

## ANNOUNCING A BETTER WAY TO MAKE AN ANNOUNCEMENT.

### EDUCATION SOLUTION

#### HOW ONE DISTRICT SAVED MORE—AND GOT MORE—FROM ITS BROADCASTS.

The **Monterey Peninsula School District** is made up of 19 schools that serve some 11,000 students in and around Monterey, California. The district's outmoded intercom, public address, and paging systems that required frequent repairs and a large amount of dedicated wiring were proving a financial burden. The district wanted to replace these aging analog systems with a solution that would boost security and safety, while simplifying communications between teachers, principals, and staff members.

With a Cisco converged IP network already in place, the district decided to deploy IP Paging in six of its schools and in one district office. Because the solution uses Cisco IP telephony technology and Berbee InformaCast, district personnel can now send voice and text messages to any IP phone or group of phones, or other IP device. And because the cost of the IP Paging solution was approximately half the cost of analog systems, the district was also able to reduce management costs by replacing separate, stand-alone broadcast systems with a single system. The district is so pleased with its improved broadcast capability and cost-savings, it's planning to have all schools and offices online by 2009.

**With Internet-based technology from Cisco Systems and Berbee, you can broadcast announcements to one person—or to thousands of people in your school district—easily and inexpensively.**

Today, more and more schools and districts are enjoying the productivity and cost-saving benefits of converging their separate voice and data systems into a single IP network. Now, through the IP Paging solution from Cisco Systems® and Berbee, you can extend these benefits to your intercom, public address, paging, and bell scheduling systems, too. With this solution, you'll be able to:

- Target messages to specific people or groups
- Send messages to a variety of IP devices and speaker systems
- Enjoy easy deployment and management
- Gain significant cost-savings

This IP Paging solution runs Cisco CallManager and Berbee InformaCast™ software over a Cisco converged IP network. InformaCast enables you to broadcast a live message—or choose a pre-recorded message—and deliver it to any IP device or group of devices you select, including IP phones, Power over Ethernet (PoE) IP speakers, and in the future PDAs. With InformaCast, audio and text messages can be sent to IP devices simultaneously, and can even be delivered to an IP phone while its being used for a voice call.

#### IMPROVE THE REACH AND FOCUS OF YOUR COMMUNICATIONS—FOR LESS.

##### Target messages to specific people or groups

IP Paging offers improved communications compared with traditional overhead paging systems, as it allows you to:

- Deliver audio and text messages to a single room—or to your entire district—quickly and easily
- Direct messages to a specific building, floor, classroom, or other sections of a school or district, or to a single IP device
- Improve safety and reduce confusion during an incident by directing emergency messages where they are needed
- Easily prerecord messages, through an IP phone or on the Web, for later delivery
- Provide greater confidentiality, as you can send messages to individuals, rather than broadcasting to the entire school or disrupting classrooms
- Offer more ways for teachers, principals, and staff members to stay in touch

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### Send messages to a variety of IP devices and speaker systems

IP Paging lets you broadcast announcements both inside and outside classrooms and buildings at the same time, using:

- IP telephones
- Personal computers
- Power over Ethernet IP speakers
- Analog public address speakers that have an IP speaker module

### Enjoy easy deployment and management

IP Paging allows you to work within your school's or district's unique financial, structural, and expansion requirements, enabling you to:

- Deploy everything all at once, or make the transition in phases
- Use centralized, Web-based management and operations, so you don't have to dedicate specialized resources
- Gain the flexibility to manage your deployment from an individual school or from a district office
- Easily add optional services, including the ability to configure custom bell schedules

### Gain significant cost-savings

IP Paging is a more economical alternative to older, outmoded analog systems because it:

- Takes advantage of the investment you've already made in IP technology
- Costs significantly less than traditional systems, which can average over US\$100,000
- Does not require dedicated professional services, which can cost around \$1,000 per day
- Is built on open standards, reducing implementation, management, operational, and maintenance costs, and does not need proprietary technology or specific hardware and services

### Find out more

For additional information about the Cisco/Berbee IP Paging solution, contact your Cisco sales representative or Cisco certified partner today. Or visit [www.cisco.com/go/education](http://www.cisco.com/go/education) for the IP Paging White Paper for Education.



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