

- IP Telephony
- Contact Centers
- Mobility
- Services

CASE STUDY



San Francisco Museum of Modern Art Exhibits New Savings and Productivity with Avaya Communication System

Challenge:
Ease IT management burden and decrease recurring costs by streamlining communication infrastructure using a single data network while ensuring a consistent branded experience for patrons and sponsors
Solution:
Deployment of Avaya IP Telephony solution over an Extreme Networks converged data infrastructure to reduce costs and improve intelligent, personalized interactions both internally and externally.
Value Created:
<ul style="list-style-type: none"> Return on communications solution investment expected within 24-36 months of deployment Annual recurring maintenance costs drop by \$35,000 IT staff saves an average of 15 hours per week through simplified network infrastructure and applications manageability Comprehensive, easy-to-use platform enables applications that extend productivity, collaboration, and mobility Improved responsiveness to museum members, prospective donors, and employees

SAN FRANCISCO, California USA – Founded in 1935, the San Francisco Museum of Modern Art (SFMOMA) was the first museum on the West Coast of the United States devoted solely to works from the 20th century. Today, as its collections continue to showcase a commitment to contemporary creativity, the institution has achieved international renown. Yet even as it enriches its global

reputation, the museum works hard to earn the respect of its local, Silicon Valley community through a unique combination of avant-garde culture and cutting-edge technology.

Challenge: Ineffective PBX System Drained Valuable Resources

SFMOMA refreshes its infrastructure frequently to ensure employees and members enjoy the benefits of the most advanced communication technologies. When the five-year lease on the museum’s Siemens PBX telephone system neared expiration in 2004, IT Director Leo Ballate had several reasons to radically improve the existing communication infrastructure. His group was wasting too many hours managing basic moves, adds, and changes. The voice mail system was not reliable. In addition, annual maintenance costs in the neighborhood of \$65,000 far exceeded the value of the existing system.

“Not only did we have to manage separate directories for the phones, the call accounting, and the voice mail, but we also had to manage and maintain the copper infrastructure,” says Ballate. *“It was a huge drain on productivity, and it was costing too much money.”*

Manageability and affordability were not the only reasons Ballate was eager to steer the museum toward a new approach to communication. With 50,000 members, an elite Board of Directors, and a wealth of private donors, the institution relied heavily on the functionality of its three call centers for its success as a mid-sized nonprofit organization. Unfortunately, the current voice infrastructure could not handle the demand.

“During the term of our lease,” Ballate recalls, *“there was a time we had no voice mail system — and no support from our vendor — during our busiest three months of the year. No one could get a live person on the phone. People were telling me that the phone just rang and rang. We really don’t want to be hearing that from our high-profile donors.”*

SFMOMA faced a critical decision. *“Either we would spend hundreds of thousands of dollars to keep old technology from a vendor that did not meet expectations,”* says Ballate, *“or we would scan the industry for new technology and find a solution more in line with the goals of our business, something less expensive to operate that didn’t compromise on scalability.”*

Over the past few years, VoIP technology had advanced enough that

Ballate felt the museum was ready to streamline communication by merging voice onto the data network. His reasoning was straightforward. *“We believed a converged network would minimize our management activity, help us regain lost productivity, and help reduce our recurring costs. And by tackling these challenges, we could better serve the needs of our employees while ensuring more personalized relationships with our patrons and donors.”*

Solution: Ideal Communication Solution Blends Technology with Trust

After approving the decision to deploy Voice over IP solution, the museum’s IT organization began searching for the right one. For SFMOMA, this process was about more than selecting an easy-to-use, manageable array of hardware and software — it was about building a relationship with a cooperative vendor. The museum’s previous experience had clearly highlighted the importance of combining effective technology with superior vendor support and trust.

Chief among SFMOMA’s requirements was the need to leverage its existing data infrastructure from Extreme Networks. The IT group had time and resources invested in managing and administering Extreme technology, and Ballate wanted to get the biggest return possible from that expertise. He knew they would upgrade the network with power switches to support IP telephony, and Extreme was the natural choice. The next logical step, then, was selecting a VoIP solution that could interoperate well with Extreme.

Initially, Ballate investigated Cisco technology, but when representatives encouraged him to drop Extreme in an effort to promote Cisco hardware, Ballate backed down. *“I wasn’t thrilled with that approach,”* he recalls, *“so I*

went to Extreme and asked who they would recommend.”

After reviewing a handful of case studies and watching — demonstrations firsthand, Ballate learned about a more powerful horse in the running: Avaya. Extreme felt the Avaya solution was the optimal choice for its network in terms of performance and reliability. And unlike Cisco, Avaya offered an application-based model, which Ballate considered a very compelling advantage. SFMOMA’s IT group could simply plug in the phones, assign them IP addresses, and manage them as appliances.

“Cisco had us headed toward a rack full of Windows 2000 servers, which meant more to manage as far as critical updates, security, and vulnerability were concerned,” says Ballate. *“Our objective was to decrease the management burden. We were much more interested in going with an appliance model — so we chose Avaya.”*

SFMOMA selected an Avaya MultiVantage™ Communications Applications featuring Avaya Communication Manager software with 300 Avaya IP telephones and Avaya Modular Messaging. Throughout phases for planning and design of the new solution, SFMOMA received assistance from a certified Avaya BusinessPartner. In addition, Avaya Global Services helped the museum conduct an IP readiness assessment that paved the way for a successful migration to IP Telephony.

The Business Benefits

From day one of deployment, the new Avaya solution has had a positive impact on the museum’s daily business.

Converged Voice and Data Network Dramatically Eases IT Management Burden

Now, with only a single data network to administer and the advantages of IP telephony at hand, Ballate’s team

is no longer spending valuable time managing repetitive line changes.

“Finally,” he praises, *“no more cross-connects. No more visits to the closet. We just plug in a phone, configure it, and take it out to the employee’s desk. And often, it doesn’t even need to be a telecom person that installs the phone. My administrative assistants can say, ‘I’m taking this phone to Mary’s desk,’ plug it in, and it’s ready to go. That’s a tremendous time savings.”*

The Avaya Communication Manager software also contributes greatly to the solution’s enhanced manageability. To begin with, deployment of Avaya Modular Messaging is practically self-service. In fact, virtually all of the museum’s employees have been able to keep up with the gradual rollout of applications by downloading and installing various components on their own, from their own desks. Additionally, our network is monitored by Avaya EXPERT SystemsSM Diagnostic Tools, as part of our Product Support Service. These tools continuously check the system and can often correct a problem before it manifests — it appears to be self-healing.

Cost Savings Soar Thanks to Converged Communication Functionality

Streamlined management of the communication infrastructure is also dramatically decreasing SFMOMA’s maintenance expenses. Where the museum was spending an average of \$65,000 per year on its previous system, Ballate now estimates the yearly bill to be about \$35,000 lower. This savings is also due to a contract for Product Support Services with Avaya Global Services that enables even faster troubleshooting and administration of all the museum’s IP telephony-related devices, from both Avaya and Extreme.

Furthermore, the museum is getting a better return on its investment now that IT staff spend less time managing user endpoints and more time on core business tasks.

"I would say each IT staff member saves an average of 3 hours weekly thanks to the Avaya solution," says Ballate. "Roughly translated, that's about \$9,000 a month that our team now redirects toward tackling more vital business challenges. Combine these figures with our substantially decreased maintenance bill, and the Avaya solution will pay for itself easily within about 24-36 months."

Ease of Use Enhances Productivity and Collaboration While Promoting Responsiveness

Since deploying an IP-based system, SFMOMA significantly simplified communication usage so employees gain valuable information faster, direct greater attention to business tasks, and increase overall productivity. For example, thanks to straightforward prompts and more reliable technology, callers are longer lost in voice mail. Speed dial is actually speedy now that employees push fewer buttons to call frequently dialed numbers. And, with the ongoing implementation of Avaya Modular Messaging software, users will be able to access their voice, fax, and email messages at any time from a diverse array of devices, including cell and softphones. As a result, employees can respond with accuracy and agility to each other, as well as to members and donors.

"Everything about the Avaya solution is easier to use," says Ballate, "from the design of the voice messaging to design of the IP phones to the graphical user interfaces — on the face plates. IT people usually only

hear when things go wrong, but since deploying the Avaya solution, we are being stopped in the hall by employees who have to tell us how much they love their new phones and their increased functionality. In my ten years at SFMOMA, I have never had users come up and tell us how great our technology is until now."

Comprehensive Platform Enables More Functional Services and Applications

SFMOMA employees will be enjoying the benefits of an advanced communication infrastructure that puts greater control in their hands, even when they are away from their desks. Ballate's team, for example, is currently test-driving the Avaya IP Softphone, which allows users to place and receive phone calls from a laptop or PC via integration with Microsoft Outlook contact lists and other directories. *"I feel like I don't even touch my phone anymore,"* Ballate says. *"I just do it all on the screen. We'll be rolling this out to our senior managers in about six months."*

Next on the agenda will be a built-in "meet me" conferencing feature that automatically facilitates group calls of up to six participants, and eliminates the need for a third-party service helping the museum save even more money. Also high on the priority list is the implementation of Avaya Unified Communication Center with Speech Access, which will allow both office-based and mobile users to retrieve critical information — including phone and email messages — via any telephone using basic, intuitive speech commands. Workers in the field will find productivity further boosted with the addition of Extension-to-Cellular capabilities, which seamlessly bridges calls from Avaya Communication

Manager to any cellular phone, regardless of location or wireless service provider. "Our curators travel all the time," says Ballate. "These mobility solutions will be perfect for them, and our donors will no doubt appreciate the easier accessibility to our staff."

Dependable Relationship Makes Technology a Long-term Investment

Located so close to Silicon Valley, SFMOMA feels a natural responsibility to be a leader in technology, as well as, artistic innovation. With the Avaya solution now in place, Ballate is certain the museum is living up to its obligation.

"Having state-of-the-art communication technology solutions helps the museum make a strong connection to the community," he explains. *"And having Avaya along with Extreme Networks provide and support those solutions helps us solidify our edge."*

Furthermore, Ballate feels SFMOMA now has the critical partnership behind its communication infrastructure that was sorely needed. *"Avaya has been here for us through everything,"* he states. *"Even when things didn't go exactly as expected, Avaya was there to make it better. I did a lot of research before making this decision, but at the end of the day, it wasn't that hard. Everything pointed towards Avaya as the clear leader in IP Telephony, and we are happy to have this solution help drive our business forward."*

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at www.avaya.com

ABOUT SFMOMA

San Francisco Museum of Modern Art opened in 1935 as the first museum on the West Coast devoted solely to 20th-century art. SFMOMA's painting and sculpture collection is distinguished by major works by artists associated with the American Abstract Expressionist School, notably Clyfford Still, Jackson Pollock, Philip Guston and Richard Diebenkorn. It has strengths in American Post-Minimalism; German Expressionism; Fauvism, particularly the works of Henri Matisse; Mexican painting; and the art of the San Francisco Bay Area. The Museum is also widely known for its collection of Southern California art; for the important gifts and promised gifts of works by Paul Klee from Dr. Carl Djerassi and the Djerassi Art Trust; and for its very active contemporary art acquisitions program.

Applications	Systems	Services
<ul style="list-style-type: none"> • Avaya MultiVantage™ Communications Applications • Avaya Communication Manager • Avaya Softconsole™ • Avaya Modular Messaging • Avaya Call Management System 	<ul style="list-style-type: none"> • Avaya S8700 Media Server • Avaya G650 Media Gateway • Ethernet switching infrastructure from Extreme Networks® • Avaya 4610, 4620 and 4630 IP phones 	<p>Avaya Global Services:</p> <ul style="list-style-type: none"> • IP Migration Readiness • Project Management • Product Support (Maintenance) • Avaya EXPERT SystemsSM Diagnostic Tools

All statements in this Case Study were made by Leo Ballate, IT Director, SFMOMA.

