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Campus Networking: **What it means to you**

What if you could pick up your office phone, dial a 4-digit extension, and reach a co-worker sitting in Cleveland (you're in Miami by the way)? What if you and your co-worker could access a shared phone system that offered the exact same applications, in the exact same way? What if all key commands were the same and everybody could locate anyone on demand within your company? Would that be of value to you? That's exactly what Campus Networking delivers.

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 the next cubicle over. You and your associates can dial 4 digits instead of 10 to reach a distant location, and your organization 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 location with no extra steps involved.


And with Campus Networking, management oversight features such as call monitoring and whisper-quiet pages are available 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.

The Value of Transparency

With Campus Networking, network transparency is essential. What this means is that every network feature should be accessible from every point within your organization. Many vendors will offer basic functionality such as 4-digit dialing or a centralized voicemail system with their Campus Network 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.

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

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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 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 technology can be deployed in a traditional PBX TDM environment or through VoIP, making it accessible to a variety of operating environments. 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.