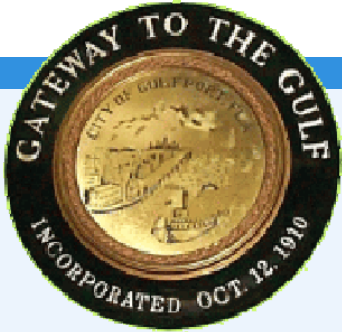




# Success Studies

Government Sector



## Challenge:

Gulfport had Centrex phone service with Nortel CPE that had limited functionality, scalability and proved to be too costly to upgrade.

## Solution:

After carefully considering VoIP systems from leading vendors, Gulfport chose Siemens for a complete solution, including IP networked voice switches, centralized voice mail, skills based routing and a logical mix of IP and TDM telephones.

## Benefits:

- Rich feature set helps employees improve productivity and enhance customer satisfaction.
- Emergency calls to 911 provide crucial location information that helps emergency response personnel quickly and easily locate the caller.
- Integration with business applications helps the city accurately distribute toll costs to appropriate departments.
- The city saves \$15,000 a year in operation costs with the Siemens system in place.
- Standardizing on a single feature-rich phone system enhances productivity and efficiency.

## GULFPORT SWITCHES TO VOIP FOR SAVINGS AND RESPONSIVENESS IMPROVEMENTS

### Obsolete Centrex Service is Replaced with a Siemens HiPath IP Telephony Solution

The City of Gulfport, Florida, had its beginnings when it's first settlers, Captain James Barnett and his wife Rebecca, built their home in 1867. The city was incorporated on October 12, 1910 and became an important transportation hub at the tip of Pinellas County. Over the years, this quiet community thrived and developed with the building of the Pier with its associated Casino and the establishment of Stetson University College of Law within the city limits in 1954.

### THE CITY NEEDS A POWERFUL SOLUTION

In 2006, Gulfport had a Centrex network from Verizon with Nortel telephone system equipment that it was quickly outgrowing, had limited functionality, and proved to be too costly to upgrade. The City decided it was time to evaluate a replacement and decided to start looking at Voice over IP (VoIP) solutions from Tier One providers that were on the State of Florida Telecommunications Contract.

“We wanted to go with a system that wasn’t limited by copper on our campus that could provide TDM as well as VoIP,” said Sam Rivera, IT Manager with the City of Gulfport. “We also wanted a system that would provide integrated and centralized voice mail so that everyone in every office would be on the same system. We decided to look at systems from Cisco, InterTel, Nortel and Siemens.”



# Success Studies

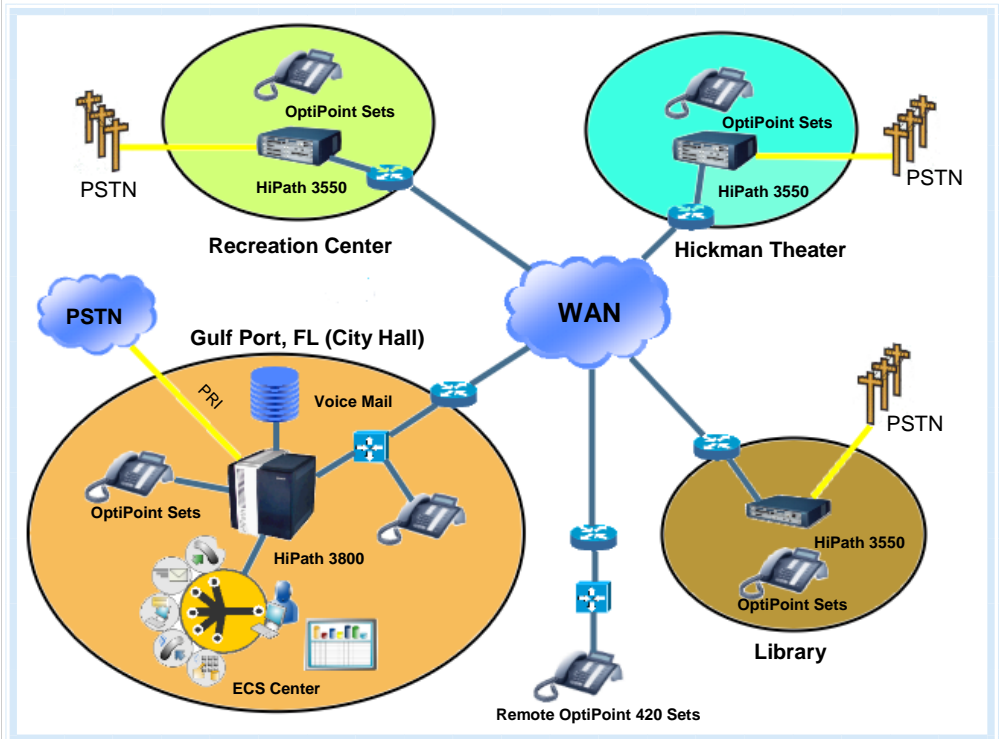
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Proposals were solicited and the City looked closely at the proposed solutions over the course of six months. Priority was placed on ease of use, system management, call center capabilities and financial feasibility. CSM, the Siemens Solutions Partner set up a HiPath 3800 system for a presentation at its HQ in Tampa. Rivera and his colleague, Director of Administration Eliane Trehy, were impressed with the rich feature set and how easy it was to set up and program. The executive committee also appreciated how cost-effective the Siemens solution was, coming in well below the State of Florida contract price, and how easily it integrated into the existing network infrastructure. A unanimous decision was made by the selection team to choose Siemens for the organization’s telecommunications needs.



*“We really liked the simplicity of the Siemens system, plus all of the features and functions. The HiPath was also really easy to manage and integrate with our existing WAN and local network.”*

**- Sam Rivera**  
 Director of IT  
 City of Gulfport



### ZONING IN TO SIEMENS WITH CSM

In the course of four months, CSM provided Gulfport with a comprehensive IP Communications system including the complex conversion of the analog SunCom service to ISDN PRI. Across its seven sites, which include buildings that house libraries, city hall, public safety and other departments, the city deployed one Siemens HiPath 3800 voice switch, three Siemens HiPath 3550 voice switches and one Siemens Vuesion SE Server with over 120 Siemens OptiPoint 500 and 420 IP Phones.

### MORE PRODUCTIVE CITY WORKERS

With Siemens in place, city employees are now on the same phone and voice mail system, using 4-digit dialing to reach co-workers at any location and even dialing by name. With the Vuesion SE Super Console software, the user can also see the status of the person they are calling so



## Success Studies

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they know if they are available to answer before they place or transfer a call. The call recipient then sees the call coming in right on their phone, where caller ID is displayed and they simply pick up or send the call to voice mail with a button press. Furthermore, with Siemens e-mail integration, employees can manage their e-mail and voice mail activity centrally and efficiently.

Siemens also gives users various call handling modes so that employees have control over how their calls are handled. While a user is at his or her desk, calls will ring straight through. When in a meeting, calls go directly to voice mail. Call Manager allows employees to remain responsive to calls without being tied to their desks, and Siemens Find Me - Follow Me feature allows them to have calls track them down wherever they are - at their desk, on their cell phone, or at home if they choose. Find Me - Follow Me is particularly helpful for employees to track down IT personnel since they often are away from their desks.

“The Vuesion SE Contact Center has allowed us to prioritize calls and implement some unique call flow structures to route calls to different locations throughout our network during special events or emergencies.” said Rivera. “Let’s say for instance there is a hurricane coming and a city residents are calling us for emergency information, if it’s during peak a peak load and all the members in the Emergency Situation Center are busy, the calls are queued and told what number in line they are and what their average wait time will be. We have a much more robust call flow with Siemens and we’re able to process important calls much faster now. We also appreciate the ability of the system to record calls, especially calls regarding dangerous situations—the old system wouldn’t allow us to record calls.”

The Siemens Vuesion SE Super Console software provides the city’s receptionists with key information and control, enabling a significantly higher level of personalized attention for callers. For example, before even answering an incoming call, a call information field displays the caller’s experience within the system to the receptionist or operator. In addition, before transferring the caller any further, the call-transfer screen displays who is available and who is not and what their status is (out of office, in a meeting, on vacation, sick day, etc.), avoiding the possibility of sending callers to an extension that is not available, which is frustrating for callers. With the entire city at their fingertips as well as knowledge about the calling and called party, operators can transfer callers to extensions, cell phones or even home phones instantly. Most of the city’s receptionists also use cordless headsets with the system, so they are no longer bound to their desks to carry out their responsibilities - this improves productivity because they can take on added responsibilities while answering the telephone.

“The Super Console has replaced the old bulletin board system we had that was used to indicate where people could be found,” said Carmen Rodriquez, Telecommunications Specialist with the city. “It’s a much more efficient and professional way to deal with incoming calls. And anyone in the city can be a receptionist by logging into or out of the workgroup client software so coverage is easy while they’re on break.”

*“With Siemens, we can easily make changes to each workgroup and rotate people responsible for answering the phones on any particular day.”*

**- Elaine Trehy**  
**Director of Administration**  
**City of Gulfport**



## Success Studies


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#### RELIABILITY AND THE BOTTOM LINE

While all the enhancements and improvements are nice, the need for reliability is paramount. The City stressed that the new system and the vendor deploying it had to offer a better grade of service and reliability than that offered by the old Centrex service from the local telephone company. "Gulf Port provides its citizens with public safety and other critical services and it was important to us that our responsiveness would not be hindered by the deployment of new IP telephony technology," says Thomas Brobeil, City Manager, "I'm pleased to say that our faith in the quality of the product manufactured by a world class provider like Siemens has not been misplaced because the reliability to date has been superior to what we had before."

Trehy estimates that the city will have saved at least \$36,000 the first year the Siemens system was in place, due to the PRI charge savings and Centrex numbers that were eliminated. Ongoing savings are estimated at about \$15,500 per year in line charges. In addition, the City uses Manager C, Siemens' management interface, to access the system from anywhere on the network. Through this software, every site and feature can be managed, including the voice mail, automated attendant and desktop applications. When a new user is added, an administrator simply enters the user's name and sets the basic parameters. Then, the centralized database and voice switches are automatically updated, and for the user, a new mailbox is created and the automated attendant dial by-name and number feature are updated - all in a matter of moments.

"The bottom line is that with Siemens, we can do a lot more with the existing IT team," said Rivera. "We're able to handle everything that we want to 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. Or we can call on CSM to do whatever we need done without worrying about it. That flexibility saves, time, money and headaches. CSM with Siemens has made all of us more efficient, which is essential when an organization like ours needs to maximize time and budget."



*"Gulf Port provides its citizens with public safety and other critical services and it was important to us that our responsiveness would not be hindered by the deployment of new IP telephony technology."*

**- Thomas Brobeil**  
City Manager  
City of Gulfport

