

## eMerge for Higher Education

Traditional communication offerings built around Centrex or PBXs are increasingly unable to satisfy campus requirements. As a result, institutions are turning to IP communications to lower costs, integrate new technology, and provide innovative services for students.

eMerge provides hosted IP communications, combining the most innovative voice applications, rich back-office capabilities, and an open, standards-based architecture. eMerge administrative hierarchy enables institutions to simultaneously deliver services to faculty & staff, while reselling services to students.

By deploying eMerge solutions, institutions can complement or replace existing telecom equipment/services, improve economics, and streamline operations.

### eMerge Campus Solutions

eMerge voice applications function over broadband IP networks and can deliver service to analog/digital handsets through integrated access devices (IADs). eMerge provides basic feature-functionality such as dial tone and call waiting as well as advanced features such as find-me/follow-me and unified messaging. With a tested system capacity of millions of users, eMerge offers the scale and performance to support the largest institutions in a variety of deployment scenarios.

As a hosted platform, eMerge's call control intelligence resides in the network, enabling enhanced quality of service.

With such a broad range of networking and service capabilities, eMerge offers multiple campus solutions including Centrex line replacement, PBX replacement, access channel consolidation, premises network convergence, and private voice networking.

### Open Communications and Network Architecture

Campus voice and data networks face constant pressure to integrate applications and equipment to meet demand for new service. Most traditional voice systems operate on proprietary standards that limit or prohibit integration of new technologies and new end-user devices (PDAs, soft clients, etc.).

eMerge's use of open standards enables rapid integration with IP applications and allows campuses to consolidate voice and data network assets for long-term cost savings.

Campuses can see the benefits of migrating to an open voice architecture without completely overhauling existing telecom assets. eMerge private voice networking enables interconnection with most existing telecom equipment for a phased implementation. This approach minimizes financial outlay and disruption as users are migrated to a fully hosted solution in coordination with PBX end-of-life schedules.

Complementing eMerge use on open standards is a vigorous interoperability program for equipment that includes IP phones, soft clients, IADs, network gateways, and soft switches. The resulting breadth of selection enables campuses to select certified partner equipment for best-of-breed solutions and competitive economics.



### Rich Platform Capabilities with Turnkey Services

eMerge fits the campus environment by combining extensive platform capabilities with turnkey telecom applications. Carrier-grade back-office functionality and extensive use of web configuration enables a streamlined and rapid deployment of ready-made feature packages.

eMerge further streamlines operations through centralizing system management and distributing service management. Moves, adds, and changes (MACs) can be performed by site administrators through an intuitive web interface, the evolve Dashboard, in real time.

#### **Key eMerge Benefits**

**Enhanced Services Students Want:** Offer innovative voice applications that compliment mobile services.

**Unmatched Service Continuity:** Ensure uninterrupted service through added levels of redundancy.

**Network Convergence:** Enables cost-effective migration to converged network infrastructure.

**Phased Migration:** Pursue incremental implementation strategies that minimize financial outlay and leverage existing telecom equipment.

**Out of Region Solutions:** Provide ubiquitous sets of services to all locations regardless of size, geography, and premises equipment.

**Unified Messaging Solution:** Provide feature-rich unified messaging housed within eMerge.

**Streamlined Operations:** Integrate support teams for voice and data services for more effective coverage.

**Certified Solutions:** Rapid installation and support with tested and documented equipment interoperability.

### Contact Info

For more information about eMerge service, please contact us at [www.cincinnati-bell.com/evolve](http://www.cincinnati-bell.com/evolve). Rapid installation and low up front costs deliver quick financial returns.