UNIVERSITY OF GUADALAJARA+SHORETEL

ShoreTel
Brilliantly simple™

Arts, Architecture and Design Campus of the University of Guadalajara Gives ShoreTel an A+ for Communications

Challenges:

The Arts, Architecture and Design Campus (CUAAD) of the University of Guadalajara needed to replace a legacy phone system with a system that would grow and accommodate modern IP features, and interconnect the three locations at an affordable cost.

ShoreTel Solution:

ShoreTel provided a ShoreTel IP phone system that included ShoreTel IP Phones and ShoreTel Voice Switches.

ShoreTel Benefits:

- More features for less money
- Significantly lower TCO
- Improved efficiency and productivity
- Scalable to accommodate future growth

Minimal features don't make the grade

Growing national and international student enrollment and campus expansion were outpacing the ability of the school's legacy Alcatel PBX system.

Modern features and legacy integration

The school had a problem with its legacy Alcatel PBX. Its minimal features simply weren't up to modern communications expectations – draining staff efficiency and threatening to drain future budgets.

ShoreTel goes to the head of the class with more features and lower TCO

Initially, the CUAAD thought the right solution was to keep the Alcatel PBX because the infrastructure was already in place, and therefore would save costs. But the more the IT staff learned about IP phone systems, the clearer it became that maintaining the legacy system had a high price tag when it came to scalability and staff productivity.

"Our Alcatel system would have required a hefty investment, even to get basic features such as voicemail and conferencing," says Carlos Alberto Franco Reboreda, the CUAAD's technology education coordinator. "ShoreTel offered these features plus many more at an affordable price. It was simply much more cost-effective to switch to ShoreTel."

ShoreTel. Brilliantly simple business communications.

After comparing several systems, ShoreTel clearly stood out as the best solution. In addition to delivering the features the university needed, ShoreTel handled the integration of the legacy system. "We liked the wide variety of features on ShoreTel, including the built-in conferencing facilities, and ShoreTel Communicator for managing calls," says Reboreda.

ShoreTel is the phone system that doesn't require a lot of homework

With ShoreTel's help, the CUAAD designed a three-stage implementation plan, starting with cutover of the primary main campus building to the new ShoreTel system.

Currently, the CUAAD uses 90 analog phones, along with 60 ShoreTel IP Phones. "ShoreTel allowed us to integrate our legacy Alcatel system, so we could migrate to the new ShoreTel system as time and budgets permit," Reboreda explains. "It was relatively simple to set up the basic integration."

ShoreTel trained the university's four-person IT support team, which in turn created an in-house class for the university's researchers and administrative staff. The IT team was extremely impressed at how easy it is to install, configure, and maintain the ShoreTel system. "The cost of maintenance and the total cost of ownership were big factors in our decision," says Reboreda. "Because the system is so flexible and allows us to handle routine changes internally, ShoreTel offers the most cost-effective solution."

ShoreTel Communicator enables increased responsiveness

The university staff is enthusiastic about ShoreTel Communicator, says Reboreda. "Our staff likes the control that ShoreTel Communicator gives them. Users can redirect calls, reassign extensions to other phones, and forward extensions to mobile phones. ShoreTel's Microsoft Outlook integration works right out of the box, so employees can take advantage of the new system using the applications they're familiar with."

The university's employees and faculty also appreciate the way ShoreTel helps ensure fast responses to important calls. The system's auto-attendant directs callers to the correct department, and features such as Find Me, Follow Me keep people connected when they're out of the office, so they don't miss important calls.

"In the past there often was a long delay returning calls because not everyone had voicemail with

> "SHORETEL ALLOWED US TO INTEGRATE OUR LEGACY ALCATEL SYSTEM, SO WE COULD MIGRATE TO THE NEW SHORETEL SYSTEM AS TIME AND BUDGETS PERMIT. IT WAS RELATIVELY SIMPLE TO SET UP THE BASIC INTEGRATION."

Carlos Alberto Franco Reboreda
Technology Education Coordinator
CUAAD

the previous Alcatel system," says Reboreda. "Someone who called and did not reach the right person then might send an email asking them to call back. Now it's very easy for callers to leave a voicemail and for users to see that they have a voicemail message waiting. Also, call history shows your missed calls, and you can simply click on a name in the directory to call back."

ShoreTel's Converged Conferencing is another feature that's important in the collaborative setting of a university. "It's very easy to use the six-way conference feature to set up conferences on the fly," Reboreda adds.

ShoreTel sets off a surge in staff creativity and productivity

With ShoreTel streamlining telecommunications, the University of Guadalajara's administrative staff is now more efficient and productive. ShoreTel's rich feature set also helps the IT staff serve their internal customers better.

ShoreTel's automatic call distributor (ACD) has improved communications with the university's students as well. "Sometimes, the old system sent calls to the wrong department," explains Reboreda. "From there, callers might be bounced from person to person. With ShoreTel, ACD allows callers to get to the right department quicker."

The CUAAD's IT group of four has a challenging workload, yet ShoreTel has helped simplify system management to free up resources. "With the old system, the smallest change was difficult and time-consuming," says Reboreda. "The ShoreTel Director interface is intuitive and saves a lot of IT resource time. Now we can accomplish many more tasks ourselves, quickly, with no waiting for outside support."

ShoreTel gets an A+ for cost savings, maintenance, and TCO

ShoreTel has proved a clear winner for the budget-conscious public university, with a projected 25 percent annual savings over the old system. University staff and faculty now have more communication features than they initially hoped for, and are still discovering new and exciting ways to make these features work for the university 's operations and public presentation.

"THE SHORETEL DIRECTOR INTERFACE IS INTUITIVE AND SAVES A LOT OF IT RESOURCE TIME. NOW WE CAN ACCOMPLISH MANY MORE TASKS OURSELVES, QUICKLY, WITH NO WAITING FOR OUTSIDE SUPPORT."

"Calling IT used to be something users dreaded," concludes Reboreda. "Now we're very popular because ShoreTel gives us the tools to solve problems and make users' lives easier. The bottom line is that the ShoreTel system works for us, rather than us having to work for the system."

ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.