

- **Industry**
Education
- **Challenge**
A modern, robust phone and PA system that also reduced costs
- **Solution**
Implementation of InformaCast paging software for the bell, clock, and PA system in five schools.
- **Benefits**
 - Saved 50% of the cost of the total traditional PA system
 - Easy configuration changes through InformaCast web interface
 - Quick and easy speaker installation

Case Study: InformaCast® Solution

San Ramon Valley Unified School District Saves Time, Money with Bell, Clock, and PA System



The Client

The San Ramon Valley Unified School District (SRVUSD) encompasses the California communities of Alamo, Danville, Diablo, Blackhawk, and San Ramon as well as a small portion of the cities of Walnut Creek and Pleasanton. It is comprised of 31 schools serving more than 24,000 students in kindergarten through grade 12.

The Situation

The SRVUSD was experiencing rapid growth and needed to modernize many aging schools. These needs led to the construction of eight new schools and the complete modernization of 10 more.

Facing construction cost inflation, the SRVUSD was looking for ways to migrate to a district-wide telephone system and improve its school low-voltage communications systems without exceeding its already-strained budgets.

To capture substantial cost savings, the SRVUSD began implementing a 'one-wire' solution. It no longer used separate wires for phone, data, and speaker systems. Rather, it ran the entire infrastructure on 'one wire,' providing significant costs savings, easy administration, and a very modern platform that was easy to expand.

Leveraging Singlewire's Expertise

"About two years ago, we discovered that Singlewire was really ready to start putting out addressable speakers that would allow us to effectively build school-wide bell, clock, and PA systems," said Jon Threshie, Director of

Technology. "This would help us eliminate two or three more cable systems, which was part of our construction savings goals." Singlewire licenses its technology to Atlas Sound, who then manufactures the speakers with integrated clocks.

The SRVUSD started installing the InformaCast system as their bell, clock, and PA system for five schools in 2005. It installed the speakers in late August with no experience and had the system up and running in three days at all five schools.

A Singlewire engineer and one SRVUSD Cisco engineer were onsite to complete the installation, and a few members of Singlewire's sales staff assisted in getting the project off the ground.

By November, all system-level work was complete. Since November 2005, the only changes made to the five school systems have been to modify bell schedules and speaker volume levels in particular classrooms. All of these adjustments were done online via the InformaCast web interface.

Technology

The Singlewire-implemented solution included:

- InformaCast® software
- IP speakers

"For a non-technician to be able to go into the tool, address the issue, and solve the problem that quickly; it's a wonderful thing."

Jon Threshie
Director of Technology
San Ramon Valley Unified School
District

- **About Singlewire**
Headquartered in Madison, Wisconsin. Since 1993, Singlewire has delivered technology solutions that drive bottom-line results for our clients. Our entrepreneurial spirit and values guide us, and we continue to set the standard for uncompromising customer support and technical leadership.
- **Why Singlewire**
Singlewire provides a one-stop shop for design, implementation, and support services for IP telephony. We provide our clients with ways to reduce the cost and complexity of their computing infrastructure so financial resources and personnel are freed up for more strategic initiatives.
- **Talk With Us**
 - 608.298.1638
 - www.singlewire.com
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Results: Costs Savings, Easy Administration, and Improved Usability

The SRVUSD found InformaCast to be cost effective. Compared to installing a traditional Bogen analog system in new or modernized construction (the prior district standard), it saved approximately 50%, primarily in the areas of conduit, cabling, and installation.

On top of the costs savings, using and maintaining the system is easy. The web interface makes handling district-wide changes extremely fast and efficient. "I'll get an email from a school office manager who says that a certain classroom needs the volume of the speaker changed," says Threshie. "So I'll open up the InformaCast web interface, and within a couple of minutes the volume is changed. For a non-technician to be able to go into the tool, address the issue, and solve the problem that quickly; it's a wonderful thing."

The SRVUSD also found that moving speakers around was never easier. While construction projects were in full swing, several schools had set up temporary classrooms that included the InformaCast system and IP Speakers. When the new, permanent classrooms were ready, the SRVUSD simply unplugged the speaker from the network, and plugged it back in at the permanent classroom.

In addition, school administration in the SRVUSD had total access to communications systems throughout the campus...right on their desktops. Moreover, since there were outdoor walkways, the speaker system effectively projected out to the playground and various wings of the school.

There were several types of announcements going out through the InformaCast system, including general announcements and emergency communications such as campus lockdowns, fire drills, and shelter in place. These could be initiated by the principal or

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administrative staff. A tone can be sent over the speaker system, and a message can also be displayed on the IP phone.

"We were having conference week, and the teacher and parents were here, and someone called 911," said Carol Loflin, Principal at Quail Run Elementary School. "We didn't know who had called, but the police were here. I was able to do an all call through the InformaCast system and find out who called 911 in a matter of seconds."

Based on the success of the original summer 2005 installation, the SRVUSD is now ordering five more schools'- worth of InformaCast IP Clock Speakers and zone controller/speaker systems.

Says Threshie, "We do not hesitate to recommend this system. Since November 2005, we have experienced zero downtime and zero field service calls at the first five schools."

