



ShoreTel
Industry
Solution

EDUCATIONAL
Institutions

Telecommunications Requirements:

Educational Institutions

- Connect remote campuses into one entity
- Reduce operating costs to meet budget constraints
- Support mobile and wireless users to serve students and teachers anywhere
- Scale easily to meet growth demands without forklift upgrades
- Ensure reliability to ensure staff and student safety and security
- Improve communications

ShoreTel Customers: Educational Institutions

- Amarillo Independent School District
- Boston Ballet School
- David Douglas School District
- Dougherty County School System
- Hennessey Public Schools
- Hilbert College
- North Central Texas College
- Southern Polytechnic State University

“ShoreTel has made a name for itself as a simple-yet-sophisticated solution.”

— Nemertes Research Benchmark Report (February 2006),
“Convergence & Next-Generation WAN Technologies”

Overview

Educational institutions, typically faced with ever-shrinking budgets, require telephone systems that will cost-effectively keep people connected and offer flexible and powerful features that enable collaboration, regardless of existing wiring. With multiple campuses and students residing on and off site, as well as faculty who work on multiple teams for various projects and committees, school districts, colleges and universities must meet the very specific needs of their learning environment to stay ahead of the technology curve in order to consistently provide the best education and environment for staff and students.

In addition to linking campuses together and offering remote support to off-campus students and faculty, you must appear to the public as one large enterprise, operating and appearing as one entity. You must also consider how much the system will cost you—and more importantly, how much it will save you. You must then carefully analyze the scalability, reliability, functionality, and manageability of a telephone system.

ShoreTel’s Voice-over-IP (VoIP) phone system can be implemented across multiple sites and seamlessly integrated with existing equipment. It provides the cost-effectiveness, rich feature set, reliability, flexibility and ease of use and management that educational institutions need. Some of the organizations that rely on ShoreTel include:

- Colleges
- Community colleges
- K-12 school districts
- Universities



“Compared to other systems, the management of the ShoreTel system is so much easier. It’s pretty maintenance free. I can manage it regardless of where I am on campus.”

— Steve Rigler, Network System Administrator,
North Central Texas College

Requirement: Connect Remote Campuses into One Entity

ShoreTel Links Campuses to Present a Unified Presence

ShoreTel’s distributed architecture allows you to present a unified front to the outside world and connect all of your locations regardless of how many campuses, buildings, and remote sites there are, and regardless of your existing telephone wiring. Staff members are on a common dialing plan, using 4-digit dialing or dial-by-name right from the desktop to reach any colleague at any location. Outside callers no longer need to dial different numbers for different locations or departments to reach one of your employees—they simply dial one number and the automated attendant directs them to the right place.

ShoreTel Integrates your Voice and Data onto One Network for Simplicity and Savings

ShoreTel decreases long distance toll charges by sending voice calls over your existing data network so you can spend your budget on other technologies that will benefit students and staff. You can also share voice trunks between locations and reduce the number of phone lines you’re leasing. Finally, you save on costly teleconferencing services with ShoreTel’s conference bridge, which provides your instructors and other staff members with voice and web conferencing right from Microsoft Outlook®, enabling them to collaborate more readily.

Requirement: Reduce Operating Costs to Meet Budget Constraints

ShoreTel Offers Easy Integration for Multi-Building Campuses and New Additions

ShoreTel integrates easily with your existing phone system and allows you to capitalize on the equipment in which you have already invested. ShoreTel is also easy to integrate with your specialized applications, which allows your employees to be more productive right at the point of each call. When a call comes in and your ShoreTel system is integrated with your student database, for instance, the caller’s information will immediately populate the screen, allowing your staff to respond electronically to requests faster and more effectively. By allowing you to integrate your own applications—both off-the-shelf and custom—directly with the ShoreTel system, new services are also possible, including the ability for students and faculty to securely access their records automatically anytime of the day or night. With ShoreTel, there is no need for additional staff to answer and route calls, and management of the system is quick and easy.

ShoreTel Reduces Management Costs and Burdens

ShoreTel offers a powerful tool, ShoreWare® Director, a browser-based management interface, that makes system administration easy and intuitive, allowing you to bring management in-house and saving you time and money. This also allows you to be in charge of your own system—not at the mercy of a costly service provider for user moves, adds and changes (MACs). ShoreWare Director allows you to access the system from anywhere on the network and easily manage every site and feature, including voice mail, automated attendant and desktop applications. Adding a new user is simply a matter of a few keystrokes, which trigger automatic updates to the voice switches, automated attendant, and dial-by-name and number features. This interface also makes it a snap

“We won a Board of Regents Best Practices Award for Information Technology with this ShoreTel implementation. It was a clear choice from the beginning, and daily we see more and more benefits derived from the new ShoreTel VoIP system... The savings we realize every year with the ShoreTel system—which we estimate at \$202,000 per year—are even more than the one-time implementation cost.”

— Bill Gruszka, CIO, Southern Polytechnic State University

“We liked ShoreTel’s overall system architecture and the ability to do remote management via a web interface. I can’t tell you how many times we wished for this level of remote visibility into one of the other campuses’ call systems.”

— Steve Rigler, Network System Administrator, North Central Texas College

to manage MACs, so management time is minimized, you don’t need a dedicated telephone system specialist, and you can spend your time looking into other technologies that would benefit your students and faculty.

ShoreTel Phones Offer Maximum Functionality without the Hassle

Because ShoreTel is the industry leader in terms of ease-of-use, organizations spend much less time training end users and answering questions about the phone system. With the intuitive interface, users quickly and easily navigate through the many phone functions. ShoreTel has consistently won awards for its ease of use and ease of management, including PC Magazine’s Editor’s Choice Award and Best of Year 2005 Award. Customers repeatedly cite that their ShoreTel systems have quickly lowered their ongoing total cost of operations (TCO), reflecting lowered installation, management and maintenance costs.

Requirement: Support Mobile and Wireless Users to Serve Students and Teachers Anywhere

ShoreTel Supports Mobility

Administrative officials and contract employees need to access the system from every location, and instructors traveling between campuses to teach also need easy access. The ShoreTel system supports mobility in several ways. First, wireless integration allows mobility within buildings; and second, ShoreTel Office Anywhere™ allows faculty members to use any analog or cell phone as their primary extension. Find Me Follow Me is another feature that makes certain every call goes through to its intended destination. With ShoreTel, traveling professors need never miss a call intended for them. There is no need to alert callers of any changes because they can always use their own extension number no matter where they are. Furthermore, mobile users have all the power and capabilities of Personal Call Manager™ wherever they are without the worry of poor voice quality because ShoreTel uses the Public Switched Telephone Network (PSTN).

Requirement: Scale Easily to Meet Growth Demands without Forklift Upgrades

ShoreTel Scales Seamlessly

Your organization may have multiple campuses and various outlying buildings—some with a few employees and some with upwards of hundreds or even thousands. Your phone system needs to scale up and down to meet these different and often changing requirements—between semesters, during the summer, etc. Scaling the ShoreTel system is simple and seamless, allowing you to support up to ten thousand users. In addition, ShoreTel provides a single management interface to all of your ShoreTel equipment so you have a single view into the entire phone system. Changes made on one system automatically trigger updates on the rest of the switches at all of your locations, saving you precious resources, time, and money.

Requirement: Ensure Reliability to Ensure Staff and Student Safety and Security

ShoreTel Delivers Over Five Nines of Reliability so Calls Get Through

ShoreGear® voice switches are highly reliable, delivering 99.999% reliability, with no moving parts (except for a fan), redundant Ethernet ports and a real time operating system. In addition, ShoreTel's distributed architecture will automatically respond to and work around LAN, WAN or PSTN failures to deliver nonstop operation, providing you with the reliability you need for the safety of your employees and students, even when faced with unexpected emergencies such as power outages or natural disasters.

ShoreTel IP Phone Failover Delivers Unmatched Reliability

With ShoreTel, in the unlikely case of a ShoreGear voice switch failure, phones automatically failover to another voice switch, providing your organization with complete redundancy. Also, call control is distributed, so redundancy is delivered cost-effectively with N+1 failover, which means that a single ShoreGear switch can provide backup to any number (N) of other switches. Further redundancy can be configured by simply adding additional voice switches.

Requirement: Improve Communications

ShoreTel Personal Call Manager Improves Productivity and Communications between Faculty, Admin, Students and Parents

Instructors and administrative staff members need tools that help them do their job quickly and effectively. With ShoreWare Personal Call Manager integrated with your desktop application, such as Microsoft Outlook, users can quickly type in a name, bring up a number, and make calls from local online directories—all with the click of a mouse, right from the desktop. In addition, Call Manager indicates to a user if the party they intend to call or transfer an incoming call to is already on the phone before they dial, saving time invested in making calls and eliminating the frustration for callers inadvertently placed into voice mail. With features like AnyPhone and Follow Me Find Me, and distributed Hunt Groups, a caller can be assured of reaching the person they need no matter where they are. In addition, powerful messaging features allow faculty members to forward voice mails directly to colleagues as attachment files (in the industry standard WAV format), so no student issue or message will ever get lost in the system.

ShoreTel Allows You to Integrate Your Applications for a Tailored and More Effective Communications Solution

By allowing you to integrate your own applications—both off-the-shelf and custom—directly with the ShoreTel system, new services are possible, including the ability for students and staff to make appointments and access their account information directly. With ShoreTel, the phone system works harder so your employees can focus on their responsibilities and so you don't need to hire more people to answer and route calls. In addition, ShoreTel's fax server integration allows your faculty and staff to receive faxes (homework and papers, for instance) directly on their own phone lines and faxes appear as PDF file attachments their Outlook inboxes.

ShoreTel Offers Self-Service Options that Offload Employees

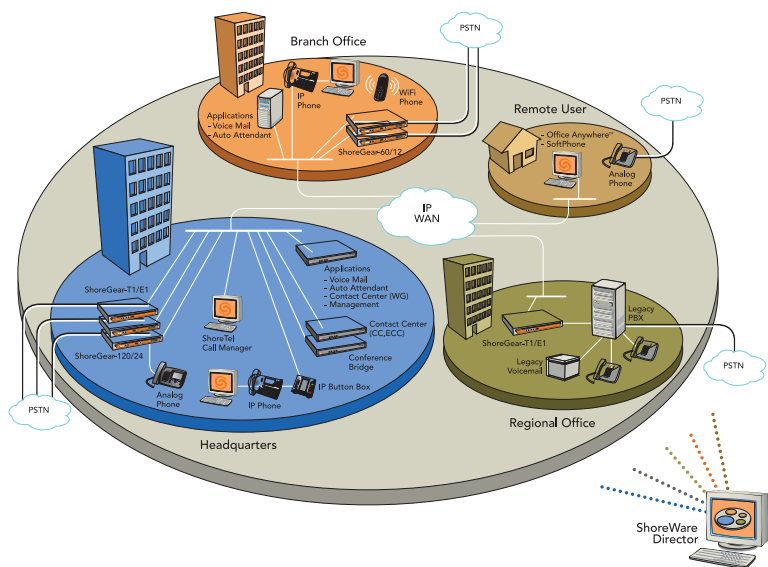
When students or their parents call your organization, they want their issues addressed quickly and they don't mind using a self-service system to expedite the process. ShoreTel's integrated Interactive Voice Response (IVR) application allows them to reach the right person anytime day or night, without human intervention and without having to wait on hold, offering easy-to-use directories and handy dial-by-name features. In addition, ShoreTel Contact Center provides sophisticated routing and queuing options to ensure fast delivery of calls to the right department or person.

“Having our own phones and voicemail has really changed the face of how we do business. Because parents can reach us directly, it opens the lines of communication much faster and allows us to be more efficient.”

— Derek Edens, Assessment and Technology Coordinator, David Douglas School District (Portland, OR)

ShoreTel VoIP Systems

The ShoreTel system is a fully distributed IP phone system with no single point of failure. Call control is distributed to intelligent gateways—called voice switches—and ShoreTel voice applications, including voicemail and automated attendant, run on standard server hardware from anywhere on your IP network. The days of multiple PBXs, voice mail systems, automated attendants, and ACD systems are over. With ShoreTel, the phone system is distributed, the voice applications are integrated, and the management interface is best in class.



For Educational Institutions, ShoreTel Meets All of the Top Requirements

Connect Remote Campuses into One Entity

- ShoreTel links campuses to present a unified presence
- ShoreTel integrates your voice and data onto one network for simplicity and savings

Reduce Operating Costs to Meet Budget Constraints

- ShoreTel offers easy integration for multi-building campuses and new additions
- ShoreTel reduces management costs and burdens
- ShoreTel phones offer maximum functionality without the hassle

Support Mobile and Wireless Users to Serve Students and Teachers Anywhere

- ShoreTel supports mobility

Scale Easily to Meet Growth Demands without Forklift Upgrades

- ShoreTel scales seamlessly

Ensure Reliability to Ensure Staff and Student Safety and Security

- ShoreTel delivers over five nines of reliability so calls get through
- ShoreTel IP phone failover delivers unmatched reliability

Improve Communications

- ShoreTel Personal Call Manager improves productivity and communications between faculty, admin, students and parents
- ShoreTel allows you to integrate your applications for a tailored and more effective communications solution
- ShoreTel offers self-service options that offload employees

“Federal standards require that we improve communication with parents about their student performance. We view the ShoreTel system as one leg of that stool, giving us a way to be more effective in allowing teachers and parents to communicate and improve student performance.”

— Gary Allen, Executive Director of Technology, Amarillo Independent School District



960 Stewart Drive Sunnyvale, CA 94085 USA Phone +1.408.331.3300 +1.877.80SHORE Fax +1.408.331.3333 www.shoretel.com

Copyright © 2006 ShoreTel. All rights reserved. ShoreTel, the ShoreTel Logo, ShoreCare, ShoreGear, ShoreWare, ShorePhone, ControlPoint and Office Anywhere are trademarks or registered trademarks of ShoreTel, Inc. All other marks are the property of their respective owners. Specifications are subject to change without notice. 850-1083-01_9.06