What Is Next? Moving Your Telephone Project Forward

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Topics Covered

- Building a UC Plan
- Defining the Problem
- Defining Enterprise Requirements
- Determining Technology Requirements
- Technology Competencies
- Planning the Budget
- Finding a UC Partner
- Telephony Service Provider
- Q&A

Building a Unified Communications (UC) Plan

- Unified Communications vs. Voice over IP
- What are your objectives?
  - MRC reduction
  - Lower TCO
  - Public safety
  - Enhancing communication for an increasingly mobile workforce
  - Telework/Remote Access
- Who are your stakeholders? Decisionmakers?
  - Procurement process/Request for Proposals (RFP) - Business office
  - Environment validation - Information Technology
- E-rate no longer discounts voice services

Defining the Problem (Is There One?)

- Service is too costly or does not provide sufficient value: "What are we paying for?"
- Service doesn't work or does not meet the need: "What are we actually getting?"
- No one knows how to manage the phone system in place now
- Internal support structures have changed
- Technology is outdated
- We need more…
  - Endpoints
  - Outbound call capacity
  - Phone numbers

Defining Enterprise Requirements

- Gap analysis of current PBX (current capacity versus projected need)
- Features
- Integration with third party platform
- Coexistence
- Training based on requirements of job
- Deployment timeline
- Needs for First Responders

Determining Technology Requirements

- **Cabling and PBX technology go hand in hand**
  - Cat5e cabling (or better) needed for IP endpoints
- **Network infrastructure design**
  - Power over Ethernet (PoE) capable switches
  - Quality of Service (QoS)
- Endpoint features
  - Shared/bridged line appearances (SLA/BLA)
  - Sidecar
- Integration
  - Legacy PBX, Bell Scheduling/Public Address system, Alarm/Elevator panel
  - Fax or Credit Card Machine
  - Third Party App

Technology Competencies for VoIP

- Network Capability - PoE, QoS, Latency
- Transition from legacy facilities/TDM
- PBX - Features? Integrations?
- Security
  - SBA - Survivable Branch Appliance
  - SBC - Session Border Controller
  - Encryption
- PSTN connectivity - Moving to SIP
  - Consider PRI and POTS only if needed to complete transition
- Vendor support and training for key staff
- **Tools - Wireshark**

Thanks, Amazon!

Planning the Budget

- Stakeholders will take the UC plan and put into motion
- Determine final needs versus wants
- Central office, administrative, support staff, and instructional staff needs clearly outlined
- Define site resilience needs - What happens during a power outage? If fiber is cut? If someone dials 911?
- Determine endpoint quantities - Who needs a phone? What kind of phone?
- Gather proposals from phone system vendors and perform "proof of concept"

Finding a UC Integrator

- You will need to define the vision so the integrator can design and build it
- Recognize that you may need two (or more) partners if there are complex integrations needed
- Look for a proven track record and ask for references. Reputation matters.
- Integrator should be well versed in new technology and be able to walk through how to connect to a SIP-based telephone provider
- Integrator should articulate how their PBX solution will operate during emergency conditions
- Integrator should be able to explain the licensing requirements for their solution
- Integrator should be able to explain the infrastructure requirements needed for running their system

Finding a new Telephone Service Provider

- Review your current contract and **check for auto-renewal language.**
- Decide which type of services will work best at your district.
- Contact our existing provider and investigate what service options are available for your school.
- Shop other providers to make sure you are getting the best deal. Make sure that you are asking vendors for the same setup, so that your quote comparison are comparable.
  - One option: IU13 Telephone Service Master Agreement with Telesystem
    - Competitive Pricing
    - IU13- Bid Compliant IU13#189-015
    - 3-Year rate lock - June 30, 2022
    - Flexible service model for small & large schools
    - Join anytime during the year
- Ask for references
- Review the details before committing including rate locks, contract extensions, contract terminations.
- Once new service is in place, verify whether you are realizing the savings you expected.

Need Information? Let Us Help You Plan for UC!

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Q&A

Join us at...

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