

WILLISTON CASE STUDY

CASE STUDY SUMMARY

NAME

Williston Northampton School

LOCATION

19 Payson Avenue
Easthampton, MA 01027

INDUSTRY SERVED

Education

SOLUTION CHOSEN

Managed SIP Trunking (mSIP)

KEY CHALLENGES

- ✓ Save money by moving off PRIs and over to SIP without sacrificing quality.
- ✓ Address the unique needs for E911 service on a 125-acre, multi-building campus.
- ✓ The existing Avaya PBX was not being replaced. Did not want to disrupt ongoing operations.
- ✓ With 1,000 DIDs and 22 buildings, the transition needed to be smooth and efficient.

INTRODUCTION

The Williston Northampton School is a private, co-educational college preparatory; boarding and day school located in Easthampton, Massachusetts. Founded in 1841 and located on a beautiful 125-acre, multi-building campus in the Pioneer Valley the institution includes a middle school (7th and 8th grade) and an upper school (9th-12th). Williston promotes excellence and achievement in and out of the classroom and values individual expression to create an authentic, diverse, and dynamic community.



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THE CHALLENGE

Andrew Shelffo – Chief Technology Officer at Williston Northampton wanted to move the school's telecommunication service into the next-generation while at the same time saving money and not disrupting ongoing operations.

He was evaluating a move to SIP Trunking, but he needed to ensure that he didn't sacrifice quality or manageability in making that move. Whatever solution he chose needed to address E911, be able to handle service to 1,000 DIDs in 22 buildings across the campus, scale for future needs – all while not disrupting the operation of the existing premise-based Avaya PBX used by the school.

The school's communication requirements demanded more than 23 channels of calling capacity which meant they paid for multiple PRI circuits. The move to SIP Trunking meant scalability and cost savings, but if they made the move by deploying native SIP on their PBX, they would have to pay for SIP licenses on that PBX which might cancel any savings of moving off network-side PRIs to SIP Trunking.

A SIP provider with a solution that could take a PRI handoff from the PBX and deliver SIP to the network side would be very, very attractive. In addition, they were using a third-party for E911 service and it was not only difficult to manage, but it required separate billing and was quite expensive.

With so many factors in play, Andrew sought the help of Rob Chambers, founder of the Chambers Advisory Group; a knowledgeable firm with more than 24-years of experience helping institutions manage the transition to new technologies while saving money and improving performance.

Rob was very familiar with the advantages of nexVortex's Managed SIP Trunking (mSIP), its handling of E911, scalability, manageability, and ability to replace PRIs. He suggested a meeting with the Chambers Advisory Group, the school, and the team at nexVortex.

THE NEXVORTEX SOLUTION

As with any opportunity, the solutions team at nexVortex listened intently to understand the goals and needs of the customer before recommending a solution. The team ultimately recommended nexVortex's Managed SIP Trunking (mSIP) service. There were numerous high-value reasons why the solution was a great fit.





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THE NEXVORTEX SOLUTION (CON'T)

- ✓ Because mSIP is a managed solution, it is delivered with a premise-based session border controller (ADTRAN) which connects to the public network using SIP but has the option of connecting to the PBX using either SIP or PRI. This allowed Williston to keep their premise connection as PRI and avoid paying for native SIP licensing on the PBX while taking advantage of nexVortex SIP Trunking to connect the campus to the public network.
- ✓ nexVortex mSIP pricing is configured to easily add capacity as needed which means customers do not have to buy bulk capacity like they do for PRIs. The Williston school was able to reduce the number of equivalent channels to just what their calling capacity required which allowed them to move off PRI trunks and confidently replace them with mSIP Trunks.
- ✓ mSIP calling traffic is carried to and from the PSTN over nexVortex's nationwide MPLS network meaning it can be delivered with a Quality of Service (QoS) unmatched by SIP traffic carried over the public internet. Furthermore, nexVortex measures and reports on call quality at various points along the call path allowing Williston to determine when there are issues impacting call quality, where they are occurring and how severe they are which enables issues to be quickly resolved.
- ✓ One of the highest value points of the solution delivered to Williston was the handling of E911. Having 1,000 DIDs in 22 buildings meant that E911 would be a challenge.

Working with Rob Chambers and Williston, the nexVortex team proposed a solution which allowed the school to group DIDs into multiple E911 zones on campus and associate those zones with specific geographic locations (addresses). The DID grouping and E911 zones could easily be administered via a private portal which nexVortex delivers with its service. This significantly eased management of E911 while saving money.

- ✓ With 1,000 DIDs to port from their existing carrier to nexVortex, Williston wanted assurance that the porting process would go smoothly and be done in a timely manner. The porting team at nexVortex held several project calls with Williston, keeping them in constant communication on progress which resulted in a very smooth porting experience. As an added benefit, the thoroughness of the team at nexVortex found dead DIDs which were no longer in use and reported them to the school, helping clean up record keeping.



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THE BUSINESS BENEFITS

✓ COST SAVING

By deploying Managed SIP Trunking the Williston Northampton School was able to realize the cost saving and scalability of SIP Trunking without disrupting their internal PBX operation. Taking advantage of the PRI handoff option allowed Williston to avoid purchasing native SIP licenses on their PBX.

mSIP's flexible pricing and ability to scale gracefully allowed Williston to move off their multiple (expensive) network-side PRIs and over to SIP without overbuying capacity.

✓ UNIQUE FUNCTIONALITY

The ability of nexVortex to assign 1,000 individual DIDs into E911 zones and allow the management of those assignments from a centralized portal was a solution that eased administration of the solution while saving money.

The call-quality and visibility delivered by the mSIP service provided Williston with the reports and confidence they needed to move off PRIs to SIP Trunking.

✓ EFFICIENCY AND CONFIDENCE

Working in a highly collaborative and consultative manner with the experienced team at Chambers Advisory Group and nexVortex allowed a solution to be architected, ported, and delivered which provided more functionality and value than originally anticipated by Williston, while saving them money in the process.

SUMMARY AND CURRENT STATUS

The Williston Northampton School is completely satisfied with nexVortex Managed SIP Trunking and will continue to realize its benefits through the many advantages the service offers.



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