Case Study:
University of Cambridge

Market Sector: Higher Education

Business Need: Fully resilient and scalable call handling/ messaging solution to integrate with the university's existing Cisco CallManager solution (18,000 users)

Customer solution: C3's SIP-enabled Apcentia platform with Conferencing, Voicemail and IVR scripting functionality (to enable the development of specific call services for individual colleges, departments and museums)

About the University of Cambridge

The University of Cambridge is one of the oldest universities in the world, and one of the largest in the United Kingdom. It has a world-wide reputation for outstanding academic achievement and the high quality of research undertaken in a wide range of science and arts subjects. The University of Cambridge comprises 31 Colleges and has an undergraduate population of over 11,000.

"We needed a supplier who would work with us to understand our specific requirements and give us a solution that was customised to fit. C3 delivers the technology we want, when we need it. Their open platform and flexible technology has enabled us to add value with bespoke integration and maximise our network with leading-edge applications."

Gordon Ross, Head of Telecoms at the University of Cambridge

The Wish List

- Cost-effective – Best technology, best price principle

- Fully-resilient

- Scalable application-centric approach

- Feature-rich applications

- Integrates with Cisco CallManager – over 18,000 Cisco users on the CU installation (one of Cisco's largest international sites)

- Flexibility in development and deployment

- Full API support for 3rd party application integration

- Provider with a proven track record deploying similar solutions in the higher education sector

The Solution

The University of Cambridge wanted a provider that would integrate seamlessly with its existing IP network, offer a feature-rich messaging/ call handling solution, and support a genuinely scalable approach to application development.

After looking at all the available options, the university selected C3's SIP-enabled Apcentia platform to integrate with its existing Cisco CallManager solution, which spans the university's 18,000 telephone extensions (one of the largest higher education Cisco sites in the world).

Apcentia enables the university to automate its entire call handling and scripting functions whilst complementary applications – from simple voice messaging to complex scripted applications – run alongside. Using a simple interface and C3's powerful development language, call flows can be easily designed, managed and processed.

The university is able to reduce development costs by building its own complementary applications on the platform. From complex database integrated applications through to standard information-based service, the university is saving time and money whilst future-proofing its investment.

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Since the initial deployment, the University of Cambridge has upgraded the Apcentia platform by adding C3's complementary Network Conferencing application, extending the life of their original investment and creating an in-house network platform that provides flexible voice conferencing facilities for a single, fixed fee.

"With Network Conferencing we can provide our users with a much requested service, whilst leveraging our existing Apcentia platform. The comprehensive API suite allows us to integrate the system into our existing user and administration tools, so minimising the learning curve," explains Gordon.

With no subscription or data storage charges and secure localised call recording, Network Conferencing supports a limitless number of conferences, supporting up to 64 active participants per conference.

Easily administered and managed through an intuitive web interface that supports multiple levels of access, the platform supports pre-booked, recurrent and on-demand conferences, which can be recorded for later review, if required.

Benefits

- C3 solutions are all core telephony agnostic and support TDM and SIP simultaneously

- We take an application-centric approach for maximum cost and efficiency savings for our customers

- Our solutions are all built on one core open standards platform which means that new applications can easily be added for minimal additional investment

- Our platform has been proven at both Cambridge and Oxford, plus several other institutions including London Met, Sheffield Hallam, University of Central Lancashire and many more

About C3

C3 was set up over 20 years ago as a specialist supplier of call handling services.

The owner-managed business, based in Cambridge, now supplies a wide range customised multi-channel communications solutions to customers worldwide.

Our experience in the communications market place means we have an excellent track record for service. We are constantly evolving our product range to reflect market demands and customer requirements.

Our products enable companies to automate their communication processes, to generate new revenue channels, streamline communications processes and reduce overhead costs.

Our management team has helped us to attract the best personnel and maintain our pioneering capabilities. Many of the team have been with C3 since it was set up in 1990, resulting in very strong relationships with our clients.

We are a small, successful, personable company and recently received Diamond Award following a 94% customer satisfaction rating from research company BenchmarQ.

C3 is based in The Jeffreys Building, at the St. John's Innovation Park, Cambridge