure equipment, Adrian College chose ShoreTel. Stempien describes ShoreTel's interface as "elegantly simple."

"Cisco was pushing high-end gear to go with their VoIP solution, which increased the complexity and cost of their solution," said Stempien. "Also, I didn't care for Nortel's maintenance interface and felt that it would have been difficult to train new IS staff on system maintenance."

"ShoreTel, in its presentation, talked about features, while other vendors stressed company background. ShoreTel had all the features we needed. It was impressive when they put a demo on the table and had it





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*Director of Information Systems,
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running in 10 minutes. Also, ShoreTel did not require a specific vendor’s switches, so we were able to deploy their solution using our existing and new less expensive switches.”

The Solution

Together, ShoreTel and its reseller, AmeriNet, provided Adrian College with three ShoreGear® T1, 12 ShoreGear 60, four ShoreGear 40, and 38 ShoreGear 120 voice switches connecting 42 of its buildings. In addition, a voicemail server is also deployed, as well as 320 ShorePhone™ IP telephones. Stempien appreciated the ease of implementation of the ShoreTel IP Unified Communications system because it allowed him to meet an accelerated deployment schedule.

“We have over 1,235 extension licenses in use, including analog phones and IP telephones,” said Stempien. “This enables us to allow students to bring their own phones to college from home and they can be hooked directly into the ShoreTel system.”

AmeriNet trained Stempien’s staff and end users, offering various training sessions. Stempien’s IT staff also posted tutorials on the Adrian College website to help users become more familiar with the ShoreTel IP Unified Communications system. “ShoreTel is easy to learn and maintain,” said Stempien.

Savings and Improved Responsiveness and Productivity

ShoreTel IP Unified Communications systems are easy to use, simple to manage, flexible, and reliable. With the ShoreTel system in place, all Adrian College employees are now on the same phone and voicemail system and even dialing co-workers by name. Adrian College also utilizes ShoreTel’s Hunt Groups capability, which makes certain that all calls into a specific group are answered by a live person rather than voicemail, which helps eliminate frustration for callers. With Hunt Groups, a call into an Adrian College department rings extensions in a specified sequence or rings multiple extensions at once (depending on the college’s preference), ensuring callers reach someone who can help them, without navigating through menus or being forced to wait in a queue.

“We have Hunt Groups set up for admissions, academic affairs, the book store, the chaplain, financial aid, the president’s office, and the health center,” said Stempien. “ShoreTel Hunt Groups ensure that calls are picked up by real people. We want to ensure that callers reach a

live person.”

The ShoreTel system, with ShoreWare® Personal Call Manager integrated tightly with Microsoft Outlook®, provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. With Personal Call Manager, users can quickly type in a name, bring up a number, and make calls from local online directories or Microsoft Outlook—all with the click of a mouse, right from the desktop. In addition, Personal Call Manager indicates to an employee if the person they intend to call or transfer an incoming call to is already on the phone before they dial, saving time invested in making calls.

“Personal Call Manager simplifies telephony for our users,” said Stempien. “Calls into the wrong department can be easily transferred to the right place with a simple drag-and-drop. Also, calls into the college often go to several departments to address an issue, and Personal Call Manager makes it easy to transfer these callers to the right people. The information we see regarding a person’s availability further ensures that a caller will reach the right destination. Before we’d have to transfer calls blindly. Now we can tell if someone is available, on the phone or out of the office.”

With ShoreTel’s e-mail integration, Adrian College employees can manage their e-mail and voicemail activity centrally and efficiently right from their desktop. Voicemail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages or embed them in other documents. The ability of the ShoreTel IP Unified Communications system to track phone calls, export and distribute original voicemail messages to one person or a group of people and keep a running history of calls into each number is helpful in continually monitoring and improving caller responsiveness. Also, desktop call control allows end users to manage how their phones work, and features like Find Me allow them to have calls track them down wherever they are—at their desk, on their cell phone, or at home if they choose.

“With ShoreTel, it’s easier for someone to go on vacation and have another person cover their calls,” said Stempien. It’s easy to have calls follow someone, re-route calls, and send voicemail messages to multiple people so issues can be resolved quickly.”



Simplified Administration

ShoreWare Director is ShoreTel's browser-based management interface. From any location, an Adrian College information systems administrator can launch a Web browser and gain access to ShoreWare Director. Through this browser, every site and feature can be managed, including voicemail, automated attendant and desktop applications. Adding a new user simply entails clicking "add new" and entering the user's name, which in turn updates the centralized database and notifies every ShoreGear voice switch. Once the user is entered, a mailbox is created, the automated attendant dial-by-name and number feature is updated, and online directories are updated—all within seconds.

"None of the IS staff—and there were only four of them—had any formal telephone training, and they were able to help me pull off a massive project in a little over one month," said Stempien. "They all obtained their administrative training on the ShoreTel system after it was up and running. This shows how easy it is to implement the ShoreTel system."

Essential Information Made Available

With the ShoreTel IP Unified Communications system, if a faculty or staff member dials 911, crucial information is passed on to the emergency center. With the old system, there was no way to know where the call was coming from. With the ShoreTel system, the emergency response team gets the exact location of the caller – down to the building, floor, department and actual phone.

"With the old system, if someone dialed 911, it would only show the emergency team that the call was coming from Adrian College," said Stempien. "Now the ShoreTel system shows which residence hall and room number the call is coming from. That's a huge safety benefit. ShoreTel also eliminates an entire step because students in the past had to call campus safety, which would in turn call 911. Now students call 911 directly, minimizing the time to reach the right resources in emergency situations."

With the ShoreTel IP Unified Communications system, everybody has Caller ID—including students, as long as their phones are caller ID enabled. This helps students identify prank phone calls and has essentially eliminated that problem.

Savings

With the ShoreGear T1 voice switches in place, Adrian College saves on leased lines, reducing the number of lines by 41. With a fixed rate Primary Rate Interface (PRI), they're paying \$1,200 per month, versus \$1866 with the old system and more lines.

"I estimate we'll save about \$8,000 per year on line charges," said Stempien. "In addition, the ShoreTel system provides us with in-depth reports so we can simplify accounting."

Adrian College is also able to extend capabilities even further with the ShoreTel system's PRI support. "Our monthly PRI rate includes unlimited calls, local and long-distance, which adds to our savings," said Stempien.

Path to the Future

Adrian College appreciates the simplicity and robust features of the ShoreTel IP Unified Communications system. "It's great to know we can do a number of things with the network, such as implementing wireless, and the ShoreTel system will support these changes," said Stempien. "Growth is also simplified. We were able to bring up the ShoreTel system in our stadium in just a couple of hours. The college just purchased a few new buildings around campus, and with ShoreTel, it will be no big deal to tie these into the system."

Stempien is a very satisfied ShoreTel customer. "My first impression of the ShoreTel system was that it's elegantly simple," said Stempien. "Now that I've had a chance to experience it more, I can't say enough about it. Executives, students, faculty and staff are all happy with the things they're able to do with the system, and I look forward to even more communication improvements with ShoreTel moving forward."

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