



CASE STUDY

Finding Safe Harbor in the Cloud

Located on the Olympic Peninsula near Seattle, Port Townsend is known for its natural beauty, historic charm, and thriving artistic community. The city is surrounded almost on all sides by water, making it a natural draw for regattas, racing, and boat festivals. Its Historic District is a designated landmark due to its many Victorian-era buildings, while its museums, galleries, concerts, and music festivals feed the modern tastes of the local artistic scene.



Background

Port Townsend, like many cities in Washington, relied on a phone system procured through an existing state telecommunications contract. However, the state provider didn't deliver on key service areas, becoming more hassle than help over time. Port Townsend ran into several challenges, including the system's heavy expense, lack of features, and the complexity involved in making routine changes to the system.



At a Glance

Problem: Port Townsend's IT Manager needed a phone system that offered:

- Budget predictability
- Easy management
- Lower costs

Solution: He determined that Jive Communications offered the best fit for the city: a phone system that was maintained off-site and delivered its service remotely via an Internet connection (i.e., via the Cloud).

Why Government in the Cloud?

Government institutions' switchover to Cloud services has been hailed by KPMG International—one of the world's top advisory firms—as a "long-anticipated next phase in the evolution of information technology", one that "carries profound implications for IT provision in governments."



- 1. Expense.** With tightening budgets and limited resources, city governments like Port Townsend look for ways to accomplish more with less. Port Townsend found this challenging because their provider was expensive, yet failed to provide the functionality the city required.
- 2. Lack of features.** Port Townsend’s state-procured provider offered only a very limited feature set. The city wanted to find a system that was more budget-friendly, yet delivered an up-to-date feature base.
- 3. System complexity.** Port Townsend’s system was difficult to manage, requiring all moves, adds, and changes to go through the state provider. Requesting these changes took time, and the provider was slow to respond. The city’s IT staff requested a system that allowed them to perform moves, adds, and changes themselves.

Solution

Port Townsend’s IT Manager, Mark Peil, began looking at other options. In a time when many city governments are only just beginning to evaluate Cloud solutions, Mark saw the Cloud as an opportunity to bring the city up to speed on the latest technology. He determined that a Cloud-based system would be more manageable, offer a richer feature set, and cost less than the current system.

Mark discovered Jive and decided its Cloud-delivered VoIP offering was what Port Townsend needed. Where other cities have been slow to adopt Cloud systems, Mark moved forward. He placed his first order with Jive in November 2013 and began shifting Port Townsend’s telecommunications to the Cloud.

Since taking his city in this new direction, Mark has found a lot about Jive to recommend. “It’s a good product at a great price,” he said.

Quick Facts

Port Townsend hosts several events, including:

- A wooden boat festival
- An annual blues and jazz festival
- A monthly Art Walk
- An international film festival

Port Townsend was originally named “Port Townshend” by Captain George Vancouver, after his friend the Marquis of Townshend.

Port Townsend is the county seat and only incorporated city in Jefferson County.

For shopping, lodging, and dining information, please visit EnjoyPT.com.



When asked what impressed him most about Jive's service, he listed benefits like Jive's round-the-clock technical support, its intuitive admin portal, simple plug-and-play setup, and easy system management.

- 1. Support.** "Their technical support is outstanding," Mark said, referring to Jive's #1-ranked customer service and reliability. Jive support is available 24 hours a day, seven days a week, 365 days a year, and is backed by a service level agreement that guarantees industry-leading uptime.
- 2. Intuitive Admin Portal.** Jive's administrator portal is browser-based, offering easy, intuitive access and control over all system features and function, including all moves, adds, and changes. With so much control at their fingertips, many administrators worry that their technical expertise isn't up to the task. According to Mark, they don't need to worry. "The admin portal is easy to navigate and use," he said.
- 3. Simple Plug-and-Play Setup.** Because Jive is a hosted solution, very little on-premise equipment is required, and what equipment is necessary usually arrives pre-programmed for plug-and-play

functionality. Customers just plug in their phones to the Internet and have immediate results. For Mark, this was a definite plus. "Setting up phones from scratch is relatively easy."

- 4. Easy Management.** Mark was especially pleased with how simple it was to make changes to his system with Jive. Now, instead of opening a service order to make changes, he can do it all himself and save the changes in real-time with just a few clicks on a mouse. "Moves and changes are a piece of cake," he said.

The Future is in the Cloud

By exploring and adopting Cloud technology, Port Townsend is now better equipped to serve its community. Rather than struggling with unresponsive support and sparse phone features, the city now enjoys a modern telecommunications system. IT staff are free to make simple system changes by themselves using Jive's administrator portal. Users can access advanced features that include unlimited voicemail boxes, conference bridges, auto attendants, ring groups, call queues, and more—all for less than the cost of the prior, state-procured solution.