

# Norwood School

## Real People

Norwood School is an independent, co-educational school for students in kindergarten through eighth grade.

## Real Networks

The dynamic in today's schools, including Norwood, can be described as a fast paced and rapidly changing environment that requires multiple levels of communications to keep in touch. For example, different scenarios may require administrative staff and faculty to be off-site and access messages remotely utilizing Blackberry's, PDA's or other smart phones as a communication source. Meanwhile, various school events and activities rely more heavily on automated systems as a way to inform parents of essential information and key dates.

## Real Value

ADTRAN's NetVanta Unified Communications (UC) Server<sup>®</sup> was deployed to deliver a unified communications using Norwood school's existing AVAYA<sup>®</sup> IP Office PBX to build an end-to-end unified communications solution.



Smart  
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World.

## Real People. Real Networks. Real Value.

The NetVanta UC Server is changing the way Norwood faculty, students and even parents are communicating with each other.

### Real People

Founded in 1952, Norwood School serves more than 500 students and has approximately 130 faculty and staff members. Located in Bethesda, Maryland, the 40-acre campus includes four educational and administrative buildings, an arts center, and an athletic center. Norwood prides itself on its commitment to enhance learning by using technology and advanced communications with its students, faculty and parents.

### Real Networks

The problem in utilizing many different elements and levels of messaging is the need to streamline the communications process. There is a growing concern in our schools that faculty, students and parents need to be informed and provided with around-the-clock access to communications. Eliminating the possibility for a communication breakdown, fast and reliable information becomes a necessity.

Addressing this growing concern, Norwood began to examine the need for a centralized communications system, combining all forms — email messages, voicemails and faxes — over one platform. Norwood was in need of a unified communications system that could better leverage its existing telecommunication systems and streamline the messaging process.

### Real Solutions

Norwood School turned to ADTRAN to implement a unified communications system to provide faculty members with direct access to messages from any location, at any time of day. ADTRAN's NetVanta Unified Communications (UC) Server<sup>®</sup> delivered unified communications on top of Norwood school's existing AVAYA<sup>®</sup> IP Office PBX



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David Rossell  
Administrator of Network  
Services and Planning  
Norwood School

to build an end-to-end unified communications solution. As a provider of unified communications and communications-enabled business process (CEBP) software solutions, ADTRAN was able to supply Norwood faculty with the capability to streamline and exchange information quickly and easily.

Specifically, Norwood School selected and implemented the NetVanta UC Server. NetVanta UC Server combines self-service call-flow management, unified messaging, fax server, as well as line-of-business integration and service creation tools as a single software for Microsoft Windows platforms. The product drives productivity, simplifies administration and cuts costs. Norwood's existing phone system links to a computer server, enabling call-flow management to be routed internally or externally and managed automatically via a centralized location. Utilizing unified communications to bridge the gap between faxes, email messages and voicemail messages from desktop phones and cell phones, Norwood employees are now able to access messages in real-time, regardless of location and via a single touch point of their choice to improve responsiveness.

"NetVanta UC Server enables our faculty and staff to have constant access to their messages all managed through a single interface," said David Rossell, Administrator of Network Services and Planning of Norwood School. "The NetVanta UC Server has proved reliable and compatible with our daily educational operations. Our faculty, staff and even parents are thrilled to be able to manage and receive consistent up-to-date information."

Most important, NetVanta UC Server also provides increased security. Whether it's a last-minute school closing due to weather or other concern, by being able to obtain immediate information during a severe crisis situation with a recorded phone message, saves time and provides peace of mind. To guarantee that communication is uncompromised no matter what the situation was another reason for Norwood to select ADTRAN's NetVanta unified application.

Norwood installed ADTRAN's NetVanta UC platform to work in conjunction with its existing Microsoft Exchange Server with Outlook and Avaya IP Office VoIP system to create a cost-effective unified communications system. As a software-based solution with Windows-based call-flow management and unified messaging tools, NetVanta UC Server effectively turns existing PBX systems into a full unified communications system.

Overall, NetVanta UC Server has supplied Norwood with a cost-effective way to achieve feature-rich unified communications — preserving and leveraging its existing systems.

### **NetVanta UC Server Delivers**

Norwood's selection of NetVanta UC server is changing the way faculty, students and even parents are communicating with each other. Increasing productivity and efficiency, the unified communications system enables a mobile school environment allowing the retrieval of voicemails, emails or faxes 24/7.

"Today's school environment has become increasingly mobile," said Rossell. "Responsibilities go beyond the classroom and often extend into the community. With the various locations of our faculty and staff throughout the day, it becomes necessary to unify messaging. With NetVanta UC Server, our staff can listen to email messages over the phone or route calls to a computer tablet screen throughout the day."

Norwood staff can now access all of their messages from one single location such as their email inbox and customize any of the features to fit their daily schedules including responding to emergencies immediately. Working to increase reliability and staff responsiveness, NetVanta UC Server has provided Norwood School with the unified platform they required. Realizing the need to enhance and ensure school safety, Norwood continues to focus on integrating technology and advanced communications, which has also led to implementing a unified communication platform, benefiting faculty, parents and most importantly, the students.

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