

## Campus Networking: The Value of Transparency

Campus Networking is the most effective and reliable way to gain real process improvements from an enterprise-wide voice communications platform. But the challenge is finding a vendor who is willing to guarantee 100% transparency across their network to ensure you are getting everything you pay for. To define network transparency and why it's so important, let's examine the benefits of a Campus Network environment.

Campus Networking puts every location within your organization under one unified voice platform. Calls routed through multiple offices across the country or across the world are no different than a call placed from the next cubicle over. Your employees can dial 4 digits instead of 10 to reach a distant location, and you can avoid the long distance charges that would normally apply between far-flung offices. And all of the features and functionality enjoyed by your corporate headquarters can be accessed at any remote office with no extra steps involved.


### Transparency Defined

You may already be familiar with the benefits listed above, and you may have thought that most Campus Network providers offered such capability. But this is not always the case. Many vendors will offer basic functionality such as 4-digit dialing or a centralized voicemail system with their product. But to access Automatic Call Distribution (ACD) and other mission-critical applications, you need to install separate equipment in each and every office. Suddenly, the idea of a "Campus" network loses its appeal, as you now have to maintain a separate system in each of your business locations. This means increased infrastructure costs and integration challenges as you try to keep all of these disparate systems operating in synch. But the biggest obstacle is the fact that many vendors will charge separate licensing fees for every application used at every location, exponentially increasing the financial burden of the overall network. This is why 100% transparency becomes so important.

When you are searching for a Campus Network vendor, it is critical to ask whether they offer 100% transparency, and to clarify exactly how they define "100%". Campus Networking done right means that voice communications in every office should operate seamlessly. All intra-company calls should be intercom calls as if they were intra-office. All inbound callers should be able to dial one main number and reach anyone within the company, regardless of where the actual desk may be. And any call center employee or receptionist should be able to receive any call, thus enabling you to distribute your inbound calls and load balance in the most effective way possible.

A centralized Campus Network also has an advantage in survivability. If there is a

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network outage in one office, all of the essential phone applications will remain unaffected, as they are housed in a separate and safe location.

### **Campus Networking Your Way**

Campus Networking enables management oversight features such as call monitoring and whisper/quiet pages company-wide, not just at the corporate office. That way any supervisor with the appropriate authority can review his or her team from any remote office location.

This technology is also very accessible to a variety of operating environments, and can be deployed in a traditional PBX TDM platform or through VoIP. The advantage of VoIP is that an IP Campus Network can be deployed through your existing data network, greatly reducing start-up costs. But your network must be optimized for voice and have the available bandwidth to ensure that there are no outages during periods of heavy network usage.

When executed properly, an employee should never have to dial an access code or perform any extra steps when accessing network features or functionality. Your entire enterprise phone system should function as one holistic unit. That's the core advantage of Campus Networking: it takes a circus of phone numbers, dialing procedures, access requirements and separate applications and simplifies them down to one unified platform. Just make sure the vendor you select is up to the challenge.