



California School District Sees Rapid ROI from Unified Communications

In Northern California, the San Ramon Valley Unified School District, a K-12 district with 24,000 students, replaced its private branch exchange (PBX) phone systems with a Cisco Unified Communications system integrated with Berbee InformaCast for IP-based bells, clocks, alarms, and paging. By taking advantage of this single, converged communications architecture, the district reduced the cost of a traditional PA system in half, especially in the areas of conduit, cabling, and installation. In addition to these savings, administrators are also enjoying intra-district extension dialing, caller ID, conferencing, reporting, and integrated voicemail, all features that will easily scale as the growing district opens schools in the future.

For more information, visit:
newsroom.cisco.com/dlls/2006/prod_032706.html

Improve Communications for Better Teaching, Learning, Efficiency, and Safety

When you need to make an important announcement to students, which tools do you use? Can you quickly communicate with them whether they are in class, between periods, or away from school grounds? Can you easily alert their parents? And can your faculty and administrators rapidly engage first responders while providing them real-time visibility into the incident at hand?

In the 21st century learning environment, the ability to communicate the right information to the right people at the right time is essential.

Inspiring New Connections and Creating Connected Learning Environments

As you look for ways to make your administration more efficient, increase campus safety, and deliver 21st century learning environments that meet the needs of the next generation of learners and the new global economy, it is important to take a close view of both today's challenges and the potential hardships of tomorrow. How can you be sure that you are getting the most from your investments?

By using the end-to-end Cisco® network as the platform, you can deploy a variety of solutions that will enable you to address current administrative, safety and security, and educational requirements, while also establishing an agile foundation that evolves with your future needs.

The Cisco Notifi-ED solution contains components of the Cisco Education Safety and Security solution portfolio selected to address issues specific to schools, colleges, and universities. With Cisco Notifi-ED, you can:

- Increase the effectiveness of internal and external communications anywhere on campus
- Combine intelligence from video surveillance, video analytics, networked sensors, and more, to improve physical security
- Provide enhanced situational awareness and a common operating picture

The Cisco Notifi-ED solution provides a highly available, reliable, and scalable infrastructure that supports communications requirements and physical security capabilities for the educational community.

How Cisco Notifi-ED Can Help You

Whether communicating casual details like the time and location of a campuswide assembly or broadcasting evacuation instructions during a developing incident, you can use your existing data network to meet your needs. By adding Cisco Notifi-ED solutions to your current IP network, you can:

- Increase administrative and operational efficiencies
- Improve safety and security
- Enable next generation learning

Table 1 explains the diverse capabilities that Cisco Notifi-ED provides and how it can help you achieve your goals.

Table 1. A Closer Look at Cisco Notifi-ED

Notifi-ED Solution Component	How It Helps	Features and Capabilities	Benefits
Unified Communications	Improves collaboration and communication: <ul style="list-style-type: none"> • Enables immediate response • Enables internal communications and paging • Enables outbound communications and notifications 	<ul style="list-style-type: none"> • IP phones in classrooms/office • Wi-Fi and dual-mode phones support campuswide mobile communications • Collaboration tools • PSAP integration • Broadcasting and notification across IP phones • One-button panic delivery • Two-way radio integration • Provides broadcast messages with multiple notification modes • Automates process with a single system • Integrates with information systems • Includes advanced text-to-speech 	<ul style="list-style-type: none"> • Enable alerting to multiple devices • Provide one-touch phone access to first responders • Deliver advanced emergency call services • Allows emergency messages to be simultaneous, real-time broadcasts • Enables sending messages to an IP phone, a group of phones, or IP-enabled loudspeaker • Offers messaging from district offices to individual or groups • Offers parent notification • Improves parent awareness and involvement • Enhances safety and security
Physical Security	Protects students, assets, and processes	<ul style="list-style-type: none"> • Cisco IP Cameras, wired and wireless video surveillance, access control, and incident response • Officials can view video from wired and wireless cameras across school grounds • Video surveillance, access control, and notification and response • Access security video from PDA or laptop anywhere on campus 	<ul style="list-style-type: none"> • Monitor and protect students, faculty, and property • Respond appropriately to safety incidents • Use Cisco and third-party solutions • Optimize IT investments • Quickly view video information • Gain flexibility to place wireless video surveillance cameras on-demand where needed
Mobility and Wireless	Enable anytime, anywhere response to emergencies	<ul style="list-style-type: none"> • Asset tracking including active RFID • Notifications of malicious wireless attacks • Wireless video surveillance • Calls extended from desk to dual-mode devices 	<ul style="list-style-type: none"> • View security incidents in real time • Monitor video surveillance information from anywhere on campus • Alert first responders, students, and faculty • Locate assets quickly to reduce loss and theft • Protect network from unauthorized access • Reach the right people at the right time while they are mobile
Digital Media System	Supports immediate warning of safety incidents	<ul style="list-style-type: none"> • Cisco Digital Media Manager • Cisco Video Portal • Cisco Digital Media Players 	<ul style="list-style-type: none"> • Ensure everyone knows how to respond to various incidents • Distribute emergency information campuswide • Reduce operational costs associated with standalone systems

Powered by Selected Cisco Partners for a Comprehensive Solution

As the leading solution provider for unified communications, physical security, mobility, and digital media, Cisco has the most comprehensive infrastructure and advanced technologies available today. Combining this expertise with applications from industry solution developers, including Singlewire, SchoolMessenger, ObjectVideo, Proximex, and Augusta Systems, the Cisco Notifi-ED solution provides a total communications solution that facilitates effective collaboration within the campus environment and beyond.

Table 2. Cisco Notifi-ED Partners

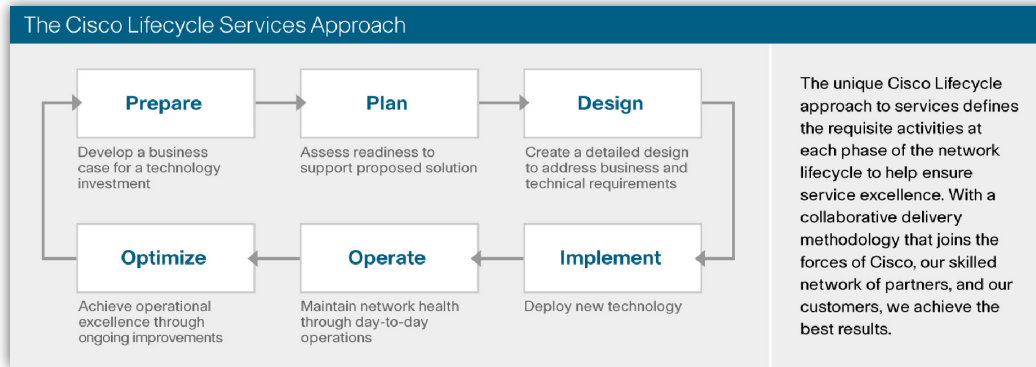
Cisco Partner	Partner Specialty
SchoolMessenger	<ul style="list-style-type: none"> Automate calls for absentee notification, general announcements, emergency situations, homework/test information, and more Easily send messages over browsers or phones Record and distribute personalized messages Offer advanced text-to-speech and multiple-language support Centralize management; easy moves and changes
Singlewire	<ul style="list-style-type: none"> Simultaneously push audio streams and text messages to IP phones, IP speakers, desktops, and overhead paging systems Create live, "ad hoc," or prerecorded audio broadcasts and/or text broadcasts Schedule messages to send at preset time/on recurring basis Use Bell Scheduler's calendar format for campuses or districts Integrate IP speakers to provide indoor/outdoor loudspeaker option
ObjectVideo	<ul style="list-style-type: none"> Provides continuous video intelligence to monitor activity around the perimeter of school grounds, along fenced perimeters, and anywhere around the exterior of school buildings Provides easy rule creation to effectively monitor common entryways and uncommon access points indicating possible break-ins or other unauthorized access Enhances student and faculty safety by monitoring for suspicious behaviors in interior trouble areas, people entering and exiting secure doorways, or gaining access to restricted areas during off hours
Proximex	<ul style="list-style-type: none"> Integrates and displays sensors and incident information from virtually any security or security-related system to immediately monitor and control resources from a centralized platform Correlates relevant information and incidents from multiple systems, making it easy for operators to immediately analyze related information Enables incident resolution while eliminating the need to dispatch security guards
Augusta Systems	<ul style="list-style-type: none"> Enables collaboration and communication between enterprise networks and edge assets (such as sensors, actuators, wireless sensor networks, RFID systems, and imagery devices) Delivers simplified edge asset data convergence capabilities to help reduce total cost of ownership and maximize ROI Includes components for data integration, protocol/format encoding and decoding, complex event processing, notifications and alerts, event and policy-based actions, data correlation and fusion, and bidirectional communications (for monitoring and control)

The Value of Cisco Services

Cisco offers a professional services portfolio based on a lifecycle approach designed to help educational institutions successfully meet their mission goals and objectives. The unique Cisco Lifecycle Services approach defines the requisite services, activities, and deliverables at each phase of the network lifecycle, offering a services framework that is independent of who performs the service activities—Cisco, partners, or customers themselves—and enabling multiple parties to provide the expertise needed as an integrated project team, and in a highly coordinated manner. Based on industry-leading practices and methodologies, Cisco Lifecycle Services align service and support activities with your unique business and technology requirements throughout the network lifecycle.

The network lifecycle methodology provides an end-to-end view of the activities that take place over the life of your of your network infrastructure. Through a portfolio of targeted service offerings, Cisco and its partners can help you mitigate project risks and achieve your mission goals throughout the six phases of this lifecycle.

Figure 1. Cisco Lifecycle Services



The Cisco Lifecycle Services approach provides four primary benefits: lower total cost of ownership, increased network availability, improved business agility, and faster access to applications and services.

To learn more about how to put Cisco Services expertise to work for you, visit: www.cisco.com/en/US/products/svcs/services_area_root.html

Solution Financing

Cisco Capital gives you access to technology financing to help you deliver the next generation of services. By creating innovative, flexible financing, Cisco Capital bridges the gap between technology requirements and budget availability. It makes it easier for your institution to get the right technology without being constrained by your current budget cycle.

Get Connected

Cisco works closely with schools, colleges, and universities to help create a connected way of living and learning. Cisco solutions give educational institutions the ability to create a connected, on-demand learning environment, removing barriers to communications, enabling real-time interactions, and expanding access. Education opportunities are everywhere. Our goal is to help make those connections happen by streamlining campus operations and giving you the tools to enable access for any device at any time. Our vision is a connected campus that inspires students, faculty, and staff to engage in lifelong learning.

To learn more, contact your Cisco representative and schedule a demonstration of Cisco Notifi-ED products and applications, or read our [Technology in Schools Report](http://www.cisco.com/go/education) at: www.cisco.com/go/education