

CASE STUDY

UAT: Mastering the Art of Simplicity



The University of Advancing Technology (UAT) is a private and elite technology university located in Tempe, Arizona. Established in 1983, UAT integrates technological principles into all curricula and allows students to specialize in the most exciting tech fields the 21st century has to offer. UAT alumni go on to achieve new heights in both government and industry, including Google, Microsoft, the NSA, and Electronic Arts (EA). UAT is also one of the only STEM-specific colleges in the United States, boasting over 20 undergraduate and graduate majors ranging from Cyber Security to Artificial Life Programming. UAT is a unique environment that fosters the brilliant and innovative technophiles of tomorrow.

At a Glance

UAT is a private, accredited university focused exclusively on advanced technology majors. The Cisco Unity VoIP system they implemented last year was causing severe administrative and user-related problems, so Jive stepped in to make things simpler. This allowed the staff to focus on mission critical initiatives instead of being distracted by their phone system.



The Problem

Because of its emphasis on technological advances, UAT has always sought out the best systems for its internal infrastructure, especially when it comes to phone service. Early in 2014, the UAT administration signed up for Cisco Unity VoIP service with call manager center, and they thought they could rest easy for the future.



However, as CEO Jason Pistillo reported, things couldn't have been more complicated. "The administration of the system was particularly tedious, and there were lots of challenges with our SIP trunk and our internet service provider," Pistillo noted. "Because of that, we were never able to fully realize our deployment goals."

Another major issue was the lack of delivery on features that were promised from the start. UAT administration particularly wanted the ability to both record calls and listen in, to support training initiatives with their employees, but after 18 whole months of assurances, Cisco still hadn't delivered. So in the summer of 2015, UAT set out to find a better solution.

The Solution

Given their most recent experience, UAT was ready to look for an innovative, outside-of-the-box solution. Jive was quickly selected as the frontrunner. "We talked with a few other companies, but we didn't really entertain any of them as viable options," said Karla Aragon-Joyce, COO. The staff was impressed by Jive's extensive feature set, simplicity, and expedited implementation timeline. "We needed our system to be easy to use and to deploy, and Jive seemed to be the perfect fit." By July 2015, the UAT had deployed their Jive system.

FEATURE HIGHLIGHTS

It's a story that is heard time and again: too many phone systems don't allow for easy administrative access or quick changes, or don't provide the wide range of features crucial to an enterprise organization. Educational institutions in particular need the ability to modify configurations and change schedules quickly, so that they can better enable student-staff communications. Jive immediately brought UAT the following critical advantages:

Ease Of Use: UAT asked for administrative simplicity, and their call was answered by Jive's intuitive visual Dial Plan Editor. This feature allows any individual to manage their own call flow, right from their desk. It also gives the user plenty of feature options, from auto

After deploying an expensive, top-tier premises-based VoIP solution that "never fully realized our deployment goals," switching to Jive was "easy to use and deploy" and a "perfect fit" for UAT.

KARLA ARAGON-JOYCE,
CHIEF OPERATING OFFICER



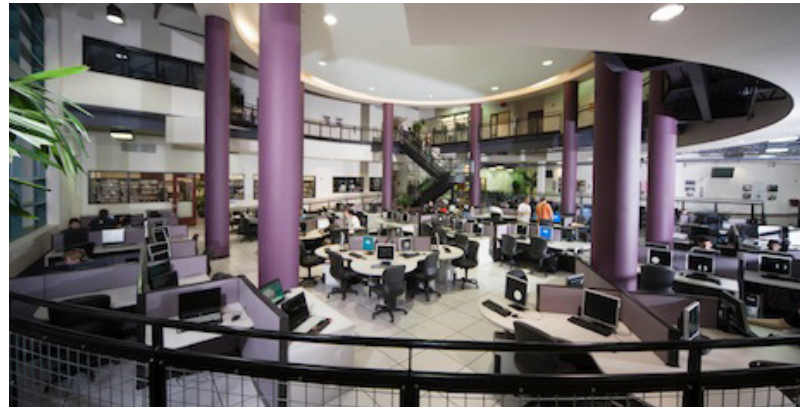
attendants to call forwarding, at no additional cost. As Jason Pistillo related, “With Cisco, we needed high-level IT professionals just to rearrange our callflow. But with Jive, I was able to create my own conference line in 5 minutes, just through a little trial and error.” When compared with other VoIP platforms, there’s no denying that the visual element and customizability makes for a quick learning curve.

Call Recording: For UAT, being able to record and monitor calls was a top priority. With Jive’s all-inclusive feature set, call recording is already included in a simple monthly flat rate. When paired with a cloud-based storage account at Amazon S3, UAT can now store 5,000 minutes of recorded calls for 14 cents, less than the change hiding in the couch cushions. Jive’s call monitoring functions also provide UAT training with different options for every need. For example, Jive’s Whisper mode was uniquely helpful to UAT, since it allowed their supervisors to privately speak to agents and coach them while on a live training call.

Simple Phones: When it comes to hardware, Jive only partners with the best. UAT particularly enjoyed the simplicity of their Polycom phones, and said that the transition to the new phones was surprisingly easy for all users.

MAKING THE SWITCH

While switching over to a new service is rarely easy and often tiresome, UAT reported that the shift to Jive was straightforward. “It did take us a day or two to figure out what changes needed to be made on our firewall internally, since we have our phones on a separate VLAN,” said Karla Aragon-Joyce. Since sorting out the



initial configuration, however, it’s been smooth sailing. “Any problems have always been solved quickly and effectively by the Jive team. Everything has worked out great!”

Forward with Jive

Moving forward, the University of Advancing Technology will continue to work with Jive to streamline their training process and promote user accessibility. When asked if Jive was making life better, Pistillo said: “yes, because Jive makes administration of the system easy. The simplicity of the Jive system just blew us away, and we’re thrilled with the results.”



Jive Communications, Inc. | 1275 W 1600 N, Suite 100, Orem, UT 84057
866.768.5429 | www.jive.com