



## DAMOVO GIVES BOURNEMOUTH UNIVERSITY A COMPETITIVE EDGE

With increasing competition in the higher education sector, universities face intense pressure to attract students to their establishment and thus receive additional funding. Alongside the wide range of opportunities it offers students for undergraduate and postgraduate education, Bournemouth University distinguishes itself with a 21st-century learning environment that also gives students voice and internet connectivity in each student's room, value-added services on their IP phones and IPTV.

### Laying the foundations for success

Bournemouth University is a young and vibrant university with 16,000 students spread across two campuses. For 15 years, the University has worked with Damovo, a leading provider of business communications, and invested over £1 million in developing its leading edge ICT environment.

The relationship began with Damovo supplying and managing its Ericsson telephony system. Then in 2000, Damovo won the tender to replace and maintain Bournemouth University's Cisco data network across campus too. In 2006, Damovo was required to re-tender and won the contract to continue maintaining the University's voice and data networks, but this time with a view to merging the voice and data networks to gain the benefits of IP convergence.

*"We have a good working relationship, and Damovo beat a number of really top notch partners with the best all-round solution for our needs,"* recalls Mark Flexman, Head of IT Infrastructure at Bournemouth University. Now, the relationship is flourishing in a new and exciting direction, as Damovo provides the network foundations for the University to offer innovative – and, in some cases, unique – IP-based services to students on campus.

### Getting the basics right

The University was one of the first to embrace IP telephony in 2004. *"We had an extensive programme of expansion with a lot of new buildings coming onto campus and Greenfield sites,"* recalls Mark. *"When we compared the cost of rolling out a traditional PBX to each site and the cost of coding required each time, using IP telephony was a no-brainer – not only in terms of costs but also futureproofing our network for further expansion."* From August, Bournemouth University will begin a two-year migration path to remove the Ericsson switch and deliver voice entirely by IP telephony.

Damovo has played a fundamental role in delivering the University's phased LAN strategy and integrating its voice and data networks. *"What impressed us about Damovo was their multi-vendor approach, which meant they weren't pushing us to use one vendor but*

# VALUE-ADDED SERVICES, ADDITIONAL REVENUE OPPORTUNITIES.....EACH STUDENT HAS THEIR OWN DIRECT DIAL NUMBER

*could recommend the best solution for us,” says Mark. “Their level of technical staffing also gave us reassurance that no matter what solution they put in they had the ability to support us.”*

## Delivering a 21st-century learning environment

About 800 staff and 1,700 students currently use IP telephony on campus. What persuaded Bournemouth University to roll out voice over IP services to students in its halls of residences were the value-added services, additional revenue opportunities and opportunity to give each student his or her own direct dial number to their room. After a hugely successful pilot in which nearly 80 per cent of students signed up to use the services, the University now offers it free to every student as part of their rent.

Over the next 18-24 months, the University is planning to roll out value-added services to students – so they can book train tickets home, for example, report a leak or order a pizza over the phone. **“These services offer us additional revenue opportunities, but that’s not why we’re doing it,”** says Mark. **“Our focus is on offering students an enhanced experience so they want to come and study here.”** There will also be services for the staff rolling out from April 2008 – such as an online directory, BBC news feeds and access to the bus timetable.

In addition, the upgraded network from Damovo enables the University to roll out IPTV services, so from September students will be able to receive Freeview in their halls of residence alongside channels showcasing content produced internally – whether from the media school, student union, student TV or radio stations. **“Again it’s about giving students that little bit extra,”** adds Mark.

Moving to a more resilient IP network gives the University an opportunity to become an ISP in its own right – rather than outsourcing this to a service provider – using an application called the Service Creation Engine. **“We can provide a far better service by keeping it in-house, plus it is more cost effective,”** says Mark. Although this solution is currently live, the University has not yet formally launched it to students but wants to monitor traffic levels and application usage to ensure optimum bandwidth for all network users.

Looking ahead, the University is looking at how it can include its home workers (mainly placement development advisers) on the voice network. This will

help it reduce call and maintenance costs, and give them access to the same value-added services enjoyed by people on the University network. **“What we’re looking at doing is giving them access to a university extension – so they only have one number and one voicemail – with an IP phone,”** says Mark.

**“What Damovo has given us through our converged IP network is not just the ability to provide standard 9-5 business services, but, more importantly, value-added IP services to attract students to come to our University over others,”** continues Mark. **“Today’s students have spent their entire life with a computer at home, so we have to raise the bar and deliver services they’re not necessarily expecting like video, IP telephony services and much more. Our converged Cisco network delivered by Damovo helps us do just that.”**

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