



Marshall University

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— Arnold Miller,
assistant vice president of
information technology

Named after John Marshall, a Chief Justice of the United States, Marshall Academy, Huntington, West Virginia, was established in 1837. The oldest public institution in the state, the school became a university in 1961 and has since grown tremendously.

With four regional campuses and a presence in almost every county in the state, Marshall University is accredited by the North Central Association of Colleges and Schools. The Marshall Community and Technical College, and the Joan C. Edwards Medical School are both part of the university complex. Immortalized in the 2006 movie "We Are Marshall," starring Matthew McConaughey, the university serves an estimated 16,000 students annually. It offers 24 associate programs, 41 baccalaureate programs and 46 graduate programs. For more information, visit www.marshall.edu.

Challenge

As Marshall University competes to attract the best and the brightest

students, it also is striving to manage its costs by creating a scaleable communications infrastructure to bridge its growth into the future. Communications technology is also critical to providing the campus security and emergency preparedness that a 21st Century Marshall University demands.

Arnold Miller, assistant vice president of information technology, explains that attracting the best students with innovative courses that are delivered online as well as in classrooms is only part of the equation. At the same time, he says, "Marshall needs to ensure that its telecommunications and infrastructure methodology is as up to date as its course structure."

Marshall had converted from a Centrex system to a PBX in 1987 for the pricing stability and control it offered. "At that time, we were able to get fiber and a data infrastructure for the same cost that the Centrex alone would have cost," Miller explains. The data infrastructure whetted the school's appetite for greater efficiencies.

Operating two separate networks – one for voice and one for data – was taking a toll both in operation costs and productivity; separate voice and data networks meant double maintenance, with separate, dedicated IT teams to manage each. Data and voice each had its own unique vocabulary and the each teams was unable support each other.

In the continuously changing university environment, Moves, Adds and Changes (MACs) were demanding an inordinate amount of the IT staff's time. The school also wanted to ensure that its mobile workforce – IT, faculty and administration – would be able to connect easily and cost effectively from wherever they were on whichever campus.

Relying on Avaya INTUITY® AUDIX® Voice Messaging to address network problems, the IT staff sometimes found itself at a loss when AUDIX itself was impacted. *“When that happened, we'd stay in touch by using our cell phones, but we could have used a more efficient emergency functionality,”* Miller says.

Solution

Priding itself for being on the leading edge when it comes to new technology, Marshall University opted for an Avaya IP Solution that consolidated its separate voice and data networks into a single network that handles both. The converged network also lays the groundwork for future growth and evolution by enabling the school to readily expand its network and new functionalities as needed.

Miller explains, *“From the beginning, we dreamt of having a unified network. We wanted to get a leg up on technology and get more into the networking world. Marshall University President Dr. Stephen J. Kopp supports the initiative to bring cutting-edge technology to Marshall. His leadership, along*

with that of Dr. Sarah N. Denman, senior vice president for academic affairs, and Dr. Jan I. Fox, vice president of information technology and CIO, enabled the school to realize its vision.

“Avaya was able to smoothly interoperate with our existing network infrastructure. Moreover, with Avaya, we were able to avoid the wholesale upgrade or “forklift” change that would have been necessary had we opted for a telecommunications solution from another vendor. Such a change would have been traumatic for our users. With Avaya, we were able to build on our embedded base,” Miller says.

Avaya 9650 one-X IP Telephones gives the IT staff improved ease of navigation and a broad range of functions, including a call log that lets users instantly see a list of missed calls. Moreover, with Avaya Extension to Cellular, the 45-member IT staff is easier to reach than ever before. Callers only have to remember a single number. The IT team instantly knows when someone has dialed their office number and can save the step of having to check AUDIX before returning the call.

Further, the solution is compatible with all of the 3,000 telephones that the school already had in place – digital, analog and IP. All of these phones now are able to offer the same functionalities. The stable, open platform also enables the school to continue to build on this foundation as it evolves to meet the needs of the future.

Results

The converged network simplifies management and improves mobile connectivity. The new, open infrastructure enabled the school to handle its own MACs – a tremendous time- and money-saver. *“We're able to complete MACs twice as fast as before,”* Miller says. Voice and data teams

APPLICATIONS AND SERVICES

- Avaya IP Solution
- Avaya Communication Manager
- Avaya 9640 IP Telephones (one-X Deskphones)
- Avaya 9650 IP Telephones (one-X Deskphones) (Beta trial)
- Avaya INTUITY® AUDIX® Voice Messaging
- Avaya Extension to Cellular
- Avaya EXPERT SystemsSM Diagnostic Tools
- Avaya Maintenance Agreement

are now cross-trained, enabling the IT staff to do more and contain headcount. Finally, the converged network gives IT the strategic advantage of being able to see the whole picture – voice, video and data.

- **Improved IT productivity.** MACs are completed twice as fast as before. Voice and data teams are cross-trained.
- **Improved mobile connectivity.** Six-digit dialing lets faculty and staff connect with each other more quickly and easily. Extension-to-Cellular keeps IT team always in reach.
- **Future-proofed for growth.** Open architecture lets the university build on its embedded base and add new applications as needed.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.