

MARKET BRIEF

IP Boosts Higher Education

Sharing and developing ideas is at the core of what a college or university does. Students, faculty and staff share ideas with each other and with outsiders by exchanging data such as research results or through conversations. These exchanges may take place in the same room or across countries or continents. The more easily ideas can be shared, the better the experience for all the key players in the academic environment. The less expensively this idea sharing can take place, the more resources a college or university has for its core mission.

To facilitate this information sharing, colleges and universities have historically maintained separate networks and separate management staffs for voice and data traffic. This made sense until the emergence and widespread use of IP (the Internet protocol) made a new model possible: Merging voice and data on a single, IP network.

This convergence greatly reduces and simplifies what had been the cumbersome job of architecting, managing and maintaining multiple campus-wide networks. It allows network managers to use their existing IP skills to facilitate the movement of both data and voice, rather than having to hire and train separate staffs for each type of traffic. It allows an institution to get the maximum benefit from its existing network infrastructure, reallocating bandwidth between voice and data as user needs change, while eliminating the costs of managing and maintaining separate networks for voice and data.

A converged IP network also enables the rollout of new applications such as distance learning and videoconferencing, which can reduce travel costs and allow the school to reach more students in more locations.

Enable VoIP

VoIP allows an IP-based data network to do double duty by also carrying voice traffic. VoIP dramatically reduces ongoing management costs by making it easier to perform common chores such as adding or removing users from the phone network, or changing their location. VoIP also enables new functions such as "Find Me, Follow Me" which can route calls to different phone numbers. This makes it easier for students, faculty and staff to reach professors that are not usually behind their desk.



Facilitate Audio, Video and Web Conferencing

Colleges and universities realize that they need to tap the talents and expertise of intellectual leaders around the world, and to form partnerships with private industry as well as their academic peers. Audio, video and Web conferencing provided by IP networks are a cost-effective alternative to travel, making it easier and less expensive to share ideas, create and maintain partnerships, and to recruit top students, faculty and staff.

How AT&T Can Help

AT&T VoIP solutions allow colleges and universities to migrate to VoIP at their own pace. Offering a wide array of choices from premises-based IP PBXs or VoIP enabled TDM PBXs to network-hosted VoIP solutions, AT&T can help schools evolve to the next generation of converged, IP-based communications. AT&T offers in-depth infrastructure assessments and can also provide the design, deployment and on-going management for a converged communications environment.



AT&T IP Audio Conferencing Service is a network-based, reservationless conferencing solution providing colleges and universities with enhanced features, optimized call flows, strengthened reliability and availability, advanced web-based tools and integration with web-based collaboration applications.

AT&T Voice DNASM is a network-hosted, communications solution that utilizes the AT&T Global MPLS Network to deliver enhanced VoIP communications. This hosted solution eliminates the need for a PBX or IP PBX and provides predictable operating expenses, reduced up-front capital expenditures, fewer trained staff, reduced complexity and a secure, scalable solution.

Key Benefits

Converged IP and VoIP solutions from AT&T:

- Reduce ongoing network administration and infrastructure costs
- Reduce complexity
- Enable collaboration services such as audio, video and Web conferencing

For more information contact your AT&T Representative or visit us at <http://www.corp.att.com/edu/highered/>

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