



## Executive Summary

### Partner Designation

- Cisco® Technology Developer Partner
- Cisco Industry Solutions Developer Program
- Cisco Industry Solutions Partner Network
- Cisco Gold Certified Partner
- Cisco IP Communications Global Partner of the Year Award Winner

### Associated Cisco Solution

- Cisco Unified Communications: Unified CallManager, Unified Wireless

### Customer Benefits

- Centralizes paging, bells, and clocks in a single easy-to-use and easy-to-manage Web browser-based system
- Savings of up to 60 percent compared to a traditional standalone paging system
- Automatic updates to clock and bell schedules eliminate travel and labor costs for districtwide management
- Reduced need for new cabling

### Targeted Industries

- Education

### Geographical Regions Served

- Global

## Singlewire® InformaCast Software®: IP Paging, Bells, Speakers, and Clocks for K-12

### Partner Overview

Singlewire Software is a global market leader in delivering software for the Cisco telephony environment, with hundreds of clients and hundreds of thousands of phones worldwide. Singlewire Software's broadcast product, Informacast Software, is a widely used paging system in the IP telephony market. With patented IP speakers, powered over Ethernet, a school gains a solution that goes beyond a traditional paging system.

### Partner Solution Description

By combining a Singlewire InformaCast IP paging solution with a secure Cisco architecture, schools can extend live, recorded, or scheduled messaging to anywhere on the network. Singlewire Power over Ethernet (PoE) IP speakers with integrated clocks let a district centrally manage all passing bells and clocks. Clocks will always be accurate, and the bells will always ring at the right time throughout the district—a virtual impossibility with traditional analog systems. Bell schedules for the entire district, or any portion of it, can be easily changed to reflect an unexpected event such as a two-hour delay caused by weather.

With Singlewire InformaCast Software, Singlewire IP speakers with integrated clocks, and a secure Cisco voice infrastructure, districts can save up to 60 percent at purchase compared to traditional standalone paging-only systems. Since Singlewire InformaCast Software and IP speakers do not require a dedicated analog paging network, the solution requires no new cabling. A single server controls all clocks, with changes such as the switch to daylight savings time automatically propagated so that all clocks always show the correct time. The system is centralized, and all bell schedules can be managed and changed from a single location using a Web browser.



## Core Components of the Partner Solution

Singlewire Software solutions consolidate components onto a single network by combining technology from Cisco and Singlewire. This single architecture for messaging integrates Cisco products with the patented Singlewire IP speaker protocol. The Singlewire Software solution allows a customer to talk to anyone on the network through any combination of Cisco phones (including the new Cisco Unified Wireless IP Phone 7925), PoE IP speakers, and PCs. This can be essential in emergency situations or simply useful during routine operations. Singlewire IP speakers are patent pending. With the Singlewire solution, customers save money, drastically reduce complexity, and gain better service. Singlewire Software solutions include:

- Singlewire InformaCast Software and speaker firmware
- Atlas Sound (licensee for Singlewire IP Speakers and Speaker Manufacturer)
- Singlewire Professional and Support Services, including 24-hour help desk and network operations center (NOC)

## Related Cisco Products

- Cisco content switches
- Cisco Unified Communications: Unified CallManager, Unified Wireless, Unified Wireless IP Phones (including the new Cisco Unified Wireless IP Phone 7925)
- CiscoWorks
- Cisco Security Agent, Network Data Analyzer, and Cisco PIX® security appliances
- Cisco access points

## Related Partner Information

- Case Study: "San Ramon Valley Unified School District Saves Time, Money with InformaCast Bell, Clock, and PA System," <http://www.singlewire.com/san-ramon>

## For More Information

### Singlewire Software

<http://www.singlewire.com/talkwithus>

### Cisco

[www.cisco.com](http://www.cisco.com)

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