

Case Study

Vertical Vodavi® XTS-IP™

Bedford County, Pennsylvania Keeps Telecommunications in Order with Vertical Vodavi XTS-IP

"From a productivity, financial and service perspective, we are very pleased with our decision to implement a Vertical solution for our new county facility. We are now paying less for everything, including equipment, local and long distance charges than the County used to pay for basic line charges in its previous network configuration."

Steve Howsare,
Bedford County
Commissioner Chair

Bedford County is home to approximately 50,000 residents and spans over 1,000 square miles in southern Pennsylvania. County government entities have been scattered across multiple buildings, each of which has its own non-networked, standalone telephone system. The County recently completed construction on a new centralized facility that will bring most county employees under one roof. To support the voice and data consolidation needs for the new facility, the County deployed the Vertical Vodavi® XTS-IP™ business communications solution to reduce telecommunications expenses, improve customer service and cut down on costly network maintenance and time-consuming administration.

THE COUNTY'S CHALLENGE

Bedford County has experienced tremendous growth over the past few years. County disciplines or services, such as the departments of children and youth, the county prison, the district attorney's office, the courthouse, and sheriff's office, were previously located in more than ten facilities throughout the County. This distributed environment required each county discipline to budget, purchase and maintain its own phone and communications network without centralized budgeting and procurement guidelines. Each location contracted with its own service provider and had a different network configuration including a mismatch of line types such as dial-up, T1, and DSL. As a result, this distributed work environment lacked centrally-managed networking and unified systems applications resulting in higher telecommu-

nications costs for telephone services and Internet access and the absence of a consistent county-wide set of features.

Recently, the County constructed a new \$20M state-of-the-art facility where all county disciplines will be located. Because the phone systems at the various locations were antiquated, made by a variety of manufacturers and lacked unified application software, the Bedford County Government formulated a Request for Proposal to purchase and install a new 350-station communications system to meet the voice and data requirements for this new facility. The County sought to overcome their existing telecommunications challenges by incorporating newer technologies that would help reduce costs, maximize productivity, improve customer service and accommodate future growth.

THE SOLUTION

A respected telecommunications provider in Bedford County for more than 10 years, FiberCom, Inc., headquartered in Woodbury, PA, was selected to install the new communications network.

Prior to the consolidation of the County disciplines into one main facility, the Bedford County Government was strapped with over \$5,000 in monthly costs for telephone, long distance and Internet charges. Now, with the new XTS-IP solution from Vertical Communications, monthly recurring telecommunications costs have been reduced by more than 60%. This reduction in expenses is projected to yield Bedford County Government a total yearly cost savings of over \$38,000.

FiberCom worked with the County to conduct a comprehensive Needs Assessment to identify and implement applications that would immediately improve the way County employees communicate internally, as well as help reduce costs and improve the County's image with residents.

The County's new XTS-IP network is comprised of three locations: the main facility with 300 digital, analog (fax) and IP phone stations with 200 DID phone numbers and digital PRI trunking; the county prison with 20 phone stations; and a county extension office with 20 IP phone stations, all connected by a fiber optic network using Power over Ethernet (PoE) network switches.

Additionally, key County executives now use IP-based softphones on their laptops, making it easy to be productive when out of the office. To support the main County facility, a 4-cabinet XTS-IP was installed in the secure Data Center. Vertical's smaller XTSc-IP system was installed at the prison and is point-to-point IP-networked to the main facility's XTS-IP system.

The Vertical Vodavi XTS-IP is a converged solution that supports both digital and IP applications and offers the flexibility for users to grow their telephone system as needs change. Based on a flexible cabinet architecture, the XTS-IP communications platform can be configured from one to

six cabinets for maximum of 600 ports and supports a host of key applications such as unified messaging, networking, CTI, ACD and VoIP. The Vertical Vodavi XTSc-IP solution used in the prison location is geared for smaller businesses or remote sites in a networked environment and shares the same internal components as the larger XTS-IP system so the system can grow. The XTSc-IP employs a single cabinet unit that can deliver up to 24 IP endpoints.

'EASY TO REMEMBER' DIAL PLAN

An entirely new dialing plan was arranged upon installation of the new Vertical Vodavi XTS-IP. The 'easy to remember' dial plan consisted of all DID numbers being the same as the extension number, i.e. 555-5000 x 2100 or 555-2100. For employees with a dedicated 'software-based' fax, the fax number is now one digit higher than their extension number, such as 555-2101. Networking all of the location's phone systems together has allowed County employees to utilize 4-digit dialing to call all other County employees, regardless of location, and to transfer calls and intercom other extensions – services which were not available prior to use of the Vertical Vodavi XTS-IP.

CENTRALIZED VOICE MAIL AND AUTOMATED ATTENDANT

The Vertical Vodavi PathFinder digital voice mail system integrates with the XTS-IP phone system and allows the Bedford County Government to centralize its voice mail and auto attendant capability. All Bedford County employees have the ability to personalize their stations and can now use valuable features to manage message speed and volume, date and time, multiple greetings, distribution lists, call screening, message forwarding and paging. The prison facility is networked to the main facility's PathFinder system, eliminating the cost and maintenance issues of having to procure a separate voice mail system for that location.

The Automated Attendant feature allows for operator-free call routing and transfer after hours or anytime, thus streamlining operations and reducing costs. Dial-by-name is also used to help callers find the correct extension.

UNIFIED MESSAGING

With Vertical Vodavi OneLook™ Unified Messaging, Bedford County employees now receive all forms of communication – email, fax and voice mail messages – in one location, their email inboxes. OneLook Unified Messaging is an optional IP-based application module that allows the County to save money by reducing fax printing, eliminating misplaced faxes and improving communication among county disciplines with the easy store-and-forward feature. When a fax is received, it's converted to a PDF file and automatically delivered to the employee's email inbox along with all other voice mail and email messages.

By giving employees the flexibility to quickly sort and share messages, even with users outside the main system, productivity has already improved. Unified Messaging features allow the employee to sort messages by Caller ID, quickly seeing high priority messages first. With the old system, employees had to listen to each voice mail message in the order it was received, check email in their inboxes, and walk to the nearest fax machine. With the XTS-IP system, unified messaging features now provide access to all messages in one place, along with the ability to view the on-line building conference room schedule and book upcoming meetings.

Though each County discipline still manages its own budget, the integrated Vertical XTS-IP system means that costs are lower. The web-based administration features ensure that phone extensions are assigned to an appropriate County department. Each department is then able to properly charge and reconcile phone bills and even identify potential misuse. In real time, authorized department personnel can run detailed reports to determine specific calling patterns within the department such as individual call volume, long distance expenses, and more.

Since the cutover to their new Vertical Vodavi XTS-IP system, Bedford County Government has gained new capabilities. Having all Bedford County employees using the same phone system – regardless of their function or where they are located – with the same features and the same applications, has boosted productivity, enhanced user satisfaction, simplified training, and lowered telecommunications costs.

BENEFITS

- Simplified communications and reduced monthly telecom charges by 60% with a unified dial plan
- Decreased purchasing, maintenance and monthly recurring costs by unifying system capabilities and eliminating disparate purchasing of different make phone systems with dissimilar capabilities
- Cut fax printing costs by sending faxes as PDFs to users' inboxes
- Reduced overhead expenses with centralized systems and voice mail capability
- Enhanced productivity with unified communications, auto attendant, and more
- Streamlined administration with web-based management tools



The XTS-IP telephone system takes the best of both worlds and combines them – traditional digital telephony and Voice-over-IP (VoIP) “converged” technology.

ABOUT VERTICAL

Vertical Communications is one of the largest telephony vendors in North America and a global leader in next-generation IP-based business communications systems and applications, with a current installed base of over 200,000 customers. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes, from small to large and distributed, and include CVS/pharmacy®, Staples and Apria Healthcare. Vertical delivers its solutions through a worldwide network of over 1,800 business partners.

For more information on products and solutions from Vertical Communications, visit our website at www.vertical.com or call 1-877-VERTICAL.

ABOUT FIBERCOM

FiberCom, Inc., an ETG Company, is headquartered in Woodbury, PA. The firm provides advanced networking applications for single- and multi-site voice and data integration including network security. FiberCom also offers advanced fiber optic and copper cabling systems and next generation CCTV security systems. FiberCom is a Vertical Vodavi Authorized Gold Dealer and President's Club Elite Member. For more information on FiberCom, visit www.fibercomonline.com.

