

## **Santa Rosa Junior College** **A Case Study**

SRJC deploys the first and only fully software / IP based room control and enterprise management solution with built-in video help desk. The Utelogy **You-nify** platform has been praised by teachers for its ease of use, and has saved the college thousands of dollars with its configurability and ease of deployment and support.

Having been a senior manager charged with media / distance learning classroom management and support for nearly two decades as Director of Media Services, Russ Bowden has seen it all. When the college embarked on long-range plans to build a new campus 10 miles away in Petaluma, build several new buildings on the 92 year old Santa Rosa campus as well as implement upgrades to other satellite campuses within the district, Russ had some ideas on what his ideal total solution would look like.

Russ has spent his career designing, deploying, and managing hundreds of classrooms with technology to assist and support teaching. The college's classrooms ranged in technical scale from relatively simple projection, sound reinforcement, and digital media to complex video conference distance learning classrooms with blue-screen technology. Russ heard about Utelogy from the director of Santa Rosa's Cisco Training Center, Michael McKeever, who had been introduced to the Utelogy technology when discussing the future of classroom technology with a Utelogy executive.



### **The Challenge**

SRJC came to Utelogy with a solid history of deploying classroom presentation and distance learning technology. Russ is a respected member of DET/CHE and acknowledged by his peers for his expertise and insights in the field. So when Russ and the team at Utelogy sat down to discuss his vision, he was clear about his critical needs:

#### **Platform**

Russ was looking for a next generation, truly IP-based control and management solution. He was looking for a platform. One that he felt would deliver the fundamentals of room control , enterprise management and support capabilities – but it had to cost less – much less – and offer features that were not available anywhere else.

Russ had a vision of deploying a true network based solution – one with a highly scalable architecture, was completely configurable, could live on a server and be remotely hosted, and was highly stable.

## Room Control

Russ wanted all the fundamental aspects of room control available to him without having to purchase expensive and proprietary touch-panels, controllers, and inconsistent, custom programming. He also wanted to eliminate costs associated with making upgrades in the future. With legacy control systems, any little change in equipment meant he had to contact a programmer (or retain one on his staff and keep them trained) and make changes to the code, and then repeat that process over and over in each room.

But perhaps most important was his users - he coveted the all-important notion of “user-adoption”. It had to be easy to use and consistent – regardless of technology available in a room, regardless of classroom, regardless of campus – his professors and teaching staff needed consistency in the user interface – and it needed to be intuitive. Consistency, uniformity, easy to use – the holy grail of room control is what Russ has been striving to achieve for the last 2 decades.

## Support Capabilities

As anyone who supports technology understands, all the technology in the world is next-to-useless without relevant and meaningful support. Russ routinely dispatched precious few technicians for a myriad of problems and issues (mostly user related) which would take them several minutes in the best case, and several days in low priority cases to arrive and assist. Russ needed to have his folks in more places at the same time, provide a significantly higher level of support, increase user adoption, user confidence, and ultimately the college’s ROI.

## Enterprise Management

Russ required advanced global systems management and monitoring, beyond simple asset status and tracking. Having 2 large campuses and several remote smaller campuses or annex sites, Russ needed an enterprise management solution that put him at the center of his network. He needed to remotely configure rooms, remotely control them, and create changes on the fly without having to have an AV or systems expert on site. And it had to be easy.

## The Solution

Utelogy discussed these challenges and needs over the course of several meetings with Russ, managers from IT, several deans, and the president of the college to be sure we understood all aspects of how the college wanted to utilize its 21<sup>st</sup> century classrooms and the ultimate conclusion was: it had to be easy to use, easy to deploy, easy to manage, easy to upgrade, and very low cost. Utelogy discussed the functions and benefits of their platform solution with SRJC to address critical issues on the front side of their project – because understanding the needs and challenges and creating a plan for deploying the Utelogy control and management platform made all the difference.

## You-nify by Utelogy

The *You-nify* platform is an easy to use managed service application for AV and IT control and management. The Utelogy platform approach appealed to Russ because each classroom and media teaching room on his multiple campuses had differences in technology and equipment deployed. Some rooms had document cameras while others only a laptop and a projector. Others had blue screens, video phones and distance learning applications. The *You-nify* platform is the first and only fully software / internet based, IT-friendly solution that met the full spectrum of his video conferencing, distance learning, and media presentation control and management needs. Key aspects of the platform are:

- **Control Dashboard** that provided the teaching staff an easy way to control their class presentation.

- Integrated **One-Touch Video Help Desk** and support system delivered discreetly through the Control Dashboard Interface.
- Remote support, diagnostics and configuration that make it easy to deploy and maintain any room, anywhere on the network.
- Enterprise management and reporting features to track equipment status in real-time and log equipment configuration, maintenance and upgrade.
- .NET framework with architecture that supports variety of LAN/WAN topologies. No proprietary code requirements designed to sell equipment. A true solution.
- Enterprise Licensing that fixes costs up-front and virtually eliminates future costs to add, change aspects of the whole system or minor/major changes to a single room – no more calling and scheduling a programmer to come out and make a change, re-compile, test and punch the entire system.
- Comprehensive, integrated, low-cost, scalable architecture benefiting every aspect of organization

All these and more combine to create a total platform that can easily control and manage hundreds or even thousands of rooms on a campus, or around the globe.

## Control Dashboard

Since Russ had computers in his rooms anyway, why not leverage that investment and deploy control and user interface on them: one less thing for users to learn and a lot less equipment for the college to buy.

The Utelogy **Control Dashboard** solution is 100% configurable. No coding. And if there is an equipment change in a room, it can be “hot-swapped” with new drivers loaded in the configuration on the fly without affecting the class or the other technology in use at all. For example, if a projector goes out in a room during a class, and the only back-up projector available is a different model, that replacement projector can be installed in the room, in the control system in seconds, without shutting down other technology being used.

The Utelogy **Control Dashboard** solution delivered graphics that dynamically scale to any screen size any time. A future rev of the software will have LDAP log-in feature sets that allow for users to create their own skins and by simply logging in to a classroom – any classroom – the platform will deliver the available technology in the room to them on their own personal UI. That’s new! And that makes users excited.

And because Russ has the **You-nify** platform, as features and upgrades become available, he can simply push those upgrades to his classrooms and in a matter of minutes – his entire network of classrooms is upgraded. It’s that easy!

## One-Touch Video Help Desk

The **One-Touch Video Help Desk** application applies our “always-ready” principal of one-touch video help-desk support for video conferencing, distance learning, media teaching presentations, audio calls and more. The biggest challenge to a positive user experience is often an easily handled problem. But how do you effectively support one room, let alone hundreds, or thousands? The **You-nify** platform’s **One-Touch Video Help Desk** connects Russ’s users directly to their support center. By simply pushing a button on the user interface, a two-way, private video chat begins and immediately puts users at ease. His knowledgeable help-desk staff will then address the situation.

Integrated into the UI is a full duplex soft-codec, which enables the user to see the live help desk technician. It’s built right into the user interface. One touch of the help button activates the **One-Touch Video Help Desk** and control of the room is instantly shared with the help desk technician via the network for control and diagnostics functions. It also generates a help ticket through the integrated help ticket system. As anyone who supports technology understands, most calls (some say as high as 95%) are quickly remedied and really are the result of user error. With the Utelogy **You-nify** platform, all this takes place in seconds whereas in the old days, Russ had to

dispatch one of only a precious few technicians and that would take them several minutes in the best case to arrive and assist. The **One-Touch Video Help Desk** solution enables Russ to be in more places at the same time, provide a significantly higher level of support, and increases user confidence with these powerful technologies, thereby increasing usage, user adoption and ultimately the college's ROI.

All aspects of the **You-nify** platform can be licensed once with annual maintenance or as a Software-as-a-Service application. Likewise, the **One-Touch Video Help Desk** can be hosted in-house (like Russ does at SRJC), or hosted by Utelogy.

### **Global Control Center**

With multiple classrooms to manage, and advanced features too numerous to name, the **Global Control Center** packs the power. With centralized management and monitoring at the core, this Utelogy solution delivers many features. Asset status and tracking, usage stats and other basics like remote control and configuration come standard in the **Global Control Center**. Other features provide for shared resources like room schedules and directories. Some advanced features are concierge services such as instant scheduling, on-demand multi-site video and audio bridging, among other services. Other advanced IT/network features run multiple rooms in a single, fail safe cluster.

### **Result**

In 3 years Russ Bowden and SRJC have built scores of new classrooms in several new buildings on multiple campuses. Additionally, they have upgraded several dozen existing classrooms. All of these upgrades and all future upgrades and new builds will be supported by the Utelogy **You-nify** platform.

Russ has told us he has saved several hundred thousand dollars in capital equipment costs by not having to purchase legacy, proprietary touch-panels and equipment. Moreover, Russ has told us his users have claimed the rooms are "easy-to-use" and "intuitive" and because of that he has saved and will continue saving several thousand dollars in operating expenses related to training and support. Russ has also told us that he can configure a room and deploy the **Dashboard** in a matter of minutes. And in cases of multiple rooms, 30 seconds per room thereafter – and that is done remotely. This case study demonstrates the power and savings associated with the Utelogy **You-nify** platform, **Dashboard**, **One-Touch Video Help Desk**, and **Global Control Center**.

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