CASE STUDY

City of Baltimore Turns to AVST to Modernize Communications

CX-E Brings Mobility and ROI in One Year

City of BALTIMORE Maryland

BACKGROUND

In an era of mobility, the City of Baltimore had an outdated Octel communications platform and was faced with a problem. Not only was the platform unable to support the city's growth goals, it was also lacking in features that encourage enhanced productivity. A change was needed and the city sought out a solution. But not just any solution would do. The City of Baltimore needed a next-generation unified communications (UC) platform that supported its transition to VoIP, could handle very high call volumes, bring a new level of mobility, and deliver resiliency.

FIRST THINGS FIRST – SELECTING THE RIGHT SOLUTION

The city's technical team set out to find a replacement and AVST came up early in the search. The city zeroed in on AVST and started interviewing resellers and looking at AVST customers with similar environments. The University of Maryland Baltimore and Johns Hopkins University were both happy AVST customers that participated in the review process. "AVST had stellar references. If their solution was the right choice for the #1 ranked hospital in the U.S., we knew it would be a perfect fit for us too," said Simon Etta at City of Baltimore. The city determined that AVST's CX-E platform met its requirements for robust automated attendant; voicemail; unified messaging; presence; open architecture; speech-enabled personal assistant - Atom™; easy learning curve for end users; and an IP-enabled, highly scalable, redundant UC platform.

KEEPING UP WITH EVEN THE MOST TECH-SAVVY CITY GOVERNMENTS

In November 2013 the City of Baltimore was ranked as one of the top 10 most tech-savvy city governments in the 2013 Digital Cities Survey conducted by the Center for Digital Government. Having earned this ranking for the second time, the City of Baltimore earned its place on the list for its innovative and effective use of information technology to deliver government services.

"In one year, CX-E paid for itself."

Simon Etta
Department of Communications Services
Office of the Comptroller
City of Baltimore

To keep company with a highly tech-savvy entity like the City of Baltimore, AVST went through a rigorous review process and came out shining. The city was ready to place its trust in AVST and the CX-E platform.

ENSURING RELIABLE DELIVERY OF CRITICAL SERVICES

To make it all come together, the City of Baltimore selected Altura Communication Solutions, a trusted partner and long-time AVST reseller, to assist in the procurement and implementation process. Altura came with the highest references, a long track record of success, appealing preventative maintenance practices, and the ability to support the city locally. To prepare for the city's rollout, Altura organized a series of classes for end users, who eventually served as trainers in their respective agencies/departments.

While basic features like Octel TUI emulation and robust reporting were very important, the key for the City of Baltimore was the ability to transition to VoIP (CX-E supports over 400+ telephony integrations). This transition was imperative to the city's future growth plans. Today, CX-E supports over 5,000 users and handles 120,000 calls per month for the city, with plenty of room for further growth. With CX-E's robust automated attendant, the city created hundreds of menu trees to transfer calls to the right departments. To support the city's requirement for zero downtime, CX-E has been deployed with a resilient architecture including survivable call servers.

"Atom is quite an innovation and clearly demonstrates how robust CX-E is."

Simon Etta, City of Baltimore

ATOM THE FUTURE LOOKS BRIGHT WITH ATOM

The city is also taking advantage of the user productivity enhancements that come with CX-E and has rolled out Atom to support its mobile requirements of the city's busy staff. AVST's Atom brings new meaning to the term personal assistant. Atom identifies important incoming calls, so city officials know if they should accept a call, acknowledge the call with a brief message, send it to voicemail or redirect the call. Thanks to Atom, city officials have the ability to also get all their email, voicemail and faxes in one location. Atom is also speech driven, so users can tell Atom to "get new messages, get my calendar for today." Atom brings a new level of personalized automation that has reduced labor costs for the city by making employees more efficient.

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CX E Industry's Most Interoperable, Unified Communications Platform

Ideal for Midsize Business to Multi-Site Global Enterprises

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 enterprises 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 enterprise 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: Atom's native mobile client for iPhone and Android; speech-enabled automated attendant and Atom; unified messaging; single number reach with intelligent call routing; mobile number protection; location based services; federated presence and identity; voicemail; fax; notification; and other business process integration capabilities.

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