CASE STUDY

San Diego State University Turns to AVST for Mission Critical UC and Voice Application Platform that Supports 200,000 Calls Per Week

Hybrid Cloud. Mobility. Automation – The Future of Campus Communications

SAN DIEGO STATE UNIVERSITY

BACKGROUND

With an enrollment of 34,000 students, San Diego State University (SDSU) is the largest university in San Diego, as well as the oldest and one of the largest in the 23 campus California State University (CSU) system. As a leading public research university, SDSU employs 9,600 faculty and staff with 188 degree programs offered across more than 90 schools, departments and programs.

SDSU had an outdated Octel Aria voicemail system in a distributed environment both on its main campus and in several remote locations. Once that system was announced 'end of life,' SDSU sought to acquire a next generation Unified Communications (UC) solution that would seamlessly integrate with their existing telephony and email system, deliver advanced mobility and business process automation capabilities and have the highest resiliency to support their high call volume. The hunt for a replacement was on.

HEARING IS BELIEVING

As with many large universities, SDSU receives a high volume of calls. In fact, during busy times, the campus reports an average of 200,000 calls per week, with the greatest volume stemming from student services like enrollment (admission, advising, etc.), financial aid and account services (collections, cashiers, loan disbursement, etc.). With such a high level of activity, it was essential that SDSU select a UC solution that could handle its mission critical voice application requirements.

SDSU opened up a bid process and considered two alternate solutions in addition to AVST: Avaya® and Esna. AVST's CX-E solution had a great reputation and came highly recommended to SDSU from trusted university peers. Additionally, CX-E had an Octel TUI (telephone user interface) that would allow for easy migration and minimal training for SDSU's end users. There was also an extensive set of next generation mobility and business process features offered by CX-E – all developed on a highly scalable

> "We reaped 4X savings in maintenance."
>
> Riny Ledgerwood, SDSU Director of Voice Services & ATI

and resilient platform architecture designed for maximum uptime. All of these attributes tipped the scales in favor of AVST.

A SMOOTH TRANSITION

As SDSU had expected, the transition to CX-E was smooth and painless. Notices were sent to all faculty and staff, giving them a heads up of the upcoming cutover with highlights of the new features. Thanks to the Octel TUI, the transition was so seamless that only a handful of users signed up for the free training session. Long time AVST reseller ACP of Carlsbad, CA helped implement CX-E and provided excellent local support during the transition.

CX-E – THE RIGHT INTEROPERABILITY TO SUPPORT UC COMPONENTS IN THE CLOUD

With CX-E, SDSU received not only an upgraded voice application solution but also an extensive list of new mobility and business process integration features. Unified messaging was on top of SDSU's list, but the campus needed a solution that could integrate with their existing Google™ Gmail™ system. SDSU's hybrid cloud approach to implementing UC was not a problem for AVST as CX-E was designed to deliver unified messaging to any email system (whether on-premise or in the cloud). "We were very impressed with CX-E's flexibility to integrate with our Google Gmail email system and make messages accessible through mobile devices or a web client. It was just so easy," continues Ledgerwood.

4X SAVINGS IN MAINTENANCE PLUS ENHANCED RESILIENCY

Another key benefit of AVST's CX-E solution for SDSU was economics. SDSU's maintenance costs are much lower with CX-E than their legacy solution. In fact, their older Octel system was four (4) times more expensive to maintain than the new AVST UC solution.

CX-E also provided SDSU with better options for resiliency. CX-E was implemented using a deployment architecture of three (3) Call Servers and one (1) System Server. The System Server is the system management and control console. It provides a centralized location for the system database as well as the message store. The Call Servers run the real-time applications. They are responsible for answering calls, accessing information and recording messages. By deploying multiple Call Servers, all integrated with a single System Server, the deployment at SDSU achieves a high level of redundancy. In the event of a Call Server failure (or when a server is shut-down for maintenance), the remaining Call Servers continue to handle the call traffic with no disruption in service.

"With an average of up to 200,000 calls a week, we needed a system that could reliably handle such a high call volume and provide a platform for growth. CX-E from AVST was the only solution that fit the bill."

Kathleen Sullivan, SDSU Voicemail Administrator
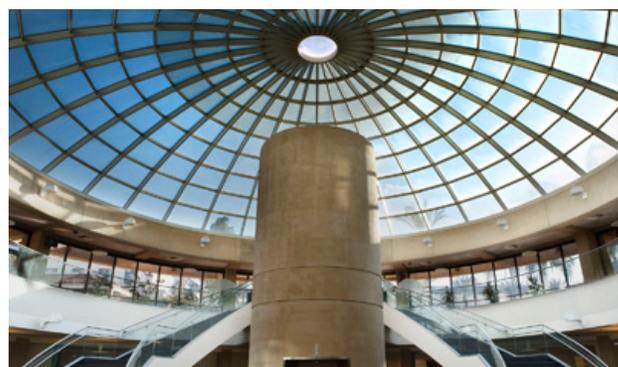
"CX-E has been a great system for us – it's user-friendly, intuitive and low maintenance. We've only scratched the surface of its feature-rich capabilities and look forward to continuing to explore how it can make life easier for our thousands of faculty and staff."

Riny Ledgerwood, SDSU Director of Voice Services & ATI

THE FUTURE IS BRIGHT WITH CX-E MOBILITY AND CAMPUS AUTOMATION CAPABILITIES

SDSU plans to take their use of CX-E to the next level in the coming year to capitalize on its powerful speech-enabled features. First on deck is the campus-wide telephone directory, with the goal of replacing their existing directory with one that is speech-enabled. SDSU also plans to utilize Atom™, AVST's next generation personal assistant for faculty and staff personal productivity improvements. Thanks to the flexibility of the AVST CX-E UC platform, the faculty and staff of SDSU have and will continue to reap the benefits of a comprehensive UC solution for years to come.