

CASE STUDY

Aims Community College Replaces Octel Voicemail System



BACKGROUND

AVST announced that its flagship Unified Communications solution, CX-E®, has been chosen by Aims Community College to replace its legacy Octel® voicemail system and centralize communications across its Avaya IP and digital PBX systems. Selected due to its leading speech and unified messaging (UM) capabilities, CX-E has increased mobility and improved campus-wide communications for the college.

Based in Greeley, Colorado, Aims Community College has two additional campuses in Fort Lupton and Loveland, offering more than 160 degree and certification programs to more than 15,000 students per year. Aims is an independent, locally funded college that sees a large percentage of its student population coming back to school for retraining purposes.

A perfect storm of burgeoning enrollment numbers due to the economic downturn and the effects of an aging legacy Octel voicemail system led Aims' Telecommunications Manager, Deb Martinez, to commence a search for a replacement solution.

Martinez knew where to turn, and enlisted the help of AVST reseller Hi Country Wire & Telephone. Hi Country has provided services for Aims' phone systems since the early 1990s, and Account Executive Rob Frank suggested that the college look at CX-E from AVST. CX-E had all of the features that Aims was looking for, with the added benefit of an Octel telephone user interface (TUI) emulation that made the transition from the legacy system seamless. According to Martinez, "One of the main selling points for CX-E was the fact that I did not have to retrain our users on a new system, and, thanks to AVST's Octel TUI emulation, there was no retraining at all – it was an extremely smooth process for our faculty and staff. This was by far the easiest conversion I have ever made."

In addition to the CX-E Octel TUI emulation, speech recognition was a driving factor in making the choice for CX-E. The college is currently taking advantage of the speech-driven directory which has reduced inbound call traffic to the operator by more than 30 percent. The UM

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Aims Telecommunications Manager, Deb Martinez



features offered by CX-E were also very attractive to Aims. Utilizing UM, Aims' faculty and staff have experienced an increase in productivity and efficiency, and Martinez plans to expand the number of users taking advantage of UM in the coming months.

Another key factor in Aims' selection of CX-E was the single point of administration that the system provides for the college's multiple sites. Linking together a mixed network of Avaya IP and digital systems across six locations, CX-E enables Aims to centralize administrative functions while also helping to protect against critical network failures.

CX-E has been deployed by more than 1,000 educational institutions to keep students, staff and faculty connected, increase their productivity and improve overall communications. “Seamlessly replacing aging legacy systems is a problem faced by many in the higher education market,” said Denny Michael, AVST Vice President of Marketing. “CX-E offers quick and painless conversions to next generation UC technology. AVST is very experienced in automating and making communication more efficient for faculty and staff within an educational environment.”

CX-E provides what companies need to keep up-to-date with the ever-changing world of the communications market by delivering best-of-breed UC applications that include unified messaging, call processing, voicemail, speech and personal assistant – all on a highly survivable and interoperable platform. CX-E helps IT organizations maintain maximum flexibility to respond to evolving communications requirements while maximizing



Industry's Most Interoperable, Unified Communications Platform

Ideal for Midsize to Multi-Site Educational Institutions

CX-E is the industry's most interoperable UC platform on the market. The extensive interoperability of the CX-E platform was developed specifically to support educational institutions seeking to deploy UC in a rapidly evolving IT landscape – telephony, email and/or corporate databases – on-premise, in a private or public cloud and/or a hybrid configuration. By deploying AVST's CX-E UC platform as part of an overall UC solution portfolio, an organization can avoid single vendor lock-in, achieve high availability objectives and centralize UC infrastructure into a data center/private cloud configuration. CX-E delivers best-of-breed UC mobile, voice and business process applications including: unified messaging; speech recognition; context-aware personal assistant; mobile client for iPhone® and Android™; automated attendant; call processing; voicemail; fax; notification and other business process capabilities.



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