

Cal State San Marcos Migrates to IP; Maximizes Return and Acceptance

University acknowledges benefits; plans flexible migration strategy for adoption

California State University at San Marcos serves a population of 7,000 students on a campus of 15 buildings in northern San Diego County. San Marcos is an integral part of the community and an important element of the local economy. San Marcos, one of a number of Cal State campuses using Aastra Intecom Pointspan® products, has been growing steadily and needs to serve the needs of a diverse student and faculty population with telephony services that have the performance and reliability of traditional PBX systems with the flexibility and cost advantages of IP telephony. The campus is not looking for a wholesale change of phones or systems that have served them well for a number of years but want the ability to deploy the newer technology where it is appropriate to the mission and cost effective.

THE SITUATION

When it comes to new technology, Cal State San Marcos prides itself on being progressive. The University stands above other schools because of its commitment to internal customer adoption of technologies combined with its fiscal prudence.

This University has a clear vision of how IP will be adopted on campus: over time, on budget and with positive adoption by employees and users.

THE APPROACH

For years, the school has utilized Aastra Intecom's mission critical voice communications solution, Pointspan, a transport agnostic, fully non-blocking architecture that delivers the scalability, reliability and flexibility a campus environment requires.



At the heart of Cal State's San Marcos migration strategy is its IT/IS and telecom department philosophy: the right solution, for each internal customer, based on a common architecture.

This approach enables technology to support the academic programs and the campus environment, utilizing the appropriate technologies in the appropriate areas.

Because of Pointspan's ability to add VoIP to Cal State San Marcos' system at a pace of their choosing – where they want it and how they want it, Aastra Intecom was the optimal solution.

Currently, Cal State San Marcos is leveraging Pointspan Gateways and Communications Servers to add Aastra Intecom's IP phones to the existing analog and digital stations in use on the campus with Aastra's i740 and i760 phones, users get full feature transparency. So while the phone changed, the features and functions work well, and the phones are powered by the exact same architecture driving analog and digital.

Pointspan also allows Cal State to implement industry standard SIP sets. With Aastra's 480i or any other manufacturers SIP-based station sets, open standards functionality is available on these phones. Plus, Aastra is providing even greater interoperability between its SIP phones and VoIP communications architectures, so customers like Cal State San Marcos get added values not available from other manufacturers' SIP phones, at similar or better prices.

San Marcos is taking full advantage of the combination of the VoIP and their IP network infrastructure. The network was installed with Power Over Ethernet (PoE) capabilities that enable the IP phones to draw power directly from the Ethernet connection. This enhances the reliability of the system, reduces maintenance and eliminates the need for a transformer and power wiring at the desk.

San Marcos is also trying out Aastra's SIP based wireless option for the 480i. The 480i CT is a version of the phone with a built in wireless transceiver supporting up to 4 wireless handsets. With a range of up to 300 meters the 480i CT is an excellent solution for those who frequently need to be away from their desks. The phone supports up to 2 simultaneous conversations, one at the desk and one active handset. The handsets include a large display, a local directory, selectable ring tones, and vibration alerting.

Cal State San Marcos can roll out VoIP one user at a time, and utilize all its current station sets until it chooses to replace them, group by group or phone by phone.

As IP and SIP phones are added to the campus system they have access to the same voice applications, such as Unified Communications, as the existing digital and analog stations. By sharing a common set of application interfaces across TDM and IP users, Pointspan delivers the highest level of integration possible.

THE RESULTS

Cal State San Marcos continues to roll out IP with no disruption to current analog and digital service. The campus is able to consider IP-based services now for the on-campus residence halls as well.

In the future the industry standards implemented in Pointspan and the open systems approach taken by Aastra Intecom will permit Cal State San Marcos to adopt new technologies with ease, such as Voice over WiFi, web conferencing and advanced collaboration tools.

About Cal State San Marcos

Cal State San Marcos offers the ambiance of a small, personal campus with the unequalled value of the California State University system. It's a new kind of California University that is continually building a reputation for rigorous, high-quality programs. Students from a broad range of life experiences interact closely with leading academic scholars.

Faculty design programs that help students develop critical skills for success as they pursue careers and further education in a technologically dynamic global environment. The University, through its programs, faculty, and students; is an active partner in the vitality of the region.

About Aastra Intecom

As a global leader in mission-critical communications and as an award-winning PBX manufacturer, Aastra Intecom solutions are the right choice for institutions of higher education like CSU San Marcos. Leveraging advanced and robust telephony features, along with a commitment to innovation and industry standards, organizations like CSU San Marcos can ensure reliable and efficient communications with the community it serves.