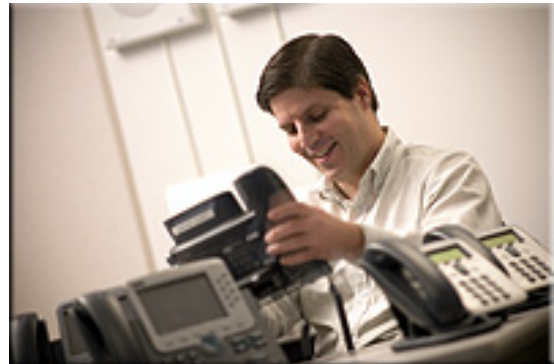


Case Study:

## Vancouver Film Studios Extends Use of Cisco IP Phones with Berbee's InformaCast<sup>®</sup> Application



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**“Berbee stood out as a leader in this environment. The company has a dedicated team and a broad range of products, and that inspires confidence.”**

-- Gordon Hawkins, Network Systems Administrator -  
Vancouver Film Studios

#### Client Profile

Vancouver Film Studios, Canada's largest film and television production center based in British Columbia, is a full-service operation, providing everything from sound stages and equipment to office space.

#### Business Situation

At any given time, the thousands of people using the studio come from different types of businesses, introducing different communication scenarios with different requirements. What they all have in common is the need to communicate with each other immediately within their temporary Vancouver Film Studios offices, and to have immediate contact with people on stages and at other office buildings.

#### Solution

InformaCast®, Berbee's robust, full-featured system that allows users to simultaneously push an audio stream and/or text message to multiple Cisco IP phones, InformaCast IP speakers, the InformaCast desktop agent, or an overhead paging system.

#### Benefits

- Large scale paging across multiple locations and facilities
- Multi-user environment to manager specific access for specific users
- Seamless integration with Cisco IP Communications System

When it comes to demanding businesses, the film industry must rank near the top according to Gordon Hawkins, network systems administrator for Vancouver Film Studios, Canada's largest film and television production center. The company, based in Vancouver, British Columbia, is full-service operation, providing everything from sound stages, equipment and office space, to emptying the garbage at the end of the day.

"At any given time we can have thousands of people at our studio site," says Hawkins. "People will fly in and spend millions of dollars on a production in a few months. Everyone is very busy, very pressured, used to different types of business scenarios and has different requirements." What they all have in common is the need to communicate with each other immediately within their temporary Vancouver Film Studios offices, and to have immediate contact with people on stages and at other office buildings.

"While all of our clients have communication needs, they each have their own individual and specific requirements and expectations," says Hawkins. "It can be like trying to herd cats."

To help with the information dissemination demands of the studio clients, Hawkins turned to Berbee Information Networks Corporation. Berbee is a Cisco Gold Certified Partner located in Madison, Wisconsin, and has been writing software applications for Cisco CallManager longer than any other Cisco partner. With about 750 employees and US\$300 million in annual revenues, Berbee was named the Cisco 2005 IPC Global Partner of the Year. The company handles IT solutions design and deployments in the United States, and sells its applications for Cisco solutions all over the world.

Vancouver Film Studios decided to deploy a Cisco IP Communications solution in 2001 when its private branch exchange (PBX) phone system had reached capacity. Rather than spend money to upgrade its entire system, the studios decided to invest in new, expandable technology that would accommodate growth and a variety of needs. Now, nearly the entire film studio is on Cisco IP Communications.



Vancouver Film Studios, British Columbia

"IP Communications is not only good for our customers, it's good for us," says Hawkins. "We're saving a lot of time and money just on the ease of administering the system. We had little internal capability for high-level management of PBX. Now our staff is trained on the Cisco IP Communications solution and if there's a problem or we need a new feature, we know what we need to do. When it came time to find a paging solution for the studio's IP Communications, Hawkins conducted research and found only a handful of companies in the information-paging field.

"Berbee stood out as a leader in this environment," says Hawkins. "The company has a dedicated team and a broad range of products, and that inspires confidence." In addition, he says, "Berbee has impeccable credentials and an impressive client list."

With InformaCast®, Berbee has built a robust, full-featured system that allows users to simultaneously push an audio stream and/or text message to multiple Cisco IP phones, InformaCast IP speakers, the InformaCast desktop agent, or an overhead paging system. An administrator may select a pre-recorded message or send a live broadcast through either a password-

### About Berbee

Headquartered in Madison, Wisconsin, Berbee is a Cisco Systems Gold Certified Partner with extensive experience in network design, implementation, and integration.

### Experience

Our broadcast product, InformaCast®, is the most widely used paging system in the IP Telephony market. With our patented IP speakers, powered over Ethernet, you can extend your paging system beyond what a traditional system can offer.

Whether you're a school looking to centralize your paging, bells and clocks to a single server; or you're a business looking for a more efficient means of overhead paging, InformaCast is your answer. It's a proven product that will extend your reach today, and grow with you tomorrow.

### Recognition

In April 2005, Cisco recognized Berbee's focus on clients by awarding us the Global IP Communications Partner of the Year. This marked the fourth straight year that Berbee has won a partner award from Cisco.

### Talk With Us

For more information, call us at 888.888.8835, or visit [www.berbee.com](http://www.berbee.com).

protected Web page, or the IP Phone services menu.

Organizations that need to be able to send emergency broadcasts, such as government agencies, schools and hospitals, have purchased Berbee's InformaCast.

"Any organization that needs to do large-scale paging, including across multiple facilities and locations, is the ideal customer for InformaCast," says Ken Bywaters, vice president of voice products for Berbee Information Networks Corporation.

Hawkins says that the ability to page across the studio lot is an absolute requirement for the Vancouver Film Studios environment. "Most PBX phone systems don't offer paging, and most corporate phone systems have grown so big that the paging systems aren't manageable," says Hawkins. "With Berbee's InformaCast we can use the displays on the IP phones to page out text, and give our clients access to Web pages so they can design their own pages and push those out. Right now we're running more than 500 Cisco IP phones in a multi-customer configuration. The fact that we can give specified people

specified access within the system is really important. InformaCast delivers the features we need for a multi-user environment with a wide variety of tenants with lots of different needs."

A few years ago the Canadian film business suffered a downturn, and some smaller local studios failed. To survive, Vancouver Film Studios was forced to give deep discounts to keep business, so studio management started a process to expand outside the volatile film industry. Studio managers felt that Hawkins and his staff had proved themselves as communications experts, and they are using that basis of knowledge as a way to move into other areas of business. They are consulting and designing communication systems for other industries such as aviation, government, real estate, and home solutions for executives, and working to become a certified Cisco partner.

We think some of the big phone companies in this area have failed to see small and medium sized businesses as a good customer," says Hawkins. "We think communications is an exciting field with companies such as Cisco and Berbee providing technically solid and forward-thinking solutions."

