



The Power of We™



## A University Leverages The Power Of Technology

# University of Baltimore

Traditionally a law and professional upperdivision school, the University of Baltimore is now redefining itself with the addition of a full four-year curricula. The latest advancements in information technology are helping chart the course.

### Challenge

In response to the rising demand for four-year public higher education in Maryland, the University of Baltimore is growing, and, in conjunction with that, is taking a future-oriented approach to information technology. The task laid out for the University of Baltimore's Office of Technology Services was to enhance productivity in a burgeoning environment, accommodate a younger student body that has grown up with the communications tools that now are ingrained in their everyday lives and lay a foundation for evolving technologies. The team needed an industry partner that not only had the required equipment, but that would work with them through the growing pains of laying that foundation, and with whom they could strategize for the future.

### Solution

UB turned to Avaya<sup>1</sup> channel partner Presidio to implement a Avaya IP-based voice solution that includes a call server and a contact center. UB also is implementing Avaya's Interactive Voice Response and Contact Recording and Quality Monitoring. The university has the Avaya Communication Server 1000, Call Pilot for Unified Messaging, the Multimedia Communication Server 5100, Automatic Call Distribution, NES Contact Center, E911 and the Notification Suite.

<sup>1</sup> References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

## Benefits

This Avaya solution is enabling UB staff to leverage presence and other collaboration tools to maximize productivity, whether on campus or beyond. The solution is allowing UB to better serve students, faculty, staff and incoming callers. Calls are now more effectively routed, saving time and money. And UB will soon be leveraging Avaya's Notification Suite to automatically alert students, faculty and staff via email, SMS or voice if a critical event occurs.

## The objective

Redefining the future of a university is no small task – but that's precisely what the University of Baltimore is doing.

Judith Wood, UB's vice president and chief information officer explains:

*"We are a unique university, in that we were an upper-division school for more than 30 years – a law and professional school. We began to offer freshman programming because of a surging enrollment in the state.*

*"Now we're reinventing ourselves as a full four-year urban environment, in addition to our business and law schools. So our population is getting younger, and the*

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— Judith Wood, vice president and chief information officer, Office of Technology Services, University of Baltimore

*expectations that younger population brings to service offerings presents challenges. They've grown up on electronic handheld devices and we have to be future oriented, anticipating what's going to be coming next."*

Wood says that entails not only mapping tomorrow's network infrastructure but outfitting facilities to accommodate that technology.

*"We're really going to change our environment over the next 10 years," she says.*

Avaya has come to be a valued partner in this endeavor, helping provide the tools students, faculty and staff require to maximize this top-quality educational environment, and at an affordable cost.

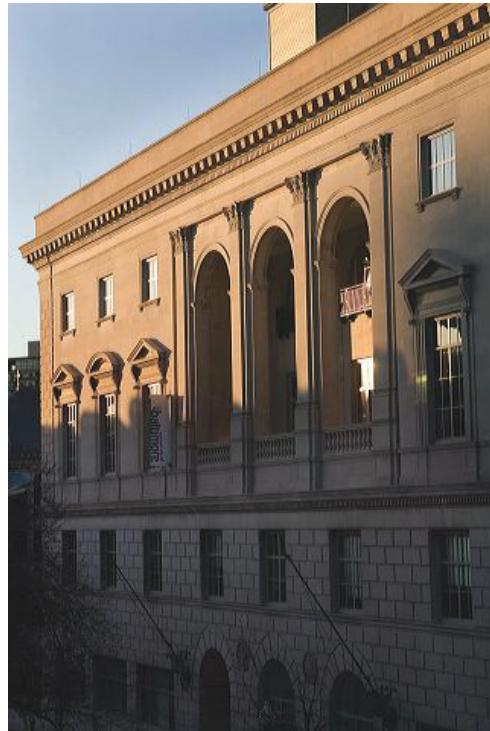
*"Responsiveness to students is the primary focus at UB," Wood says, "and Avaya helps us achieve that. Avaya's solution empowers our faculty and staff to be as productive as possible while driving down total cost of ownership."*

## The issues

The University of Baltimore's IT imperatives, says Wood, synch up pretty well with the top ten IT issues [see sidebar] facing all institutions of higher education, as laid out by Educause (a nonprofit organization that promotes the intelligent use of information technology in higher-education institutions).

It all begins with funding:

*"Funding IT right now, because of the downturn in the economy, is difficult," Wood says. "There are so many things that need to be done. We're being called upon to continue to improve the service level while tightening our budget and keeping our staff levels where*



*they are. That requires us to be thoughtful and creative with all the things we do.*

*"We're also greening our campus. We're looking for ways to be efficient from a carbon footprint perspective, and to save money in the process."*

UB is looking at every opportunity to automate services and processes.

And security is, of course, always an issue – identity management in the use of social media.

*"We try to stay abreast from a regulatory perspective, and to teach the younger generation about the plusses and the vulnerabilities of social media and its use."*

All of which is why it's important to have industry partners like Avaya and Presidio – to help chart the course of evolving technologies.

*"It's a partnership," Wood says, "and we really value that. We're learning a lot as we move forward – and that's not always an easy process. But we've made a commitment to each other and to bringing in all the tools to make it work, and I think we're very successfully doing that."*

*"I'm really confident that we've got a good solid solution – and a solid partnership."*

## The gains

The Avaya solution UB has deployed is paying off in a number of regards:

### Productivity

Avaya's Automatic Call Distribution has proved to be a productivity enhancer, and will soon be returning even greater dividends. Wood says her team is analyzing the most frequently asked questions gathered after the ACD was initially set up.

*"Knowledge is power," she says. "So once you figure out the flow of who's calling and why, you can start to modify your services to eliminate the need for calls and to enhance the customers' experience."*

Another feature that has brought productivity gains is the ability to integrate voicemails with email.

*"People just love it," Wood says.*

UB also is introducing the Multimedia Communication Server's Find me-Follow me feature.

### Greening

The collaboration tools in this Avaya unified communications solution are going to be allowing more people to work from home.

*"The new phone system can support cost savings for telecommuting," says John Storms, UB's director of technical services.*

*"We now have options to reduce costs, possibly reduce our footprint and make the best use of our limited physical space."*

Electronic faxing is another green tool UB is leveraging.

*"We're getting rid of the paper and the fax machines," says Wood.*

### Safety

UB has installed the E911 solution from Avaya.

*"As it was," Storms says, "when someone dialed 911, the UB Safety Department was not notified that a call was made from the university. Now with E911, an alert signal is sent to the safety department showing from what floor and extension the call was made. The UB police now sends someone out for every E911 alert they receive."*

### Cost savings

This IP-based solution is saving UB a great deal of money in physical infrastructure – with less cabling, for example – and adds, moves and changes are much simpler than with the PBX.

### Preparedness

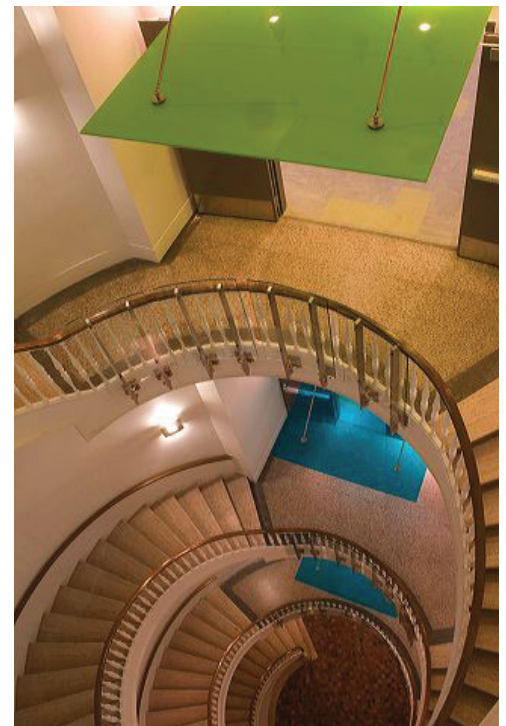
Avaya's Notification Suite will allow UB to quickly communicate important messages to students, faculty and staff – in the event of a pandemic, for example.

### Future ready

*"This was a very complex transition," Storms allows, "and there was a lot to learn. But now we have the infrastructure in place. I can't imagine we'll have any situation in the future that we can't handle with this phone system."*

## TOP TEN 2009 EDUCAUSE IT ISSUES

1. Funding IT
2. Administrative/ERP Information Systems
3. Security
4. Infrastructure/Cyberinfrastructure
5. Teaching and Learning with Technology
6. Identity/Access Management
7. Governance, Organization and Leadership
8. Disaster Recovery/Business Continuity
9. Agility, Adaptability and Responsiveness
10. Learning Management Systems



## The view from here

*"For higher education, the world has expanded beyond bricks and mortar classrooms with the advent of collaboration tools that are converging on handheld devices," Wood says. "I think that's going to revolutionize our world, and it already has in many respects."*

*"The world becomes the classroom."*

Wood says internships are a major initiative at UB, providing real-world experience, as is community outreach and collaboration with the public schools, *"helping excite students about the possibility of the campus experience."*

*"So we're looking at how presence and more interactive and contemporary tools will fit into this broader landscape. As we grow, and continue to reach out into the community, I think technology is going to play a big role. I believe very strongly that technology will be one of the underpinnings of what differentiates UB."*



As for having made the right choice of technologies: *"I think Avaya's equipment speaks for itself,"* Wood says.

And about that partnership: *"I'm satisfied we've built a solid relationship."*

*"It's a really strong foundation for the future."*

## Learn More

More than 5,000 educational institutions worldwide trust Avaya for their communications systems, including Kansas State University and Embry-Riddle Aeronautical University and Villanova University. Avaya helps connect 75% of the Ivy League Schools. For more information contact your Avaya representative or visit [www.avaya.com/education](http://www.avaya.com/education).

### ABOUT THE UNIVERSITY OF BALTIMORE

Located in the Mount Vernon neighborhood of downtown Baltimore, the University of Baltimore was founded in 1925. It became a state institution in 1975 and in 1988 merged into the new statewide university system, now called the University System of Maryland.

There are three schools within the University of Baltimore: the Yale Gordon College of Liberal Arts, Merrick School of Business and the School of Law. UB has roughly 3,000 undergraduates, 2,100 graduate students and 1,200 law students. Almost 90 percent of the students are Maryland residents.

### ABOUT AVAYA

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

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