

COMMUNIC_∞ MORE



MOREFIELD
communications

Morefield Communications Customer Newsletter

Spring 2009

Communicate More highlights communication technology products and trends. It offers case studies, technology updates and inside-Morefield news.

SCHOOL DISTRICT CHOOSES CISCO

Schools are hyper-vigilant when it comes to security – even to the point of student safety driving technology decisions. **Halifax Area School District (HASD)** is dedicated to developing student skills necessary for success in a technology driven world. They're also dedicated to student safety and effective communication.

"Our main reason for replacing the phone system was student safety," said Kathy Ridge, Director of Technology, HASD. The district wanted to enable classroom teachers to make outbound calls from their rooms in case of an emergency. Choosing **Cisco Unified Communications Manager Business Edition** allowed HASD to efficiently run voice and data over a single, converged network. They improved communication between teachers and parents and communication within the district, for example between administrators and teachers. Unified Communications Manager Business Edition is designed for small and medium sized organizations.

"Choosing Cisco was a no-brainer," said Ms. Ridge. The stability of Cisco products, coupled with the fact the district already had Cisco products in their network, led them to choose the award-winning Cisco call processing solution. In choosing an integrator, Ms. Ridge did her homework. "I talked with other districts who recommended Morefield Communications based on their performance through the whole process, including follow-up support."

Once the decision was made, the deployment went quickly and smoothly. The School Board approved the project in July. The system was installed and operational by the third week of August, before students returned.

"This was one of the best projects we've ever done here," said Ms. Ridge. "Morefield's team was excellent - from initial planning and data gathering, to installation of the switches and set up of the phones, the process was seamless." And now nine months later? "The support is great," says Ms. Ridge, "and the teachers love it!"

To learn more about a **Cisco Unified Communications Manager** solution, contact Morefield Communications at (800) 382-1266 or visit www.morefield.com.

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BANKING ON TECHNOLOGY

In a typical workday people use mobile phones, desk phones, PCs and PDAs to communicate by voice, voicemail, email and text messages - yet people still play phone tag. With a workforce of 200 distributed in thirteen branches in two counties, communication efficiency is critical to **Somerset Trust Company**. Founded in 1889, Somerset Trust uses technology to enhance traditional community banking.

"One criticism of small community banks is that they don't keep up with technology," says Vice President of Somerset Trust, Dick Stern.

Somerset Trust is not a community bank that falls into that category. They have an award-winning online banking service and people-first call center.

An early adopter of IP telephony, they recently looked to Morefield Communications to upgrade their **Cisco Unity Connection**, which provides unified messaging, and add new functionality with **Cisco Unified Presence, MeetingPlace** and **VideoAdvantage**.

The project also included replacing their Cisco call processing system with **Cisco Unified Communications Manager** at two locations along with an upgrade of the bank's **Cisco Unified Contact Center**.

Individual branches are not staffed with specialists in every subject matter such as mortgages, IRAs and trusts. The bank uses **VideoAdvantage** to join specialists with a Customer Service Rep serving a customer at a branch. The technology enhances the customer interaction, while allowing them to scale their specialized resources efficiently.

Staff members are adopting the new technology through training. For example, staffers are learning to use "Single Number Reach" instead of giving customers their mobile and office numbers, which will improve customer service and reduce mobile bills.

Somerset Trust has used and evaluated Cisco products for years. "We feel Cisco is on the leading edge of technology and is a company with resources standing behind them," said Mr. Stern. "After trying a number of Cisco partners with varying degrees of success, we chose to work with Morefield based on their successful performance for us in the past. It is quality we are purchasing," said Mr. Stern.

Morefield's ability to support them remotely is an important part of the bank's working relationship with Morefield. "The accessibility of support people and their ability to communicate with our staff and resolve issues remotely and in a timely manner is very important to us," says Mr. Stern.

To learn more about any of the **Cisco solutions** discussed in this article, contact Morefield Communications at (800) 382-1266 or visit us at www.morefield.com.

Cisco Unified **Presence** is a standards-based platform that collects information from multiple sources about user availability and communications capabilities and makes it easily available to others.

Cisco Unified **MeetingPlace Express** is a voice, video and web conferencing solution that provides simple yet powerful conferencing capabilities for small to medium sized organizations.



VIDEO TELEPHONY...JUST A PHONE CALL

Enhance communications with customers as well as with remote employees with **Cisco Unified VideoAdvantage**.

Centralized subject matter experts can make and receive video calls on their Cisco IP phone with the video displayed on their PC.



VideoAdvantage delivers:

- > Face-to-face communications
- > Enhanced customer interaction
- > A way to scale limited resources, such as subject matter experts and executives
- > Savings in time and travel costs

To learn more about a **Cisco Unified VideoAdvantage** solution, contact Morefield Communications at (800) 382-1266 or visit www.morefield.com.

THE POWER OF PRESENCE

Employees connect with each other and collaborate more efficiently when they know where intended recipients are—and if they're available—in real time. The power of **Cisco Unified Presence** delivers:

Increased productivity

Connect with colleagues on the first try by knowing their availability in advance.

Enhanced collaboration

Share availability information and instant messages with coworkers within your business or between businesses.

Click to call

View telephony status of coworkers from Cisco Unified Personal Communicator, IBM Lotus Sametime, or Microsoft Office Communicator, and simply click to call them.

Presence-enabled applications

Show presence information and user communications capabilities in corporate web directories, point of sales applications and CRM systems.

Improved first-call resolution

Allow subject matter experts anywhere in your enterprise to handle incoming customer calls with presence capabilities.

To learn more about a **Cisco Unified Presence** solution, contact Morefield Communications at (800) 382-1266 or visit www.morefield.com.

Submit your service request online.

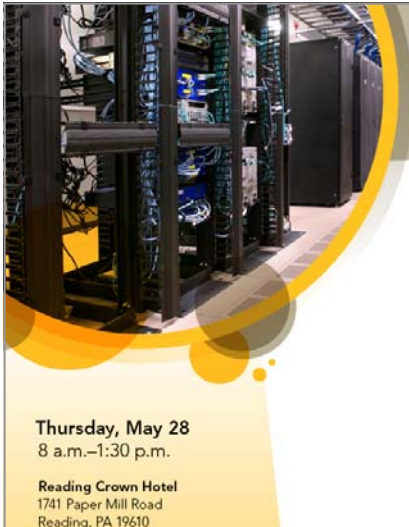


www.morefield.com/service

Cisco Unified Communications

- > Integrates IP communications and applications into a single, unified system.
- > More than 85% of Fortune 500 companies use Cisco Unified Communications to build competitive advantage.

FREE UNIFIED COMMUNICATIONS SEMINAR



Cisco and Morefield Communications invite you to attend an interactive workshop on Unified Communications.

This FREE seminar is designed to help you protect your investment in technology—and to position your investment for maximum flexibility and ROI.

- 8:00 Registration and breakfast
- 8:30 Welcome
- 8:45 IT Strategies for Cost Containment & Creating Business Value
- 9:45 Solution Demos
- 10:00 Cisco WebEx Collaboration Solutions
- 10:30 Cisco Unified Communications and Contact Center Solutions
- 11:00 Break & Solution Demos
- 11:15 Cisco EnergyWise: Optimized Energy and Resource Management
- 11:45 Seamless Migration Strategies
- 12:30 Solution Demos

Presented by:



Register today at: www.cisco.com/go/semreg/cefm_morefielducsem_28may/html

ADMINISTRATOR TRAINING

Our professional trainers can provide administrator training on your phone or voicemail system—at your site. Training is customized to meet your needs. Contact Amber Grunden for more information.
717-763-6986 amber.grunden@morefield.com

We also offer administrator classes at our Camp Hill Corporate Office. The next scheduled classes will be held in October.

Check our website www.morefield.com for the schedule.

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