

**IS YOUR OLD PHONE SYSTEM HANGING UP  
YOUR DISTRICT?**

## THEN YOU NEED A DIRECT LINE. **now.**



### CISCO IP PHONE SOLUTIONS

Cisco IP phones provide better communications, improve the business side of education, and make schools and districts safer, too. They can be installed in classrooms, offices, and common areas, while mobile IP phones can give administrators and teachers access to information when they are outside the office or classroom.



### The Cisco K-12 Direct Line Solution helps you improve the functionality of your phone system—at a lower price than ever before.

If your district is using an older private branch exchange (PBX), or Centrex system, or a variety of key phone systems, it's costing you large amounts of money.

But that's not all. Outdated phone systems simply can't do much more than let users make and receive voice calls and faxes. Which means you aren't able to deploy new technologies that can enable your district to gain:

- Improved communications between parents, teachers, students, and administrative staff
- Better school security
- More efficient business processes to replace paper-based systems

Cisco Systems® is the industry's leading provider of IP solutions for schools and districts, having installed more than 3 million IP phones worldwide. At Cisco, we know that your phone system should provide you with much more than just a dial tone.

That's why we're introducing the **Cisco K-12 Direct Line Solution for IP Communications**. It delivers the IP telephony system that gives you a "direct line" to improved district-wide communications, safety, and productivity—and gives you an excellent return on investment (ROI). In addition, it offers incentives on all the hardware and applications your district needs to take this all-important step.

## A HIGHER LEVEL OF COMMUNICATIONS.

### BETTER COMMUNICATIONS

Cisco IP telephony enables teachers and staff to access district information systems and online directories, receive messages from the office, hear school announcements—and of course, make and receive voice calls in the classroom.

07:48a 03-01-04 4155551212

Welcome - Vlad Kamen

1. Attendance
2. Bulletins
3. My Students
4. Calendar
5. Check In/ Check Out

Use Your Key Pad Powered By LiteScape Technologies

Submit <<

07:48a 03-01-04 4155551212

Welcome to OnCast

- 1 Logout
- 2 Live Broadcast
- 3 Pre-Recorded Broadcasts
- 4 Record a new Broadcast

Make your selection Powered By LiteScape Technologies

Select Exit

07:48a 03-01-04 4155551212

Enter Required Data

Account Code: 123456

Pin: \*\*\*\*\*

Phone: 14085551212

Use Your Key Pad Powered By LiteScape Technologies

Submit << Cancel Reset

Through the Cisco K-12 Direct Line Solution, a Cisco IP phone can be installed in each classroom, so teachers can make and receive voice calls right from the classroom. Each teacher and staff member can have their own voice-mail, and can get all their e-mails, faxes, and voice messages from one phone. Cisco IP telephony enables:

- **Improved communication with parents**, who can leave voice-mail messages for teachers, and have more frequent conversations to discuss grades, attendance, behavior, and other student-related issues
- **Homework hotlines**, which students and parents can call to get details about assignments
- **Improved connections with office staff**, who can have a private conversation with teachers anytime, and can reach them via voice-mail
- **Access to online directories**, so teachers can easily contact the people and services they need
- **Intercom paging**, allowing classes to hear school announcements over the speakers of the IP phones, as well as over external loudspeakers
- **Message broadcasting**, enabling office staff to record a message once and send it to multiple voice-mail boxes
- **Mobile IP phones**, for administrators who need access to vital information when they're in classrooms, hallways, and other locations outside the office.

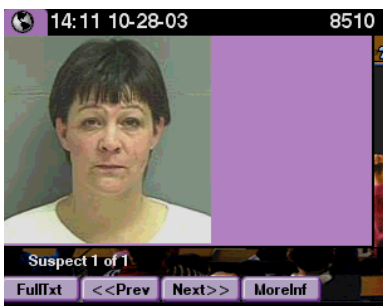




## GREATER SAFETY AND SECURITY IN THE CLASSROOM.

### CONNECT TO THE AMBER ALERT SYSTEM

Amber Alerts, weather alerts, and other notifications can be sent to each Cisco IP phone, where they can be read on the screen and listened to over the phone.



With a Cisco IP phone in every classroom, it's easy for a teacher to get help whenever a problem occurs. There's no need to leave students unattended to contact another teacher or the office. Instead, teachers can simply pick up their IP phones—and place a call.

In the event of an emergency, each teacher can access 911 emergency response in seconds. Every IP phone comes with enhanced 911, which tracks the exact location of a caller's phone. This helps first responders get to the classroom, office, or other areas as quickly as possible.

The Cisco IP telephony system and its applications can improve security throughout the district, by enabling staff to:

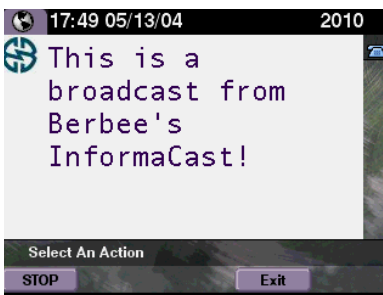
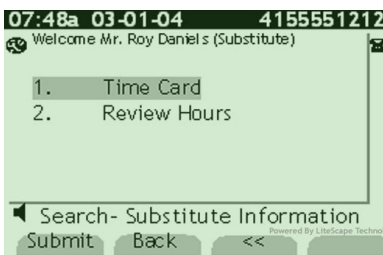
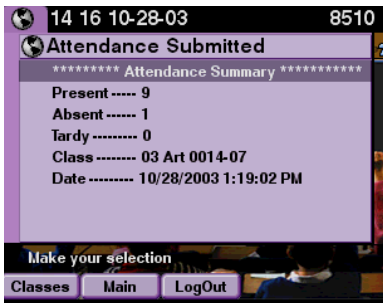
- Issue hall passes to students
- Send photos of on-campus visitors to teachers
- Connect to the nationwide “Amber Alert” system and obtain notification of missing children in their state



## IMPROVING THE BUSINESS OF EDUCATION.

### AUTOMATE DAILY TASKS

By automating tedious, labor-intensive tasks—such as attendance taking and time reporting—Cisco IP phones can help make your staff become more efficient.



As many district superintendents and administrators know, K–12 business processes are paper-based and take up huge amounts of staff time—and district budget.

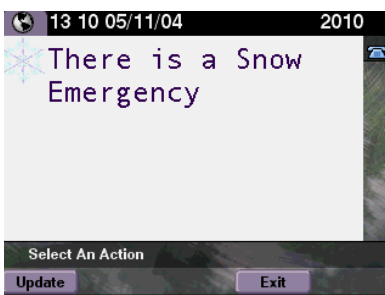
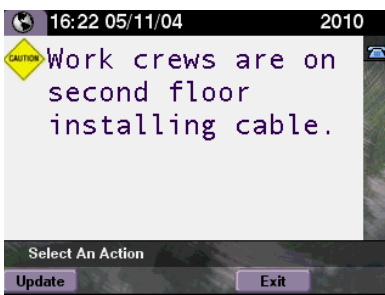
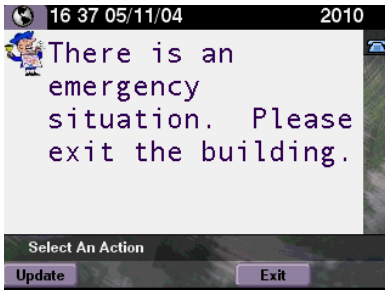
But with the Cisco K–12 Direct Line Solution, your district can start to automate these necessary daily tasks and significantly improve staff productivity. Each IP phone, via IP applications, can connect to district information systems, thus eliminating the paper and time associated with performing daily tasks. By pressing a few buttons on IP phones:

- Teachers can take attendance and look up parent contact information
- Hourly and temporary staff can clock in and out
- Nurses can look up student medical information
- Administrative staff can locate teachers and students
- Phone calls and e-mails can be automatically sent to parents, teachers, and staff, notifying them of student absences, schedule changes, school holidays, overdue library books, low lunch card balances, and more.

## A FAST RETURN ON INVESTMENT.

### QUICKLY INFORM STAFF

Cisco IP phones can quickly notify teachers and staff of any kind of situation and how to respond to it.



The Cisco K-12 Direct Line Solution can lower your district's Total Cost of Ownership (TCO) by:

- Decreasing operating and maintenance costs, with a single, converged network instead of separate, parallel networks for voice, video, and data
- Eliminating multiple unnecessary leased lines at each school, to consolidate phone traffic across the district
- Reducing and tracking long-distance charges through toll restriction access codes
- Lowering or eliminating conference call fees
- Reducing up-front installation and equipment costs
- Simplifying the move, add, and change process, because the only thing users have to do is plug their IP phones in at their new locations, and they'll be immediately accessible
- Getting more out of your phone system than ever before, through added functionality and IP applications that enable you to:
  - Replace traditional analog intercom, bell, and alarm systems with a single system that broadcasts announcements, alarms, and bells to classrooms, common areas, and school and district facilities—at a fraction of the cost
  - Automate the student attendance process, saving time for both teachers and administrators
  - Create a robust hall pass process
  - Utilize an IP phone time clock system for hourly employees

By moving to a single, converged network that runs voice, video, and data, your district does more than save money. It lays the foundation for exciting new technologies that can improve the quality of education like never before.



CISCO IP PHONE 7970

## TRUSTED CISCO SOLUTION PARTNERS— AND THEIR IP APPLICATIONS.

### INDUSTRY-LEADING PRODUCTS THAT MAKE UP THE SOLUTION.

- Cisco IP Telephony Servers
- Cisco Call Manager Software and Licenses
- Cisco IPCC Software and Licenses
- Cisco Unity Software (Voicemail and Unified Messaging) and Licenses
- Cisco Conference Connection Software and Licenses
- Cisco Personal Assistant Software and Licenses
- Dedicated IP Telephony Gateways
- Modular Voice Modules
- Cisco Voice Mail Gateways
- Cisco IP Phones Series
- Cisco IP SoftPhone
- Cisco Emergency Responder and Licenses
- Cisco Catalyst Switches

### IP APPLICATIONS

- AAC PhoneTop K-12
- Berbee InformaCast
- LiteScape Technologies KIDS



The IP phone applications that provide districts with so many productivity advantages come from:

- **AAC, Inc.**, creators of the PhoneTop K-12 Application Suite, which enables teachers and administrators to take attendance, issue hall passes, look up school personnel, manage student activities, issue daily bulletins, control outside visitors, view Amber Alerts, log time in and out, and more. Visit [www.aac.com](http://www.aac.com)
- **Berbee**, developers of InformaCast, which allows school officials to broadcast announcements over the speakers inside IP phones and/or over external loudspeakers. Berbee also offers a bell scheduler and can integrate intercom, bell, and alarm systems. Visit [www.berbee.com](http://www.berbee.com)
- **LiteScape**, makers of KIDS (Knowledge Information Delivery Systems), which provides a variety of district business services, including bulletin boards, event calendars, staff directories, auto e-mail notification of parents, teachers, and administrators, time cards, attendance-taking, tracking toll calls, paging, and more. Visit [www.litescape.com](http://www.litescape.com)

### GET A DIRECT LINE—NOW.

Find out more about the Cisco K-12 Direct Line Solution and how it can benefit your district through improved communications, greater safety, and increased productivity. Visit [www.cisco.com/go/education](http://www.cisco.com/go/education) or call your Cisco representative or certified Cisco reseller. Then, hang up your old phone system—instead of the other way around.



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