



ShoreTel
Industry
Solution

State and Local
GOVERNMENT

Telecommunications Requirements: State and Local Government Agencies

- Improve quality and service delivery to meet ever-increasing standards
- Reduce operating costs
- Scale easily to meet growth demands
- Streamline operations
- Provide reliable service

ShoreTel Customers: State and Local Government Agencies

- Butler County, Ohio
- City of Griffin
- City of North Las Vegas
- City of Sioux Falls
- Knox County Housing Authority
- Portland Water District
- Superior Court of California, County of Monterey
- Superior Court of California, County of Napa
- US Army Corps of Engineers

“ShoreTel has made a name for itself as a simple-yet-sophisticated solution.”

— Nemertes Research Benchmark Report (February 2006),
“Convergence & Next-Generation WAN Technologies”


Overview

City, state and local government agencies have been asked to improve service offerings and reduce operating costs in every area, including telecommunications. It's a tough balance to maintain. In addition, constituent expectations have risen continuously over the years, and the expectation today is for perfect response and quality as well as added value at no extra cost to the end user. Local government and agency services must meet those expectations.

In addition to maintaining a balance between cost-effectiveness and excellent service, governmental agencies must also consider carefully the scalability, ability to streamline operations, and reliability of a telephone system. The bottom line is that governmental agencies need technologies that enable them to do more with less.

ShoreTel's IP-based phone system provides the interoperability, cost-effectiveness, security, scalability, manageability, and reliability that government institutions require. Some of the industry segments that rely on ShoreTel include:

- Local government organizations
- State government organizations
- Libraries
- Local and state agencies
 - Parks and recreation
 - Health/Human services
 - Emergency responders



“ShoreTel just plain does what it’s supposed to do, and now we’re able to easily manage the system in house. ShoreTel really let their engineers think ‘out of the box’ and they have built a landmark product.”

— Tom Line, Network Engineer,
Butler County, Ohio

Requirement: Improve Quality and Service Delivery to Meet Your Agency’s Government Standards

ShoreTel Offers Self-Service Options

Citizens calling your agency want their issues addressed quickly and easily and don’t mind using a self-service system to expedite the process. ShoreTel’s integrated Interactive Voice Response (IVR) application allows callers to access information or request actions directly—without having to wait on hold. Callers can also easily connect with the right employee by using ShoreTel directories and the system’s handy dial-by-name features, and Contact Center provides sophisticated routing and queuing options to ensure fast delivery of calls to the right department or employee.

ShoreTel Adds Value without Adding Overhead

By allowing you to integrate your own agency’s applications, off-the-shelf and custom, directly with the ShoreTel system, new services are made possible including the ability for callers to make their own public resource reservations, request or set their own appointments, and access their records automatically. With ShoreTel, the phone system works harder so your employees don’t have to. There is no need for additional staff to answer and route calls and management of the system is quick and easy.

Requirement: Reduce Operating Costs to Meet Shrinking Government Budgets

ShoreTel Reduces Telecommunications Costs

ShoreTel decreases long distance toll charges by sending voice calls over your existing data network. You can also share voice trunks between locations and reduce the number of phone lines you’re leasing. Finally, you save on costly teleconferencing services with ShoreTel’s conference bridge, which provides government workers with voice and web collaboration right from Microsoft Outlook®.

ShoreTel Reduces Management Costs and Burdens

Bringing management in-house saves time and money and allows you to be in charge of your own system—not at the mercy of a service provider for personnel moves, adds and changes (MACs). ShoreWare® Director, ShoreTel’s browser-based management interface, allows administrators to access the system from anywhere on the network and easily manage every site and feature, including voice mail, automated attendant and desktop applications. This interface also makes it a snap to manage MACs.

According to the Nemertes Research Benchmark Report (February 2006) entitled, "Convergence & Next-Generation WAN Technologies,"

ShoreTel implementations cost the least per user over the competition. This can be attributed to ShoreTel's simple and seamless installation and integration, even in complex deployment scenarios, as well as its ease of use.

An IT director for a large law firm who was interviewed for the Nemertes Research report said his organization decided against Cisco at the last minute because of ShoreTel's ease of implementation. "I was almost at the point of rolling out to Cisco companywide. Just prior to final decision, I was exposed to ShoreTel and it turned everything upside down." Why? Ease of installation, disaster recovery/redundancy, and the user interface.

Requirement: Scale Easily to Meet Growth Demands of Multiple Agency Locations

ShoreTel Scales Seamlessly

Your agency may have a number of far-flung offices—some with a few employees and some with upwards of hundreds or even thousands. Your telephone system needs to scale up and down to meet these different and sometimes changing requirements. Scaling the ShoreTel system is simple and seamless, allowing you to support from hundreds to thousands of users. In addition, ShoreTel provides a single management interface to all of your ShoreTel equipment so you have a single view into the entire phone system. Changes made on one system automatically trigger updates on the rest of the switches at all of your locations, saving you precious resources, time and money.

ShoreTel Lets You Leverage Staff More Efficiently

In addition to relieving management burdens, with a ShoreTel VoIP phone system in place, you can leverage administrative staff at different locations and consolidate call answering and routing. Calls are automatically sent to the next available operator or receptionist for handling so that no callers face the frustrating alternative of being put on hold or sent into voice mail.

Requirement: Streamline Operations

ShoreTel Creates a Unified Front

ShoreTel's distributed architecture allows you to install systems locally while creating a unified front to the outside and connecting all employees regardless of their location. Employees can use 4-digit dialing to reach employees at other locations and even dial co-workers by name. There is no longer a need for constituents to dial different numbers for different locations—callers simply dial one number and the automated attendant directs them to the right place.

ShoreTel Personal Call Manager Improves Employee Productivity

With ShoreWare Personal Call Manager™ integrated with your desktop application, such as Microsoft Outlook, employees can quickly type in a name, bring up a number, and make calls from local online directories—all with the click of a mouse, right from the desktop. In addition, Call Manager indicates to an employee if the person they intend to call or transfer an incoming call to is already on the phone before they dial, saving time invested in making calls and eliminating the frustration for callers inadvertently placed into voice mail.

ShoreTel Centralizes Voice Mail and E-Mail

With ShoreTel's e-mail integration, employees can manage their e-mail and voice mail activity centrally and efficiently right from their desktop. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages or embed them in other documents. The ability of the ShoreTel system to track phone calls, export and distribute original voice mail messages to one person or a group of people and keep a running history of calls into each number is helpful in continually monitoring and improving customer service.

ShoreTel Allows Easy Integration

In addition to easily integrating with your existing phone system, and allowing for a phased rollout, ShoreTel is also easy to integrate with your software applications, allowing employees to be more productive right at the point of each call. When a call comes in, the ShoreTel system displays the caller's information immediately on the screen, allowing employees to respond electronically to requests faster and more effectively.

Requirement: Provide Reliable Service

ShoreTel Delivers Over Five Nines of Reliability

ShoreGear® voice switches are highly reliable, delivering 99.999% reliability, with no moving parts (except for a fan), redundant Ethernet ports and a real time operating system. This reliability allows you to respond quickly and effectively to emergencies and disasters, even under the harshest of circumstances.

ShoreTel Secures Communications and Leverages WAN Security

Your phone system needs to be secure, especially because of the nature of most of the business being conducted. The capabilities of the ShoreTel system prevent eavesdropping in sensitive environments. A high-performance algorithm encrypts and deciphers the RTP media stream in real time, enabling secure voice conversations to take place without any noticeable latency.

"The bottom line is that with ShoreTel, we can do a lot more with the existing IT team. We're able to handle everything in house and we don't have to wait for anybody to make changes for us. We can just take care of things and move on to other projects. ShoreTel has made all of us more efficient, which is essential when an organization like ours needs to maximize time and budget."

— Ed Castle, IT Manager,
City of Sioux Falls

“In addition to meeting our reliability and scalability needs, ShoreTel has allowed us to transition from our old phone system in phases, which is imperative since funding for the county is controlled by so many disparate organizations.”

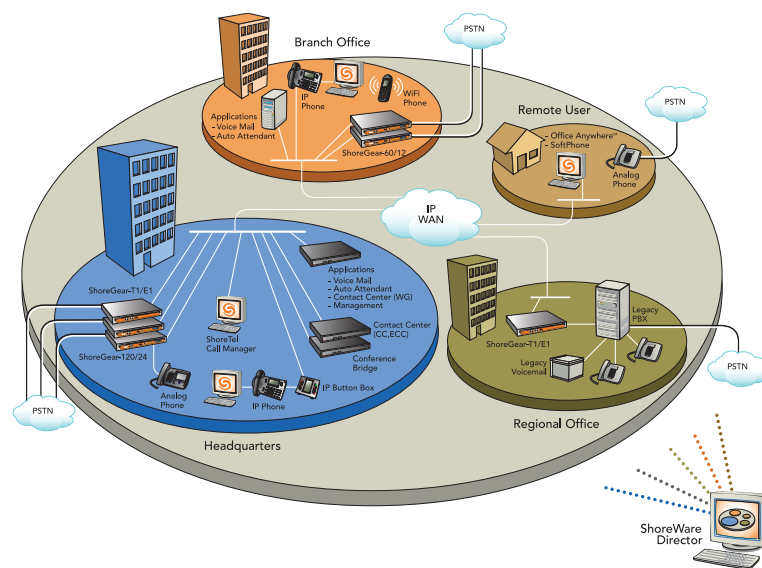
— Mike Felerski, Network Architect,
Butler County, Ohio

ShoreTel Supports Mobile Workers

The ShoreTel system also provides mobility for emergency workers in several ways. First, wireless integration allows mobility within the office; and second, ShoreTel Office Anywhere™ allows employees to use any analog or cell phone as their primary extension. Office Anywhere extends the power of the ShoreTel system to remote and mobile emergency workers without relying on the Internet for voice quality. Remote users have all the power and capabilities of Personal Call Manager delivered over the Internet without the worry of poor voice quality because ShoreTel uses the Public Switched Telephone Network (PSTN).

Summary

The ShoreTel system is a fully distributed IP phone system with no single point of failure. Call control is distributed to intelligent gateways—called voice switches—and ShoreTel voice applications, including voicemail and automated attendant, run on standard server hardware from anywhere on your IP network. The days of multiple PBXs, voice mail systems, automated attendants, and ACD systems are over. With ShoreTel, the phone system is distributed, the voice applications are integrated, and the management interface is best in class.



For Government Agencies, ShoreTel Meets All of the Top Requirements

Improve Quality and Service Delivery To Meet Your Agency's Government Standards

- ShoreTel offers self-service options
- ShoreTel adds value without adding overhead

Reduce Operating Costs to Meet Shrinking Government Budgets

- ShoreTel reduces telecommunications costs
- ShoreTel reduces management costs and burdens

Scale Easily to Meet Growth Demands of Multiple Agency Locations

- ShoreTel scales seamlessly
- ShoreTel lets you leverage staff more efficiently

Streamline Operations

- ShoreTel creates a unified front
- ShoreTel Personal Call Manager improves employee productivity
- ShoreTel centralizes voice mail and e-mail
- ShoreTel allows easy integration

Provide Reliable Service

- ShoreTel delivers over five nines of reliability
- ShoreTel secures communications and leverages WAN security
- ShoreTel supports mobile workers

"Users have told me they cannot live without the ShoreTel phone system and they can't function if they don't have access to Personal Call Manager. We've noticed improved internal communications. The ShoreTel system maintains all the names and phone numbers, which obsoletes the hard copy phone book which was difficult to keep up-to-date and often hard for people to find in their offices. This easy access to names and phone numbers has definitely enhanced productivity."

— Christine Ace, Technology Analyst, Superior Court of CA, County of Monterey



960 Stewart Drive Sunnyvale, CA 94085 USA Phone +1.408.331.3300 +1.877.80SHORE Fax +1.408.331.3333 www.shoretel.com

Copyright © 2006 ShoreTel. All rights reserved. ShoreTel, the ShoreTel Logo, ShoreCare, ShoreGear, ShoreWare, ShorePhone, ControlPoint and Office Anywhere are trademarks or registered trademarks of ShoreTel, Inc. All other marks are the property of their respective owners. Specifications are subject to change without notice. 850-1081-01/9.06