



EXECUTIVE SUMMARY

Partner Affiliation

- Cisco® Technology Developer Partner
- Cisco Industry Solutions Developer Program
- Cisco Industry Solutions Partner Network

Associated Cisco Solution

- Unified Communications
- IP Phones

Customer Benefits

- Improves parent-school communications, with quick and easy channel to distribute emergency information or distribute class news
- Saves time for teachers, while helping them give parents more information
- Saves cost, using the existing infrastructure
- Minimizes truancy
- Raises quality of communications, with support for home languages

Targeted Industries

- K-12, higher education

Geographical Regions Served

- U.S. and Canada

SchoolMessenger

Partner Overview

SchoolMessenger serves as a trusted adviser to educators across the United States. The company's notification solutions and services give administrators, teachers, and staff a reliable, uninterrupted line of communications with parents. The privately held company is headquartered in Santa Cruz, California, and provides a complete portfolio of products and 24-hour technical support to its K-12 and higher education customers.

Partner Solution Description

SchoolMessenger for Cisco Unified Communications gives schools a Web-based, autodialing outbound communications solution that integrates with Cisco Unified CallManager and utilizes Cisco Unified IP phones. A single central system uses the existing IP telephony investment to simplify management while delivering capabilities to multiple sites. Solution features and benefits include:

- Automatic and rapid alerts for parents and students about absences, upcoming events, meetings, exam dates, and more to keep them better informed
- Instant emergency information to students and parents districtwide
- Voice messages, text messages, and e-mails that can be sent to thousands with just a few mouse clicks
- Time savings for staff (automated solutions) and simplicity for support teams (a single system with flexible interface options)

Some schools still need to manually dial each parent individually or even send out mailers. The SchoolMessenger communications platform eliminates these labor-intensive and slow processes. For those schools and districts using a private branch exchange (PBX)-based autodialer, the solution eliminates the need to dedicate costly phone circuits by using Cisco Unified CallManager. The native Java Telephony Application Programming Interface (JTAPI) for Cisco Unified CallManager lets administrators add and configure ports and assign them to the outbound calling system.

SchoolMessenger also offers a hosted solution for districts that require the ability to minimize outbound call capacity costs or that want the security of an out-of-area solution in the event of a catastrophe. Simple phone broadcasts can be launched in seconds from a Cisco Unified IP phone or with a few clicks of a mouse. Supporting multilanguage communications and integrating with more than 130 student information systems, food service POSs, HR, and transportation databases also make it easy for districts to improve the quality and content for outbound messages to parents and students.

Core Components of the Partner Solution

- SchoolMessenger for Cisco Unified Communications
- IP telephony integration module for Cisco Unified CallManager
- Cisco IP phone service Extensible Markup Language (XML) application interface
- Web-based user and administration module
- Inbound interactive voice response (IVR) job initiation module
- Advanced answering machine detection plug-in (>95-percent accuracy)

- SchoolMessenger CommSuite Resource Manager
- SchoolMessenger CommSuite Dialing Translator
- SchoolMessenger CommSuite
- Web-based user interface and system administration solutions
- SchoolMessenger ASP Plus, integrated off-site capacity

Related Cisco Products

- Cisco Unified CallManager
- Cisco Unified IP phones
- Cisco Emergency Responder (recommended for 911 service)
- Cisco integrated services routers with voice bundle
- Cisco Unity® messaging (optional)

Related Partner Information

- Video: www.schoolmessenger.com
- Food Service: www.schoolmessenger.com/foodservice

For More Information

SchoolMessenger

www.schoolmessenger.com

Susan Gadoua, Vice President, Business Development

831 477-0293, extension 202

sgadoua@schoolmessenger.com

Cisco

www.cisco.com

John Speicher, Technology Partner Manager

310 966-2509

jspeiche@cisco.com



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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