



The Power of We™

Avaya Notification Solution for Universities, Colleges and Schools

Provide real-time communications when every second counts

How fast can your campus respond?

An incident with a gun has been reported on campus and you need to issue a “lockdown”. Right before your school day starts, a fuel delivery truck is involved in a traffic accident right outside the main college gate. A gas leak has been reported in the proximity of the main campus parking structure and you need to issue an evacuation alert to those in the affected area. One of your lecturers has just called in sick and you need to find a replacement. You need to leave messages with all the eighth-grade students’ parents to remind them of a pending school trip. What single communications solution can address all these requirements?

The Clery Act for Colleges and Universities

For colleges and universities that participate in the United States Federal Financial Aid Program, the Clery Act requires institutions to give timely warnings of crimes that represent a threat to the safety of students or employees.¹

¹ For more complete information on this law see PublicIntegrity.org

The needs for students and parents to stay on top of school academic and campus activities have never been greater. They demand not only educational excellence but also a safe and secure environment in which students can learn – assurance that when threatening incidents occur on campus, the right tools are in place to create a rapid and effective response.

Forward-thinking educational institutions are looking to next-generation business communications systems to address these issues – systems that are flexible and powerful enough to support notifications to enhance routine campus operations and during emergency scenarios.

Traditional emergency notification systems can help in some ways, but may not be adequate in an era of mobility

and social media where communication choices through Voice over IP (VoIP), instant messaging (IM), SMS, Facebook and Twitter may be preferred. Some are proprietary systems and don’t integrate easily, if at all, with modern communications technology such as IP Desk Phones or IM clients. These and other shortcomings may prevent the type of effective response required when threatening incidents occur.

A better way with Avaya Notification Solution

With the Avaya Notification Solution, schools, colleges and universities can be confident that they have the communications tools in place to keep campus safety personnel, students, teachers, faculty, staff and parents informed when incidents occur, provide



instructions on what to do and keep them apprised as events unfold.

The Avaya Notification Solution can deliver:

- **Speed, Scalability and Capacity** – notify small targeted security teams or the entire student or parent population in real-time.
- **Pre-scripted or Pre-recorded Messages** – before an incident occurs or ahead of a scheduled event, prepare recorded messages and specify the list of contacts to whom the messages will be sent.

- **Multiple Ways to Trigger Notification** – when an incident occurs, trigger the notification through a web portal, by placing a call, or sending an email. Notifications can also be triggered automatically from a third party system. Message broadcasts can also be scheduled to execute at a later time.
- **Notifications to Diverse End Points** – place notification calls to campus phones, home phones and wireless phones. Deliver notifications to teletypewriters (TTY) and telecommunications device for the deaf (TDD). Send messages through SMS, email and instant messaging clients. Enable text messages to be converted to audio (via text to speech) for play during a notification call. Broadcast to overhead speakers and horns. Display on digital signage. Send updates to social networking sites.
- **Voice Mail or Answering Machine Detection** – automatic detection of an answering machine at homes and offices including the option to leave a voice mail message. Allow the parent or student to call back to listen to missed notification messages.
- **IP Phone Zone Paging and Speakers/Horns** – define zones of IP phones and broadcast audio and/or text messages, audible through the phone's speakers and visible in the display window.
- **Conferencing and Collaboration** – using the conferencing service provided with the system or by configuring the system to leverage third party conferencing and collaboration services, broadcast messages can be configured to seamlessly bring key stakeholders into a real-time audio conferencing bridge.

- **Notify and Meet Me Conferencing** – through a group inbox, allow authorized users to set up a Meet Me Conference bridge, allowing contacts to be notified and to dial into the system and be placed into the bridge.
- **Detailed Reporting** – for real-time insight into who has been notified and if they have responded – how they responded, at what time and from which device. If leveraging the conferencing capability, know who is on the conferencing bridge, when they joined, and when they left. Summary and detailed reports are available through the Web Portal as web forms and as PDF reports. For customized reports and analytics, “raw” data is also available for download in Comma Separated Values (CSV) Format.
- **Partitioning** – allow different departments, locations or campus centers to work within their own private partition, yet utilize a single system, leverage similar scenarios and share a common resource.
- **Web Portal Application** – for ease of administration, operations and management of the system.

Benefits from leveraging the Avaya Notification Solution can include:

- **Risk Mitigation** – provide educational institutions with the tools to effectively respond and take control when an unplanned incident or threat looms.
- **Compliance** – broadcast relevant messages to specific individuals or contacts according to their roles, responsibilities and authority or according to the institution's policy.

- **Reporting** – capture and consolidate message broadcast responses, see who was able to respond and when, conference in multiple parties for real-time management of people and resources.
- **Situational Awareness** – gain visibility into how your organization is responding in real-time. Call and page staff, students and homes.
- **Lower Total Cost of Ownership** – leverage a single system for lockdowns, overhead paging, responding to emergency incidents and leaving messages with parents and students.

The Avaya difference

With safety and security a paramount concern, technology is important, no doubt. However, an effective notification solution should encompass much more. It should be able to consider your existing environment, policies, procedures and workplace design. It should be able to leverage existing resources wherever possible and reinforce proven processes. And,

bottom line: it should be about getting the right information out to the right people at the right time.

Avaya consultants and advanced solution architects work with educational institutions to understand their environment and how its unique characteristics determine the configuration, design and installation of the Avaya Notification Solution. Working within the parameters of your existing infrastructure, we guide you through critical decisions about deployment, timing and activation of the system. We deliver comprehensive formal training and documentation, and we offer knowledge transfer every step of the way.

A trusted partner to education institutions globally

In an increasingly complex world, it's not just a matter of if an emergency will occur — it's a matter of when and, more impor-

tantly, what type. Every university, college and school has the responsibility to provide the best and most comprehensive response planning possible, along with a means to stay in close contact with the student population, parents, teachers, faculty and staff.

As a trusted partner to over 5,000 educational institutions globally, Avaya can converge and consolidate voice, data and video networks to deliver a foundation for a more mobile and connected campus. The advanced features of such networks and cloud-based solutions underpin academic and administrative activities to help drive student achievement, streamline student services, maximize faculty and staff productivity, and improve campus operational efficiencies. With Avaya Notification Solution, Avaya enables your campus to be prepared for virtually any incident with the right communications and messaging tools in place.

A powerful, closed-loop solution for urgent communications

The Avaya Notification Solution can help educational institutions address the operational challenges they confront or need to be prepared for every day.

- **Campus lockdown** – If an incident with a gun has been reported on campus could you immediately notify students and staff and other law enforcement agencies? Often in these situations, the people closest to the situation, and most at risk, can be among the last to know. The Avaya Notification Solution can provide the closed-loop network that allows students and staff as well as essential personnel to be notified in real-time of such incidents and to be directed on how to respond.
- **Overhead paging** – As administration and staff seek to stay in closer contact, being confident that you have a paging solution which can reach a specific classroom, lecture hall, every corner of the campus or beyond has become ever more critical. Using the Avaya Notification Solution with the Avaya IP Phones and third party speakers provides a single system for administrators to reach out to specific rooms, zones, buildings or the entire campus.
- **Home messaging** – With rising school populations and ever more demanding schedules, schools are finding it increasingly difficult to stay in touch with parents, students and staff. The Avaya Notification Solution enables closer communication between the school, parents and students. At the touch of a button, a message can be left or information solicited from students having difficulty in processing through a financial aid program or course enrollment. At a scheduled time during the day, a voice message can be left with all the parents who have students in a particular grade.

Learn More

To learn more about the Avaya Notification Solution and Avaya Global Services for Education, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at www.avaya.com or <http://www.avaya.com/usa/product/avaya-notification-solution>.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

Technical Specifications

Administrative, operations and management capabilities are delivered via the Avaya Notification Solution Web Portal, a web-based workflow application supported by industry standard internet browsers listed below.

Delivered as an on-premise software solution, Avaya Notification Solution is supported on Red Hat Enterprise Linux. It is also supported on Virtual Machine (VM) technology.

Recommended Supported Server Specifications:

- 32-bit Redhat Enterprise Linux version 5.4, 5.5, 5.6, or 5.7
- Dual Six-Core, Intel or AMD 2.5Ghz (or higher) CPUs
 - 16 GB RAM
- 300 GB redundant storage
- For an HA configuration, 2 servers are required
- Supported Virtual Machine (VM)
 - Dedicated VMware vSphere ESX 4.0

PBX and Communications (Voice call notification)

- Avaya Aura® Communication Manager 5 and above
- Avaya Communication Server 1000 5.5 and above
- Avaya IP Office Release 6 and above
- Avaya Aura® Session Manager*
- Avaya Aura® Session Border Controller*

* Optional

Internet Web Browsers (Avaya Notification Solution Web Portal)

- Microsoft Internet Explorer (IE) version 7 and 8
- Mozilla Firefox
- Google Chrome

Basic Supported Services:

- SMS
 - » Short Message Peer-to-Peer (SMPP) 3.4
 - » Multi-Tech MultiModem GPRS MTCBA-G-F4 Wireless cellular modem
- Clickatell - Communications Provider, Bulk Messaging Services
- E-mail
 - » Microsoft Exchange 2007 or later
 - » Simple Mail Transfer Protocol (SMTP)

Optional Supported Services:

- Directory Servers
 - » LDAP version 3 (Microsoft Active Directory and OpenLDAP)
- IP Devices
 - » Avaya 4600 and 9600 series IP Deskphones
 - » Avaya 1100 and 1200 series IP Deskphones (UNISTIM 5.0)
- Instant Messaging
 - » IBM Lotus Sametime Connect 8.5 and above
 - » Openfire 3.6 and above
- Speakers/Horns
 - » Cyberdata Speakers/Horns
 - » Atlas Sound Speakers/Horns
 - » Speaker (Public Address) systems interoperability tested with PBX
- External Audio Conference Bridge
 - » Avaya Meeting Exchange 5.2 SP1 and above
 - » Any third party conferencing services