

Case Study

Unified Communications as a Service for Higher Education

Client:

Morehead State University



Morehead State is a public coed institution with an enrollment of nearly 11,000 students from 41 states and 31 nations. MSU offers 140 undergraduate degree programs including associate and baccalaureate degrees, plus 70 graduate degree programs. Classes are offered at the main campus and at 4 regional campuses throughout Eastern Kentucky. MSU has 13 coed residence halls, an average class size of 19 and a student-faculty ratio of 18-to-1.

Challenge	CBTS Solutions	Results
<ul style="list-style-type: none">• Old, antiquated phone system with lack of trained staff to maintain.• Needed modern features and a reduction in long-distance charges.• Desired a simple, utility-based pricing model.	<ul style="list-style-type: none">• Hosted Enterprise Unified Communications (Hosted Enterprise UC), a cloud-based communications solution with latest collaboration technology.• End-to-end management of all network infrastructure via a managed service.	<ul style="list-style-type: none">• Cut long distance expenses and eliminated the need for large, upfront capital expense.• Faculty and staff are more productive and can communicate much more easily.

Business Challenge

In 2016, the IT organization at Morehead State University (MSU) was searching for an experienced IT vendor to provide a unique and integrated solution for their diverse telephony needs. The University's current phone system was close to being obsolete and they were considering hosted services. In addition, MSU had made a major investment in a state-of-the-art Cisco powered network and was considering a managed service for ongoing support. MSU understood the direction of the telecommunications industry, moving from PBX analog phones to the cloud solutions and were in search of leading providers in the industry. They believed that the managed service was the right approach to support their communications system in the long term.

Business Challenge (con't)

Their goal was to introduce an advanced, hosted telecommunications solution that included Quality of Service (QoS) and the ability to integrate voice, video and data. They aimed at reducing long distance charges by placing all colleges on one network so that calls across the state would be local extensions. They also wanted this solution to be billed using a utility-based model in which they would be charged per phone on a monthly basis. This allowed MSU the option of reducing or eliminating upfront capital costs and gave them the ability to determine the price based on the number of phones installed and managed.

CBTS Solution

MSU selected the Hosted Enterprise UC from CBTS as the solution for all faculty and staff, numbering 1,500 people. Hosted Enterprise UC was implemented as a statewide solution that offered profile choices for end users, supported 24x7x365. The service included the following:

- Design, installation, training, monitoring, and management of Cisco IP Phones.
- Call manager, unity messaging and voice mail.
- Transitioned MSU to CBTS SIP Services.
- Call centers for office efficiency.
- Emergency notification service for student safety.
- Updated dial-plan improvements.

Additionally, CBTS assumed management of the data network at all campus sites, which included the following services:

- Strategic design and planning.
- Voice, video, and data solutions.
- Complete installation and onsite training.
- Remote network monitoring and management.
- Project management and quality assurance.

This approach gave MSU the latest in communications and collaboration technology, plus the peace of mind in knowing that CBTS was also managing the network end-to-end.

Results

MSU has reduced the need for large, up-front capital and instead moved to a much more predictable cost model. As new facilities are constructed, Hosted Enterprise UC can easily scale up to add voice and data services as needed. MSU just pays for what they use.

The contract began in December 2016 and the campus was cutover to the hosted service later that month. The devices are maintained, upgraded and replaced by CBTS as needed. CBTS is managing more than 1,500 handsets for the university, plus all infrastructure that supports the solution.