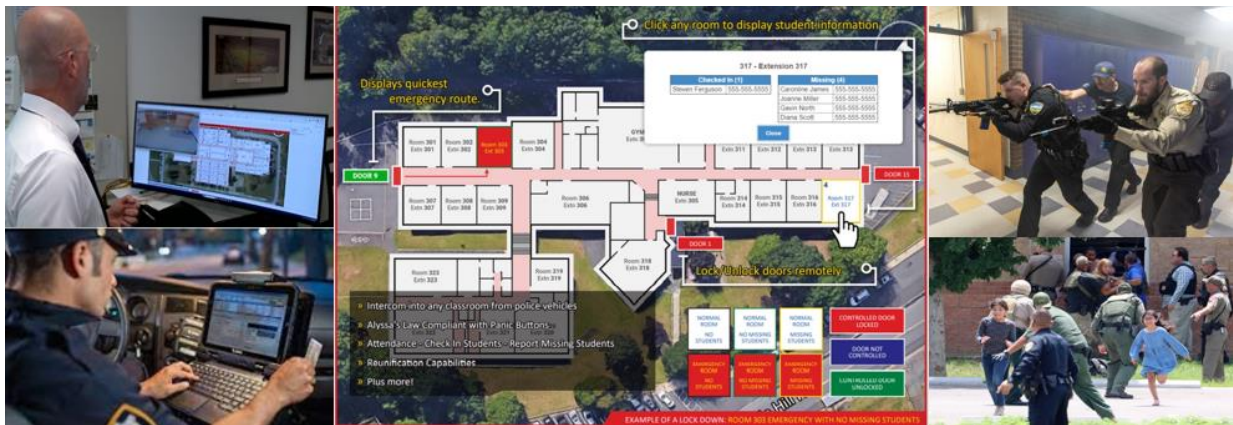


# CLOUD-BASED TECHNOLOGY FOR EDUCATION



VOICE, CHAT, & VIDEO, AI, CONTACT CENTER, CX & ANALYTICS  
FIBER & SD WAN + WIRELESS & WIRELESS INFRASTRUCTURE,  
VIDEO SURVEILLANCE, STEEL WINDOWS & DOORS, PAGING,  
**911 EMERGENCY EVENT MANAGEMENT + MASS NOTIFICATION**































**CLOUD-BASED SOLUTIONS TO EVERYDAY PROBLEMS**



**MIKE DANCE**  
VENDOR AGNOSTIC  
INDEPENDENT  
CHANNEL PARTNER



## TABLE OF CONTENTS

PAGE	DESCRIPTION	
3	<b>Brookside Cloud Consulting</b>	
4	Emergency Event Management	
6	Facial, Weapon, & License Plate Recognition, Gunfire Detection	
7	Mass Notification	
9	The FCC's NextGen 911 Laws	
10	Pricing & Purchasing Options	  
11	State & Federal Grants	 
14	On-Site VS. Cloud-Based Phone Solutions	
15	<b>Gartner</b> Magic Quadrant Provider	
16	Microsoft Teams + Contact Center	
19	<b>8x8</b> Global Cloud Communications	
20	<b>8x8</b> Voice for Microsoft Teams	
22	<b>8x8</b> Front Desk Software	
22	Video Surveillance & Security	
23	Cisco WebEx + Contact Center	
25	ZoomOne	
26	GoTo + Contact Center	
27	Dialpad + Contact Center	
28	Vonage Ericsson + Contact Center	
29	Hardware Desktop SIP Phones	  
31	Audio Conferencing and Conference Room Speakerphones	
33	On-Line Faxing	
34	Omni-Channel Contact Center (CCaaS)	
35	Intelligent Virtual Assistants/Agents (IVA's)	
36	Enterprise Wired & Wirelss Infrastructure	
37	Fiber, SD WAN, and Business Continuity	
38	Cybersecurity & Ransomware	
39	Cloud-based PC	
40	Paging and Intercom for Schools	
41	Algo Paging and Controls	
43	Valcom Paging and Controls	
47	Steel Windows and Doors	
48	Payment Processing & POS Solutions	  
49	Digital Whiteboards	

## COMPANY OVERVIEW

**Brookside Cloud Consulting** is an established Austin Company that has decades of experience helping our clients find and implement technology that delivers **the best possible customer (CX) & user (UX) experience**. We also provide pricing for **fiber** from ALL the carriers and **SD WAN** to manage it and make sure it's secure. We work with the **world's best providers** to design & implement the **perfect solution to meet your needs**.



WE WORK WITH THE WORLD'S BEST COMPANIES

Complete Cloud-based Solutions using  
**Gartner Magic Quadrant Providers**  
 For Business, Education, & Government

GET THE BEST DEAL ON A CLOUD-BASED SOLUTION THAT MEETS YOUR NEEDS & BUDGET  
 WWW.BROOKSIDEUS.COM

Completely secure cloud-based solution for voice, chat, video, CX, IA, school safety and NG911 compliance. Brookside is *vendor agnostic* and has *access to great pricing* from **ALL** the major providers and carriers for:

- **VOICE, CHAT, VIDEO** - Unified Communications as a Service (UCaaS), Phones, Voice, Chat, & Video
- **CONTACT CENTER** - Contact Center as a Service (CCaaS), **Customer Journey Analytics**
- **MICROSOFT TEAMS** - Adding voice to **Microsoft Teams** can be tricky and we can help!
- **AI** - delivers the best possible customer experience CX and a lot more when configured properly.
- **DATA CENTER** - Wired & Wireless Infrastructure over Fiber & SD WAN
- **WORKPLACE SAFETY** – The latest safety solutions including **mass notification** and **panic buttons**.
- **GOVERNMENT** – longtime partner of the **State of Texas DIR, FedRAMP, TX-RAMP**, & co-ops.
- **EDUCATION** – complete solution that integrates with *existing* video and door security, phones, etc.
- **PAYMENT PROCESSING & POS** – **Zero** cost processing with **FREE hardware** from most clients.
- **FCC 911 LAWS** – be familiar with and know what your exposure is for both fines and lawsuits.

Providers pay Brookside so it's **FREE** to get professional help implementing cloud-based solutions.



 **911 INFORM EMERGENCY EVENT MANAGEMENT**

**911inform** is the only notification & emergency event management solution that is co-located *within* the **911 Public Safety Answering Points (PSAP)** and provides an *interactive* map with bi-directional access to your existing security systems.



Imagine police officers instantly gaining access to the system on their patrol cars and school administrators having it at their fingertips on their cell phones.

With a simple click, they can remotely activate school cameras and secure all doors, providing real-time information to law enforcement and ensuring a swift response.

Only **911 INFORM** delivers **accurate location information** for **911 calls** - including calls from **cell phones** - to your **key personnel**, the **911 Public Service Answering Position (PSAP)** and **first responders**.



**911Inform** integrates to your *existing* door security, cameras, and lights and provides facial, weapon, & license plate recognition along with gunfire detection, panic buttons, mass notification, and more.



**BE PREPARED WITH THE  911 INFORM COMPLETE SOLUTION FOR EMERGENCY EVENT MANAGEMENT**

**CALLS TO  LIVE INTERACTIVE MAP WITH ACCESS TO EXISTING VIDEO, DOOR SECURITY, & PAGING → TEXT MESSAGE TO PERSONNEL → EMERGENCY NOTIFICATION**



ACCESS TO APP IS CONTROLLED BY 911 PSAP

 **911 INFORM FEATURES & BENEFITS**

- **Camera Integration** – Integrate existing IP-based camera systems currently being used by the district. Dispatchers and on-site personnel can access live camera feeds from 911inform buildings during emergency events.

**NOTE: When the event is closed all camera access is removed for all parties.**

- **Door Controls** – Integrate existing door locks with remote access capabilities for first responders and on-site personnel.
- **Strobe Lights** – Integrate emergency strobe lights with the ability to set different light patterns based on emergency events.
- **Gun Shot Detection** – Monitor sensors that can detect the sound of a gunshot to initiate lockdown events. The 911inform notification will display the floor plan approximately displaying the area where the gunshot originated.
- **Direct room intercom, monitor and paging into the school**

- Situational awareness inside the school
- Door and camera control from dispatch or patrol car
- Detailed floor plan mapping with geo-mapping
- Faculty and student location displayed on floor plan
- Missing student indicators and tracking
- Clear Building & report dangerous objects on map
- Tactical Mode to easily view perimeter of the building
- Facial Recognition
- Weapons Detection

**PANIC BUTTONS FROM MOBILE DEVICES**

- 911 Calling
- Medical Emergency
- Lockdown Building or Entire District
- Silent Alarm
- Active Shooter
- Fire
- Shelter in Place
- Bomb Threat

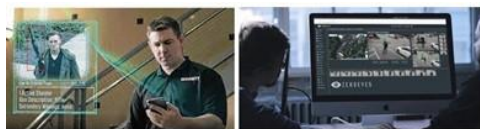
## LICENSE PLATE & FACIAL RECOGNITION



**Facial and license plate recognition** provide **real-time alerts** to security staff so they can respond to threats quickly and accurately. All schools today already have and use video surveillance as part of their campus safety plan.

**Facial recognition** systems are primarily being used to identify bad actors such as violent ex-students, registered sex offenders, non-custodial parents, or anyone who may have made threats against the students or staff.

## WEAPON & GUNFIRE DETECTION



 **ZEROEYES**  
SAVE TIME. SAVE LIVES.



 **SAFE ZONE**  
Gunfire Detection



**ZeroEyes** integrates into **existing security cameras** and mitigates mass shootings and gun-related violence by **reducing response times**, providing actionable intelligence with images and delivering clarity among chaos – ultimately saving lives.

**ZeroEyes** was founded by **Navy SEALs** and **Special Operations** military veterans, **ZeroEyes** delivers a proactive, *human-verified A.I. gun detection* software solution.

**ZeroEyes** delivers a proactive, human-verified visual gun detection and situational awareness solution that integrates into existing digital security cameras to stop mass shootings and gun-related violence.

**SafeZone** is part of a completely *customized* safety solution that provides the best possible solution to address how emergency situations are handled from a communications standpoint when there is **gunfire**.

**Shooter Detection Systems** combines purpose-built acoustic & infrared sensors with proprietary detection algorithms, **Active Shooter Intelligence** takes machine learning to the highest level of accuracy — more accurate than video analytics or acoustics alone. And our gunshot detection technology makes every second — *actually half a second* — really count.



 singlewire **InformaCast** Mass Notification software



**InformaCast** is a powerful mass notification system that reaches your people on both their mobile and on-premises devices.

InformaCast offers the only mass notification system that reaches people on-site *and does* mobile alerts from the *same* alerting solution.

When you need everyone to receive a message very quickly, and you need it to grab their attention, InformaCast delivers attention-grabbing streaming audio to a wide variety of devices.

**LEVERAGE EVERY CHANNEL** · Utilizing all your on-premises and mobile devices means it's more likely you'll reach everyone rather than relying solely on **mass SMS text messages**.

- **InformaCast Mass Notifications** can be sent as live and recorded audio to speakers and phones and text can be sent to a desktop computer, desk phone displays, and digital signage.

- Mobile alerts from **InformaCast** can be delivered as SMS text, push notification, email and/or audio.

**ALERT BEYOND YOUR ORGANIZATION** Connected devices can trigger visual alerts like flashing strobe lights, digital displays and scrolling text. Have visitors self-enroll to receive notifications simply by texting a designated number.

**InformaCast Fusion** is a leading mass notification solution used in thousands of organizations around the world to enhance safety and communication.

**Schools, universities, hospitals, government agencies, manufacturing facilities and businesses** ALL use **InformaCast** to prepare for emergency situations, share critical information, and improve daily processes and procedures.

## PLAYS WELL WITH OTHER APPS

**InformaCast Fusion** enables you to send text and audio notifications to your existing devices and add mobile notifications (SMS text, email, and push notifications) and native integration with collaboration tools like **Microsoft Teams**, **Cisco's Webex**, **ZoomOne**, and most cloud-based solutions.

**InformaCast** provides the speed and reach you need to ensure **everyone** receives the information they need to stay safe.



Someone in your organization recognizes a potentially dangerous situation that warrants sending a mass notification. In that case, an **InformaCast** alert can be activated directly within the Teams' interface using the **InformaCast** bot. Teams users must download the bot from the Microsoft AppSource store to properly integrate the two tools.

When the bot is activated, it will respond with an adaptive card. The user can fill out the card with additional information about the situation. This can include the location of the incident, a description of a medical emergency, or the characteristics of an intruder.

Once the card is completed, the bot will confirm the submission and send alerts through Microsoft Teams and the rest of your **InformaCast** ecosystem. This can include desk phones, mobile phones, IP speakers, digital signage, and other connected devices and systems.

Of course, alerting people is only half the battle. You also must manage and respond to the situation once you know it is happening. Following the alert distribution, key safety team members will receive a prompt to join a Microsoft Teams channel where they can collaborate and follow up on the situation.

In the Teams channel, users can view summaries of responses directly from **InformaCast** to see the effectiveness of the alert sent out. Follow-up messages can also be sent directly from Teams. If you're using **Microsoft Teams** and **InformaCast**, but haven't tied them together, or if you're using one of these solutions and want to learn more about the other, **we need to talk**.





Legislative measures like **Kari's Law**, the **Ray Baum's Act**, and **Alyssa's Law** play a crucial role in enhancing the safety and security of schools and public buildings by addressing important aspects of emergency response and communication.

 Federal Communications Commission **& NEXT GEN 911 LAWS**

**KARI'S LAW**



Allows **DIRECT ACCESS TO 911** without access codes



Allows **On-site notification** of 911 calls and the **extension**



**RAY BAUM'S ACT**

Any call to 911 must provide a **dispatchable location** to **911 PSAP**

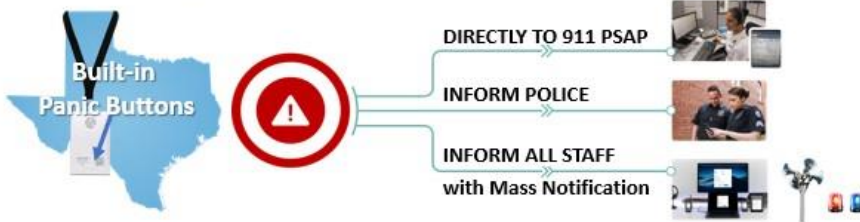


Any call to 911 must provide a **dispatchable location** to **on-site personnel**.



**ALYSSA'S LAW**

Silent panic alert technology that directly notifies 911 in the classrooms by the **2025-2026** school year.



By ensuring direct access to emergency services, improving location information, and providing rapid alert systems, these laws aim to protect lives and minimize harm in emergency situations.

They reflect the growing emphasis on preparedness and response measures to safeguard students, staff, and the general public.



## PRICING & PURCHASE OPTIONS

Working with the **DIR and/or purchasing cooperatives** makes a lot of sense for schools today and saves a lot of time. The days of going through the request for proposal, or “RFP” process are essentially over.

**Purchasing cooperatives**, also known as co-ops or cooperative purchasing organizations, are indeed popular among Texas school districts and other public entities for several reasons.

**Flexibility and Better Pricing:** Purchasing cooperatives are preferred by Texas school districts because they offer more flexibility and often provide better pricing compared to other options.

**Simplified Purchasing:** Purchasing cooperatives aim to simplify the procurement process for school districts. This simplification can save valuable time and resources for school administrators.

**Cost Optimization:** One of the primary benefits of purchasing cooperatives is cost optimization. They enable school districts to leverage the collective purchasing power of multiple entities to obtain bulk discounts and more favorable pricing from suppliers. This can result in significant cost savings.

**Free-to-Join:** Many purchasing cooperatives are free to join. This means that school districts can become members without incurring additional fees or expenses, making them an attractive option for organizations looking to save.

**National Online Purchasing Cooperatives** operate on a national scale and use online platforms to streamline the buying process. This approach offers convenience and accessibility to school districts and other public entities, allowing them to browse, shop, and place orders online.

**Streamlining Procurement:** National online purchasing cooperatives are designed to simplify and streamline the procurement process for school districts, municipalities, and public entities. They typically offer a wide range of products and services that these organizations commonly need, reducing the time and effort required to find suitable suppliers.

**Bulk Discounts:** As mentioned earlier, purchasing cooperatives can negotiate bulk discounts with suppliers. This means that school districts can benefit from lower prices and better terms on the products and services they purchase through the cooperative.

In summary, working with the DIR and purchasing cooperatives offers schools a practical and efficient way to procure goods and services. The time-consuming and resource-intensive RFP process can often be bypassed, thanks to pre-vetted providers and competitive pricing arrangements. This approach aligns with the goals of schools and other public entities to efficiently manage their budgets and allocate resources effectively.

**Department of Information Resources (DIR).** This flexibility can be crucial for school districts looking to optimize their budget and procurement processes for certain products and they make it easy for you.





## STATE & FEDERAL GRANTS

Now more than ever, considering investing in and/or upgrading security systems such as **access control, video surveillance, and emergency notification**, it's safe to say that **funding will continue to increase**, and schools will subsequently need to decide how best to spend that money to protect their students, staff, and community at large.

Whether your school/district is or will soon be required to **hire a school resource officer**, upgrade video surveillance equipment, or improve threat assessment capabilities (just as a few examples), **grant funding can help**.

The **Department of Education** provides schools, school districts, and state education agencies with resources aimed at creating and nurturing positive school climates; preventing school violence; and protecting the whole school community through school safety, security, and emergency management and preparedness planning.

The program offices, grant programs, and technical assistance centers all respond to the recommendations put forth by the Federal Commission on School Safety and serve practitioners as they work to continually protect their school community students, staff, and families.

The **Governor's Emergency Education Relief Fund (GEER) Assistance to Private Schools (GAPS)** grant program was authorized by the Office of the Governor (OOG) to provide funding to non-public schools to address COVID-19 related activities associated with safely reopening schools, continuing instruction, addressing learning loss, **promoting school safety**, and supporting educational technology.

The **GAPS grant program** is part of the GEER II Fund, authorized by the **American Rescue Plan Act (ARP)**. This program allows eligible private non-profit schools to request services to address needs identified and caused by the pandemic, including limited school safety related activities.

**GEER Assistance to Private Schools (GAPS) Grant Program** GCA acts as the program office for the GAPS grant program, which provides funding for PNPs to address needs identified and caused by the pandemic, including limited school safety related activities.

**School Safety Related Grant Programs** Safe and supportive schools are critical to the well-being of the whole school community as well as the academic success of students. The **Department of Grant Compliance and Administration** administers several school safety related grants.

**Readiness and Emergency Management for Schools (REMS) Technical Assistance (TA) Center**, The REMSTA Center is the nation's higher ed and K-12 school safety, security, and emergency management and preparedness hub for information and services (e.g., guidance, training, tools, resources).

The REMS TA Center serves K-12 schools and institutions of higher education (IHEs), public and private, as well as their local, state, and Federal partners with shared school safety responsibilities.





October 14, 2022. Department of Justice Awards Almost \$190 Million in Grants to Support School Safety

**WASHINGTON** – The **Department of Justice** today announced nearly **\$190 million** in funding to improve the safety of schools across the country. The grants, awarded by the **Department’s Office of Justice Programs (OJP)** and **Office of Community Oriented Policing Services (COPS)**, will help institute safety measures in and around schools, support school violence prevention efforts, provide training to school personnel and students, implement evidence-based threat assessments and fund research and evaluation on the causes and consequences of school violence.

Federal funding is currently being offered by various government-led departments, including:

- **The Department of Homeland Security**
- **The Department of Justice**
- **The Department of Health and Human Services**
- **The Department of Education**

The programs offered by these departments cover the gamut of school security/safety issues.



[Elementary and Secondary School Emergency Relief \(ESSER\)](#) funds help K-12 schools address the pandemic’s impact on student safety and mental wellbeing.

As of June 30, 2022, Texas has spent 32% of total awarded funds.

- CARES Act ESSER I: \$1,285,886,064 (9/30/22 deadline to obligate funds)
- CRRSA Act ESSER II: \$5,529,552,209 (9/30/23)
- ARP ESSER: \$12,427,523,267 (9/30/24)

Federal Formula Grants for the 22-23 school year include:

- IDEA ARP: \$226,788,403
- IDEA: \$1,453,587,223
- Title I: \$3,775,962,382
- Title IV-A: \$122,321,898

**Federal and State Competitive Grants** include:

**COPS SVPP funds school safety technology that helps identify danger and improve emergency notification and response.**

**BJA STOP** funds software that helps K-12 schools maintain a safe environment and recognize, respond to, and prevent violence on campus.

The **2022-2024 Silent Panic Alert Technology (SPAT)** Grant Program has provided LEAs with \$17.1 million to purchase silent panic alert technologies. School districts can use the funds they were awarded to improve emergency response.

The **2022-2025 School Safety Standards Formula Grant** is now open, totaling \$400 million to purchase school security upgrades such as metal detectors, cameras, silent panic alert technologies, and more.

The **FY23 Stronger Connections Grant Program (SCG)**, through the Bipartisan Safer Communities Act (BSCA), will provide Texas school districts with \$93,985,252 to provide students with safer learning environments. Allowable expenses include trauma-informed practices, emergency plan development, site assessments, and more.

Cycle 1 of the **Safety and Facilities Enhancement (SAFE) Grant** provides \$800M for Texas LEAs who have certified they are not in compliance with the adopted school safety standards. Allowable expenses include silent panic alert technology, maintenance/service contracts for these systems, comprehensive school safety software systems if the silent panic alert technology is the main component, and more.

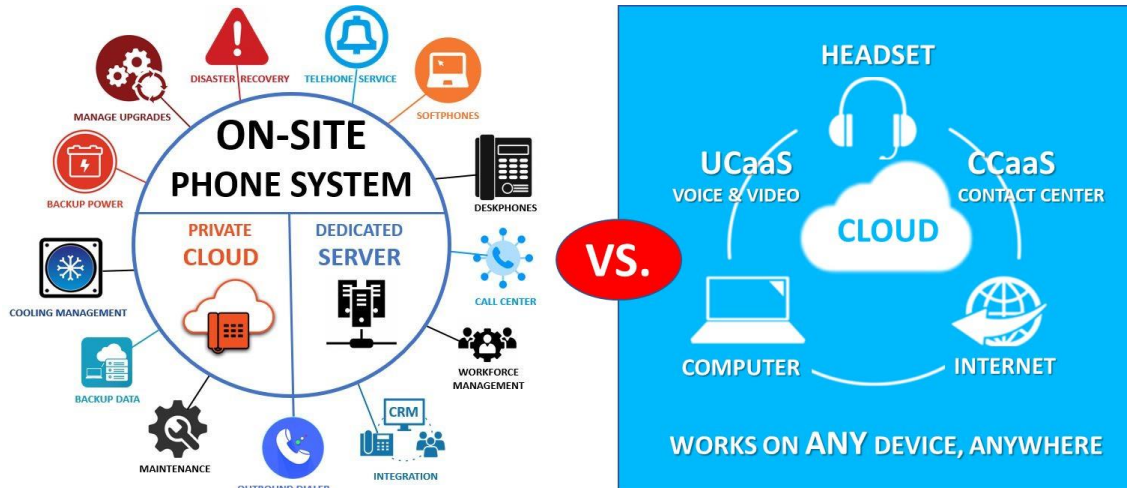
The deadline to submit the program needs assessment is 9/21/23 and the estimated deadline to submit the funding application is 11/20/23.



## ON-SITE PHONE SYSTEM VS. CLOUD-BASED UCaaS

When comparing the difference between your **on-premises** solution that you own, the results will shock you. On-premise has huge responsibilities for the client are *enormous* compared with **FREE** support 24/7 for cloud.

**Cloud-based** solutions, as opposed to an on-premise system, make sure you can communicate with staff members, students, and parents inside and *outside* of your building securely using the latest cloud technology.



### Key Benefits of Moving Voice & Video to the Cloud-based UCaaS

- Know exactly what you are going to spend on a cost per user basis for the next 3-5 years
- Minimal upfront cost and pays for itself through savings when comparing the total cost/user.
- Reduces complexity & responsibility for IT by getting rid of legacy server hardware & circuits.
- Consolidate collaboration tools to reduce the number of apps, logins, & passwords for users & IT.
- Pay for what you need on a per user basis and always have the latest features & capabilities.
- Meets business continuity & security goals with enterprise connectivity using fiber & SD WAN.
- Cloud-based solutions install easily, are always up to date, and come with 24/7/365 support.
- They integrate with applications like Google Workspace for Education & Microsoft 365/Teams.
- Consolidation and integration of key apps to deliver the best possible user experience.

**Gartner**  Magic Quadrant Providers - Unified Communications & Contact Center as a Service





## **Gartner Magic Quadrant Providers**

There are a LOT of cloud-based solutions available but not all of them are perfect for your business.

Gartner’s Magic Quadrant is *a culmination of extensive research in a specific market, giving you a wide-angle* view of the relative positions of the market’s competitors – including basic financial info.

Go to [www.BrooksideUS.com](http://www.BrooksideUS.com) for access to the latest **Gartner Magic Quadrant** white papers.

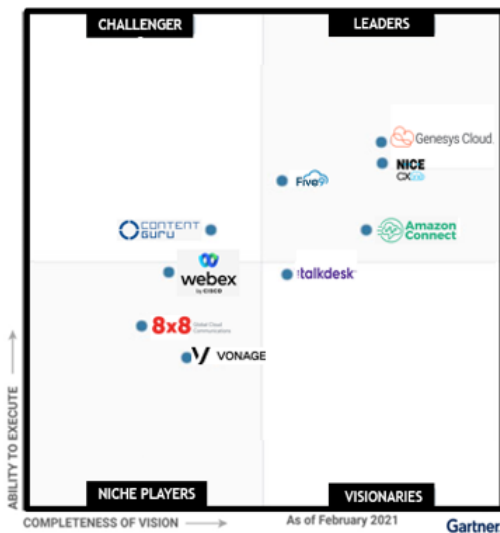
**UNIFIED COMM. as a SERVICE (UCaaS)**



**SD WAN SOLUTIONS**



**CONTACT CENTER as a SERVICE (CCaaS)**



**ENTERPRISE CONVERSATIONAL AI**



## Move **VOICE** to Microsoft Teams and use it as your **Phone System**

**Microsoft Teams** Monthly Active Users (MAU) has surged to literally everyone in the business world.

**Teams** allows your staff to effortlessly meet, work together, create content, and share resources in **Office 365** — featuring the simple, intuitive power of **Microsoft Teams**.

**Microsoft Teams** offers instant chat, file sharing and screen sharing, access to shared calendars for planning meetings, and integration with a range of productivity management tools.

**Microsoft Teams** makes sense as your go-to collaboration and communication tool if you already have a lot of investment in Microsoft tools and productivity apps. The integrations with the Microsoft ecosystem are excellent.

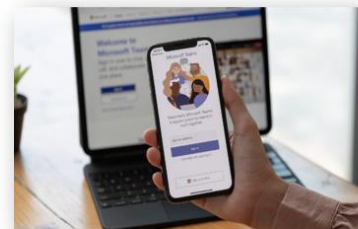
**Microsoft Teams'** flexible UCaaS Features include:

- Built-in Softphone for Work Number
- SMS Chat
- Direct routing to carriers or Microsoft phone plans (not recommended)
- Messaging and file sharing
- Video and audio conferencing
- Access to all Microsoft 365 productivity tools

Employees are already familiar with **Microsoft Teams** can help to drive adoption for businesses of all sizes.



 **Microsoft Teams**  
On Any Device, Anywhere



**USERS ALREADY KNOW IT**



### WHY NOT ADD VOICE?

Reduce complexity for users & IT  
and just use  Microsoft Teams for  
voice, chat, video, screen sharing,  
task management, file sharing and more.





Of course, other features make Microsoft Teams a great tool for business communications, including:

- **Meetings and conferencing:** Microsoft Teams offers several tools for hosting meetings and conferences across your practice. You can take advantage of online meetings, video conferencing, screen sharing, and even webinars. Easily schedule meetings, share meeting notes, invite guests, record meetings, and more all while benefiting from one-touch join and live chat.
- **Calling:** Teams enable voice and video calling on your computer, tablet, mobile device, or even desk phone if you still have one. Microsoft offers voice-over-IP (VoIP) and traditional PBX to fit your firm's needs. Calling features include conferencing, call management, direct routing, call queues, contact center integration, and an auto attendant for when you can't pick up. That means that Teams can double as your law firm's phone system, if implemented in its entirety.
- **Chat:** Inside Microsoft Teams, you can send messages to individuals or groups, join a video call, or share your screen. Plus, you can message those within your law firm from anywhere using the easy mobile app. Teams also integrates with the other Microsoft 365 apps seamlessly, so you can chat while working on documents and files.
- **File sharing:** Law firms generate a lot of files. With Teams, you and the rest of your firm can collaborate on projects in real-time. Instant and automatic sync with version tracking also eliminates the mess that is multiple versions of a single document. Files, including those inside Word and PowerPoint, can be edited without ever leaving Teams and you can set permissions to protect your files from wandering eyes.
- **Calendar:** Teams includes a ton of calendaring features so you can easily track your meetings, calls, and more. For example, you and others in your firm can add meetings to calendars while inside Teams. Those meetings can then be synced across each meeting guest's calendar without any additional effort.
- **Tasks:** Not only can you view your tasks from inside Teams, but you can also create new tasks from chat messages via Tasks Bot. For example, when your assistant sends you a message regarding a client call, you can easily create a task as a reminder for later.
- **External collaboration tools:** Via the guest access feature, Teams allows you to bring others from outside organizations into your channels easily, so they too can collaborate via chat, calling, and conferencing.

Your users are already familiar with, Microsoft Teams can help to drive adoption for businesses of all sizes. And just like the other apps inside **Microsoft 365**, **Teams** is **cloud-based** and available in-browser, with an installable desktop application, and via mobile devices.





This is only a sampling of what Teams has to offer for your organization. It's also quite affordable when compared to other options out there when compare apples and apples.

**Microsoft** will charge for a **Phone System License** regardless of who you go with plus a provider license.

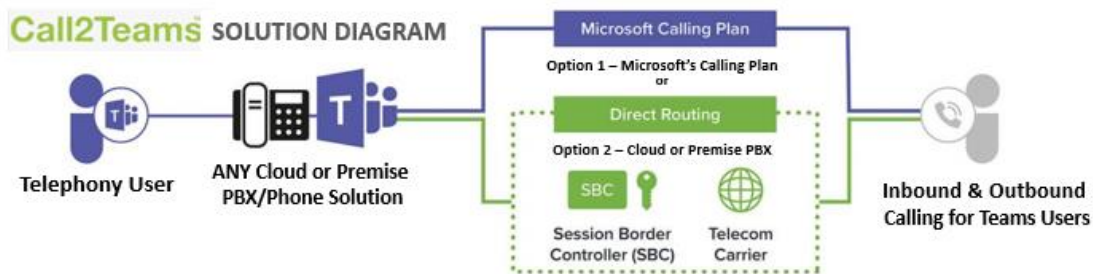


For example, it would be **\$8.00 (Microsoft)** + around **\$15.00** for **8x8** = **\$23.00** cost per user a month.

**Microsoft Teams** does not provide an **applications programming interface**, or “**API**” like everyone else.


An API is programming code that enables data integration between one software product and another.


Because there is no API, providers use the same *workaround* from cloud-based provider [Call2Teams](#).



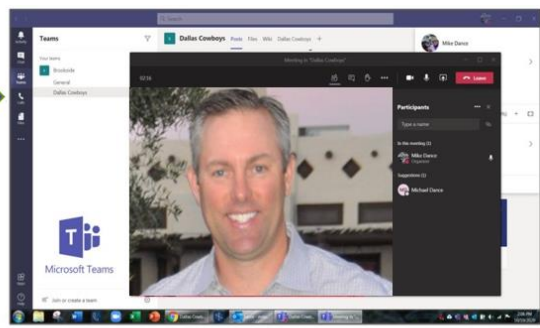
Too many organizations have trusted their IT people who convinced them Microsoft could deliver quality voice.

**INBOUND & OUTBOUND CALLS COME RIGHT IN TO**

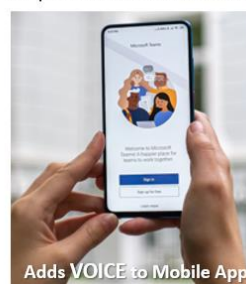
 Microsoft Teams



**Calls**



**Outbound Caller ID** shows your work number for phone calls & SMS texts.



Adds VOICE to Mobile App

**Make & Receive calls within the Teams app using Calls**



**8x8** erases boundaries between UCaaS (voice & video) and CCaaS (contact center) with a **one platform** approach. **8x8** combines UCaaS and CCaaS into a single solution that is easy to manage on a secure and compliant cloud-based platform that has the industry's only **platform-wide 99.999% uptime SLA**.

Some of the leading features included in **8x8** UCaaS offering are:

- Integrations with **Microsoft Teams, Salesforce, G-Suite**, and others
- Audio and video conferencing functionality
- Self-service Interactive Voice Response (IVR) and Intelligent Virtual Assistants (IVA)
- Sophisticated Multi-level Auto-attendant functionality
- Messaging over SMS, voicemail, email, and apps from **your work number**
- Collaboration features and Employee presence
- Support for compliance requirements

The UCaaS solution from **8x8** ensures that companies have all the components they need in a **single platform**, from video conferencing and SMS, to voice and chat technology.


**8x8** makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights.

You get **built-in redundancy** to protect against downtime, and you can access a wide range of solutions for omni-channel communications too.

**8x8** provides unified administration capabilities that allow you to provision, configure, manage, and monitor all your communications with one administration console for UCaaS and CCaaS users.


**8x8** supports **unlimited global calling** and **SMS**, and it's well suited to companies who have specific compliance requirements, thanks to a HIPAA compliant approach to conversations.

**8x8 X Series** provides a range of service plans that include **unlimited calling** to specific countries, for no additional cost, with up to **48 unmetered destinations** as you can see from this chart based on their **X1-X4 licensing**.



**8x8 Work App**


**Works on ANY device, ANYWHERE**



**MOBILE PHONES**   **TABLETS**   **DESK PHONES**

**Make & Receive Phone Calls & Texts from App**  
Uses their business number – not their mobile

**Download Options**



**8x8 Voice** for  **Microsoft Teams**

**8x8** has deep native integration to **Teams** via **8x8 Voice for Microsoft Teams** which provides enterprise-level telephony *and* contact center with global inbound and outbound PSTN calling across to more than 46 countries.

**8x8 Voice** for  **Microsoft Teams** is a **cloud-based PBX-to-PBX integration to Microsoft's Phone System**.



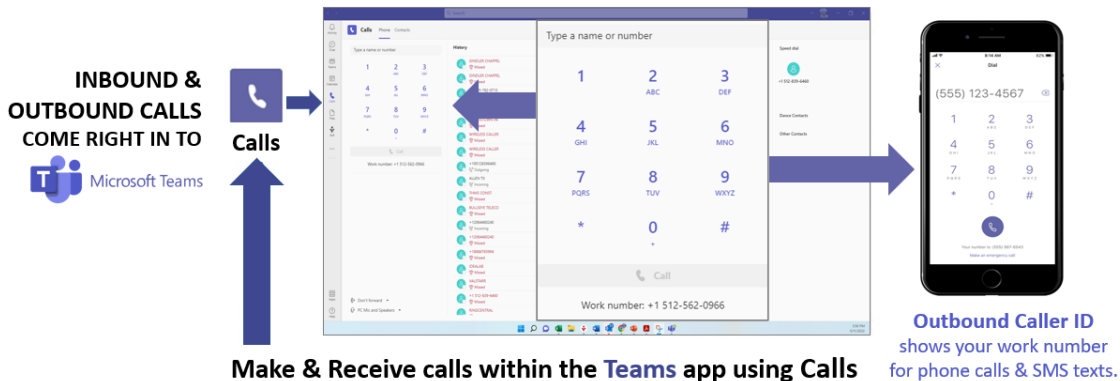
**8x8 Voice** for  **Microsoft Teams** provides **enterprise-grade global PSTN connectivity to  Microsoft Teams**.

Most use **Teams** for **internal** with **external** calls on separate phone system & lines to manage like this:



Why not make it easier and use **Teams** for both inbound & outbound calling and use **ONE APP** for everything?

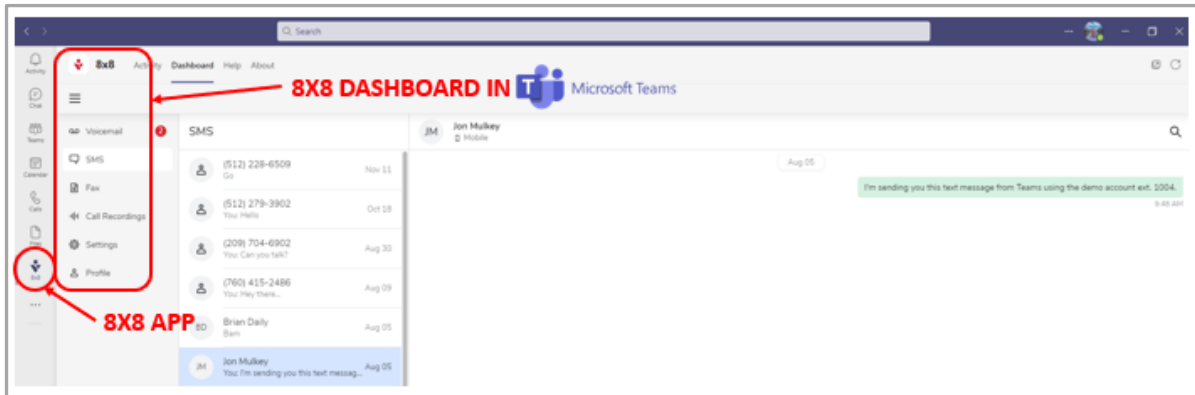
**Add Inbound & Outbound Calling to Existing Teams**





**8x8 Voice** for  **Microsoft Teams**

**8x8 Voice for Microsoft Teams** comes with a **dashboard** as part of an **8x8** app that operates within **Teams**.

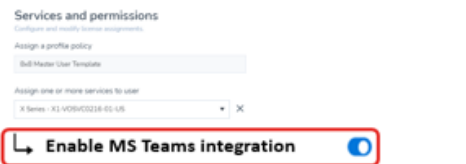


It's super easy to install and provides the best overall experience for your users and IT with **ONE APP**. 8x8 techs will work with your IT people to set up Active Directory ONE-TIME that allows them to talk.

It all starts with a **USER TEMPLATE (.CSV File)** that has all the pertinent user information - name, direct number, e-mail, phone ext.

Extension List in .csv Format

Line	Extension	User Name	User Email Address	User Voice Number
1	2000	John	john@martincumpton.com	5128095108
2	2001	Christine	christine@martincumpton.com	5128095108
3	2002	Mark	mark@martincumpton.com	5128095102
4	2003	Alison	alison@martincumpton.com	5128095104
5	2004	Adam	adam@martincumpton.com	5128095101
6	2005	Crystal	crystal@martincumpton.com	5128095109
7	2006	Paul	paul@martincumpton.com	5128095105
8	2007	Marlene	marlene@martincumpton.com	5128095106
9	2008	John	john@martincumpton.com	5128095108
10	2009	John	john@martincumpton.com	5128095107
11	2010	John	john@martincumpton.com	5128095108



And the best part is once both 8x8 & Microsoft Teams have been set up with the right permissions, adding up the Teams users in 8x8 is as easy as 1-2-3. Flip the switch in the bottom right corner that says “Enable MS Teams Integration” when you add users.

**BOTTOM LINE.** Microsoft is one of the only companies that doesn't provide an Application Programming Interface (API) that would allow other companies to fully integrate their products with Microsoft Teams.

**8x8** is a global company that was the first to develop a “workaround” for using voice in MS Teams.

Starting at around **\$10.00 per user/month** to add **VOICE** to their *existing* Teams account is a no-brainer!



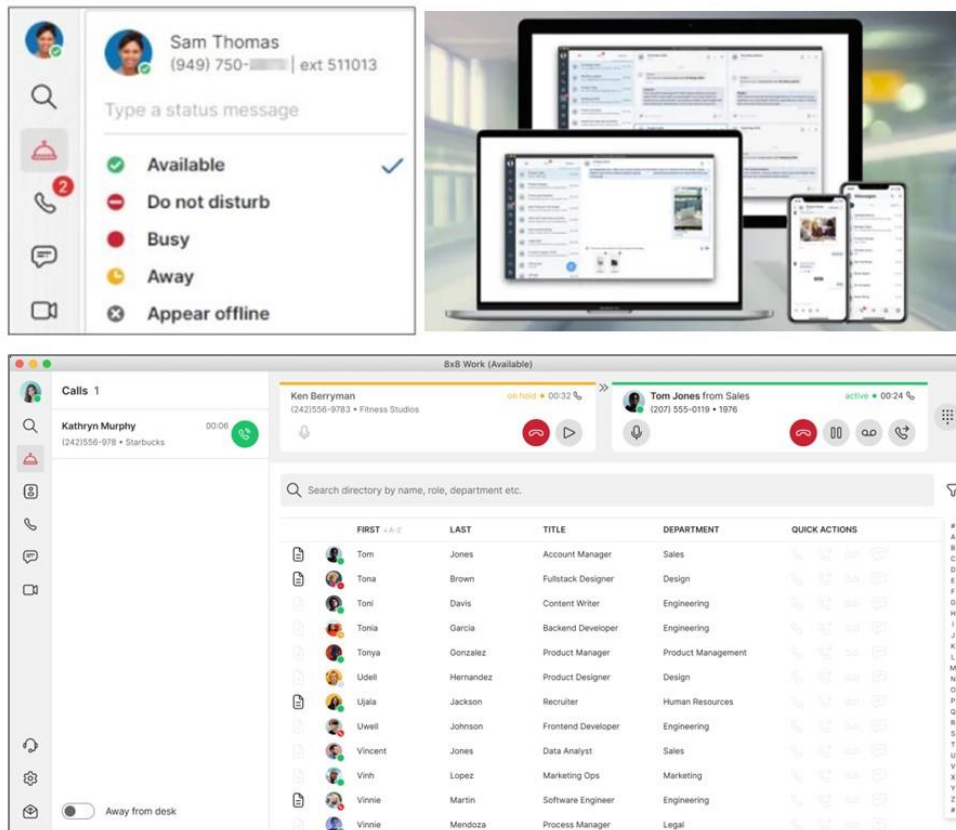
8x8 Frontdesk empowers receptionists & operators to represent your business better from anywhere. With advanced call handling, shared directory and presence, and one-click away-from-desk call diverting, route calls to the right person faster, every time. **All without installing a separate app.**

**Answer and manage calls from anywhere.** Optimized for high-volume call-handling and simply enabled in any environment with the **8x8 Work for Desktop**. Check out Frontdesk YouTube

**Extends the receptionist role to any user.** The Frontdesk interface can be activated for any user with an X Series X4 license, enabling you to front your business with your best people.

**Unified operator experience for UC and Contact Center.** As part of the **8x8 XCaaS** integrated solution, **Frontdesk** provides all-encompassing visibility and onward call connectivity to contact center agents, UC extensions and **Microsoft Teams** clients.

**Simple to deploy for instant impact.** There's no additional software to install and administrators can assign Frontdesk with a *single click activation* in Admin Console.





With everything moving to the cloud and a UCaaS model, Cisco acquired cloud-based **Broadsoft** in 2018. This design was more in-line with the latest technology in this space and would use WebEx as the client.



**Webex Calling**, the call control and infrastructure are hosted and managed by Cisco in the cloud, and it is a subscription-based service. Webex provides a highly secure and easy-to-use solution that offers the best possible user and customer experience along with **omni-channel contact center**, and more.

With Webex Calling, maintenance and updates are handled by Cisco in the **cloud**, including voice services. Organizations don't need to worry about SIP trunk charges, hardware upgrades, software patches, or software updates as new features and enhancements are rolled out automatically.

**Webex Calling** is designed to integrate with other Webex collaboration tools, such as **Webex Meetings**, Webex Teams, and **Webex Contact Center**, enabling a unified collaboration experience.

With **Webex Calling**, the call control and infrastructure are hosted and managed by Cisco in the **cloud**, and is a subscription-based service that includes phone lines, long-distance charges, and all maintenance.



**Cisco Unified Communications Manager (Unified CM)** is a call control solution that requires hardware and software deployment within an organization's data center to provide telephony, high-definition video, unified messaging, Instant Messaging and Presence in a reliable, secure, scalable, and manageable call control and session management. You are responsible for the **voice circuits** which are usually SIP trunks along with multiple virtual instances.



**Why**   **webex?**

**Calling, meetings, messaging, and events in the cloud for teams of all sizes.**

**Working better, together. Trusted by 95% of Fortune 500 companies.**

**The future of work is hybrid.** Webex powers a new way of collaborating that’s centered around the work you do, not where you do it—whether it’s in the office, at home, or anywhere in between.

**Call from any device. Cloud calling made easy.** Keep colleagues and customers close with a complete cloud phone system built to make and receive business calls on any device.

**Meet from anywhere. Experience it with immersive share.** Virtual presentations become as good as in-person meetings when you layer yourself over the content you’re sharing.

**Message instantly. Collaborate with anyone.** Create a more efficient workflow with team messaging and file sharing for both internal and external teams—all in the same space.

**Engage everyone. Instant audience engagement.** Encourage more active participation in meetings and events with easy interactive audience tools for polling and Q&A.

**Engaging webinar and event experiences made easy.** Host interactive webinars and events for virtual and in-person audiences. Host large virtual events with up to **100,000 attendees** to reach more users.



This solution is perfect for firms that are currently using Cisco’s premise-based private voice solution.

Between what you are spending on Cisco SmartNET and/or SIP trunks, it *pays for itself through savings*.



**Zoom** takes a **video-first approach** to collaboration, enabling quick and easy meetings at the touch of a button. It's very user friendly to set up audio and video meetings and teams can share files and screens, create breakout rooms, and change their backgrounds and it's easy to host webinars and events.

You can access a range of speaker views, including something like the **Together Mode** like MS Teams.

Supporting your administrators and providing flexible learning modalities for students has never been easier. Now you can manage your communication procedures and policies as well as emergency protocols all within **one platform**.

**UCaaS & CCaaS**. While you can enjoy simple and effective video meetings through the Zoom platform, you can also unlock UCaaS with **Zoom Phone** for calling, and even send messages to team members through **Zoom Chat**.

Ranging from a simple **Zoom app** where you can access all the features you need to connect with teams, to call transferring and management functionality; Zoom is a comprehensive platform that includes:

- Access to mobile and desktop apps
- Call transfer and routing capability
- Call forwarding and voicemail
- Salesforce, Microsoft, and Slack
- Elevate to meeting functionality
- Omni-channel contact center
- Monitoring for supervisors
- In-depth analytics and reporting

**Zoom Contact Center** helps businesses deliver prompt, accurate, and highly personalized customer experiences that drive loyalty. Reduce cost and complexity with ONE easy-to-use administration portal for contact center (CCaaS) and all those collaboration tools (UCaaS).

#### **Provide intelligent self-service with Zoom Virtual Agent**

- Boost your CSAT score. Our chatbot AI accurately understands what your customers are asking, regardless of how it's worded
- Improve first-contact resolution. Provide highly specific responses by integrating with your CRM, e-commerce systems, and all your company's source of truth
- Drive faster resolution. Seamless handoff with chat history so agents can efficiently take over where the AI chatbot left off

Zoom is perfect for organizations that really like the Zoom experience and just want to add voice to video as well as the latest omni-channel contact center using intelligent virtual assistants (IVA), etc.

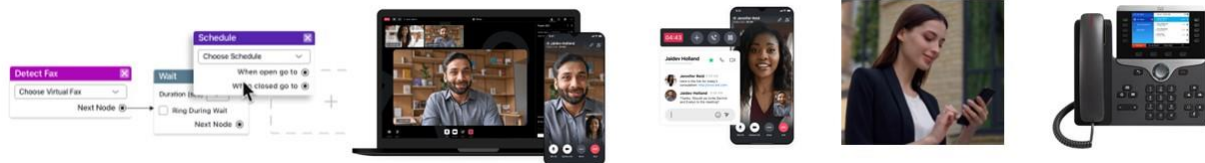
# GoTo

**Positive, secure interactions.** Law firms need the ability to conduct secure calls, video meetings, and messaging from anywhere – while automatically keeping track of it all.

**Focus on profitability.** Your bottom line depends on your firm’s ability to adapt to the needs of the modern, work-from-anywhere workplace.

**Modernize your law firm.** Your clients, associates, and staff are your firm. Attract and retain them with modern law firm software that lets you securely and confidentially communicate from anywhere. Manage billable leakages.

**Time is money.** Automatically track billable hours across meetings, phone calls, and messages.



**Enhanced safety and notifications.** Protect your users from the unexpected. Users can trust GoTo to keep users safe while online using:

- **Easy setup and configuration.** You don’t have time to waste on getting up to speed. Quickly configure all your call routing in a drag and drop visual editor.
- **Work from anywhere.** Easily access client conversations all in one place. Access GoTo Connect on your desk phone, computer, or mobile device.
- **Trackable video calls.** Seamlessly switch between calls, HD video conferencing, and messaging. Track everything in one place.
- **TLS encryption and 256-bit AES encryption** at rest protects sensitive chat, recording, notes, and more.
- **Secure video conferencing** features for meeting hosts include password protection and meeting locks.
- **Full-control over attendees** (to monitor, mute, or remove someone)

Maintain a safe learning environment for attorneys and their staff leveraging GoTo’s integrations with **SIP-based safety devices** and **mass notification software**.

- Phone system integration with on-premises paging and safety equipment including door locks, alarm system, and more
- Easily configure bells, paging and phones to broadcast announcements and alerts during an emergency
- Full integration with **InformaCast** and **CatapultEMS** mass notification systems to keep everyone safe, connected and informed
- Reliable cloud-based solution that keeps running even during outages with prioritized calling to emergency services.





**Talk. Message. Meet. Support. One workspace for team & customer communications.**

**Dialpad** provides *truly* unified communications, with advanced features all in one place—including call waiting, caller ID, and **built-in Ai technology**. Dialpad isn't just an ordinary business phone system. It gives you video meetings, SMS/MMS + team messages, and of course, phone calls—*all from one beautiful app*.

It's flexible and scalable, allowing you to add (or remove) users whenever you need to.

**Truly unified communications.** Phone calls, instant messaging, and SMS/MMS messaging, all on one place.

Dialpad has both a desktop app and mobile app (and works on browsers too). Whichever business communication channel you prefer, you can do it all right from Dialpad without having to switch between different tabs.

**An integrated contact center.** If your business has a contact center or support team, Dialpad also has a fully integrated CCaaS product. One user interface, one login—which means your agents and supervisors can make phone calls and message each other from the same place where they'd handle customer calls.

**Safe and secure.** Dialpad is **SOC2® Type II compliant** and can help you meet your **GDPR compliance requirements**. From personally identifiable information to actual phone calls, Dialpad ensures that your data is encrypted and secure no matter where you are and what device you're using.

**Voicemail transcriptions.** Don't have time to listen to all your voicemails? No problem. What if your business phone service could transcribe your voicemail messages so that if you're stuck in meetings all day, you can still read transcripts of important calls you might've missed?

**Fully integrated contact center with built-in Ai tools.** Build better agent and customer experiences with live coaching, sentiment analysis, predictive CSAT scoring, and more—all in the same communications platform where you send messages and host meetings.

**Sales dialer with live Ai-enabled coaching.** Give your sales teams the tools to close deals faster. Dialpad's Ai tracks action items and even automatically surfaces scripts when tricky questions come up on prospect calls.



**Vonage Business Communications (VBC)**, and it offers telephony, SMS, messaging and meetings. It integrates with Vonage's CPaaS & CCaaS on the **Vonage Communications Platform (VCP)**.

Vonage develops and operates its entire technology stack and sells mainly to the midmarket - but can and will support larger enterprises.

More than **90%** of its users reside in North America, although service to Latin America, the U.K., Europe and the Asia/Pacific region continues to expand.

Key changes in 2022 include enhancements to **Virtual Receptionist (IVR)**, **AI Virtual Assistant** and *automated integration* with **Microsoft Teams**.

**Vonage Meetings** has increased the scalability to 200 participants, an Integrated Whiteboard, Mute All, and the ability to escalate to video from **SMS, Team Messaging** and any web-based app.

VBC is *tightly* integrated with the **Vonage Contact Center**. Organizations with Contact Center as a Service (CCaaS) and UCaaS capabilities benefit from a consistent user interface, **single sign-on**, common call controls and a common directory.

**The cloud contact center software that brings it all together.** When you boost the agent experience, you help them to deliver an all-around better customer experience. And that can positively influence your sales and service delivery.

There is no question that the **Vonage Contact Center (VCC)** can positively impact your:

- Team productivity and satisfaction.
- Controlled costs.
- Customer first-call resolutions.
- Integrated CRM.

Cloud phone system integration with top business applications. Done better.

A cutting-edge phone system integrations platform that seamlessly connects to the key business productivity tools you depend on while helping you better manage your communications data.

The **Vonage® Integration Suite**, powered by **gUnify**, platform reimagines the way business communications are initiated and captured for better productivity, reporting, and business intelligence.

This integration can be extended to seamlessly bring together both voice and data into your key sales, customer service and business productivity applications, including **Salesforce** and **Bullhorn**.

**Ericsson** completed its acquisition of **Vonage** in **July 2022**.

## PHONE OPTIONS

You have *multiple* options for a deskphones that will do what you need them to do.



**Microsoft Teams**



**ANY DEVICE RUNNING**



Microsoft Teams



**Single Sign-On (SSO)**  
**Any device, Anywhere**  
**Voice & SMS show Work Caller ID**  
**Reliable, Secure, and Easy to Manage**



**poly**



  
**TABLETS**

  
**NOTEBOOKS**

  
**MOBILE**

  
**EXECUTIVE**

  
**BASIC DESKTOP**

  
**HEADSETS**

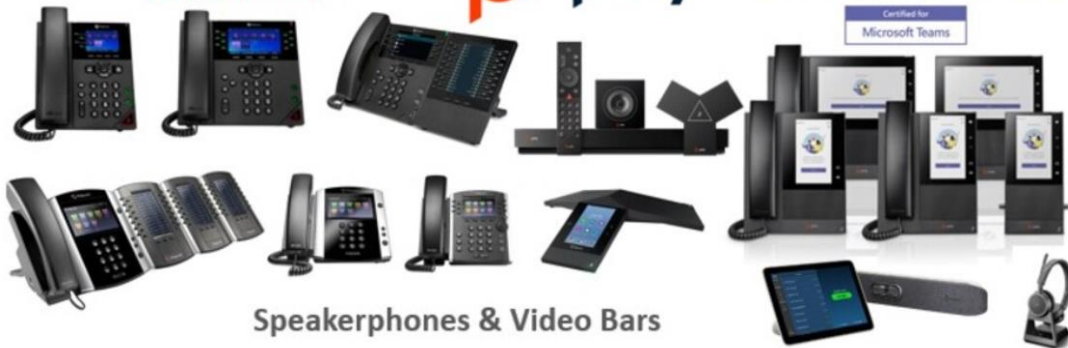
### **IP PHONES 8800 SERIES**



### **VVX Phones**



### **CCX Phones & Headsets**







## Desktop Phones & Accessories

poly CCX 500



From the Microsoft Website

poly CCX 400



From the Microsoft Website

poly CCX 600



From the Microsoft Website

poly CCX 700



From the Microsoft Website



poly Edge 550



poly Edge 400



poly Edge 300



poly Expansion Module for E400 & E500



poly Edge B30



poly Edge B20



poly Edge E220



poly Edge E100



poly VVX 150



poly VVX 250



poly VVX 350



poly VVX 450



poly VVX 401



poly VVX 601



poly Speakerphones



poly Headsets

## CONFERENCE ROOM SPEAKERPHONES & SOUNDBARS

Every conference room is different, and no one knows conference room speakerphones like **Poly**.

# poly speakerphones



Trio 8800



Trio 8300



Trio C60



Expansion Microphones

If using **Microsoft Teams**, there are multiple products that come *pre-loaded* with software *ready to go*.



Trio C60



Trio 8800

### Studio Soundbar



CCX  
Phones



## AUDIO CONFERENCEING

The Conference Bridge feature of VoIP allows large groups of people to participate in a phone call. Conventional phone service limits conference calling to a maximum of three people.

This advanced system can accommodate hundreds of participants on a single call, all at the same time.

Conference bridge calling eliminates communications the problem of long-distance travel, hectic schedules, and financial limits as obstacles to scheduling meetings.

Timely and effective interaction between many stakeholders in the larger community is the central requirement for any successful educational institution.

### Features and Benefits of Conference Bridging

**No Setup Required** — The conference bridge is implemented by the VoIP provider. Your firm needs only a dedicated phone line and the proper audio equipment. Participants will be connected by dialing into the conference bridge, using a phone number and PIN provided.

- **Choice of Capacity** — Conference bridging technology supports multiple conference rooms and multiple call participants in each. You select the number of conference room and participants based on the model, hardware, and licensing terms you choose.
- **Graphical User Interface** — Advanced features of better systems include a GUI that enables participants to see who has joined the conference and who is currently speaking. Moderators and call administrators have even more advanced controls providing more information.
- **Convenient Attendance** — Clients can attend many meetings without even leaving their workplaces or homes. Save time that can be used to get more done, by eliminating the need to drive to firm to attend every meeting in person. Attorneys can gain back precious time by meeting anytime, as needed, with clients when important issues come up.
- **Flexible** — Participants can dial into the conference call from landlines, smartphones, computers, tablets or other devices. Unlike face-to-face meetings, this allows meetings to be scheduled around needs instead of schedules.



## ON-LINE FAXING

Online fax sends scanned paper documents or digitally created documents in a digital file format from your computer or mobile device via the internet.

The modern online faxing alternative to traditional faxing requires feeding paper documents into a stand-alone fax machine to send and physically removing received paper documents from the fax machine after they are printed.

Online faxing lets you fax securely and directly from your office, home, hotel room, or anywhere else with strong internet bandwidth.

### Features and Benefits of Online Faxing

- **Large File Transfers** — Online faxing lets you send files of more than 100 pages, high-resolution photos, videos, audio files, and large workbooks of spreadsheets. Without this, it can be difficult or impossible to transmit files over a certain size limit.
- **Group Delivery** — The system automatically sends a message to each addressee’s inbox. Send paperless faxes to many different lawyers, parents, student groups, or other large groups of recipients simultaneously as needed.
- **Electronic Signatures** — Sign received or sent faxed documents digitally. This is essential in today’s standard practice at most cost-conscious institutions. Transmitting forms through electronic channels, saves a lot of time and money for firm, compared to using slow and costly paper mailing or hand-to-hand transfers.
- **Mobile Faxing** — Receive document transfers from anywhere there is internet access. Online fax capability enables busy firm administrators to avoid the processes of having employees back at the office fax items for them while they’re out of the office.
- **Increased Privacy** — Faxes sent online can be delivered to your email inbox, instead of to your law firm’s office fax machine, for increased delivery speed, convenience, efficiency, and protection of sensitive information.



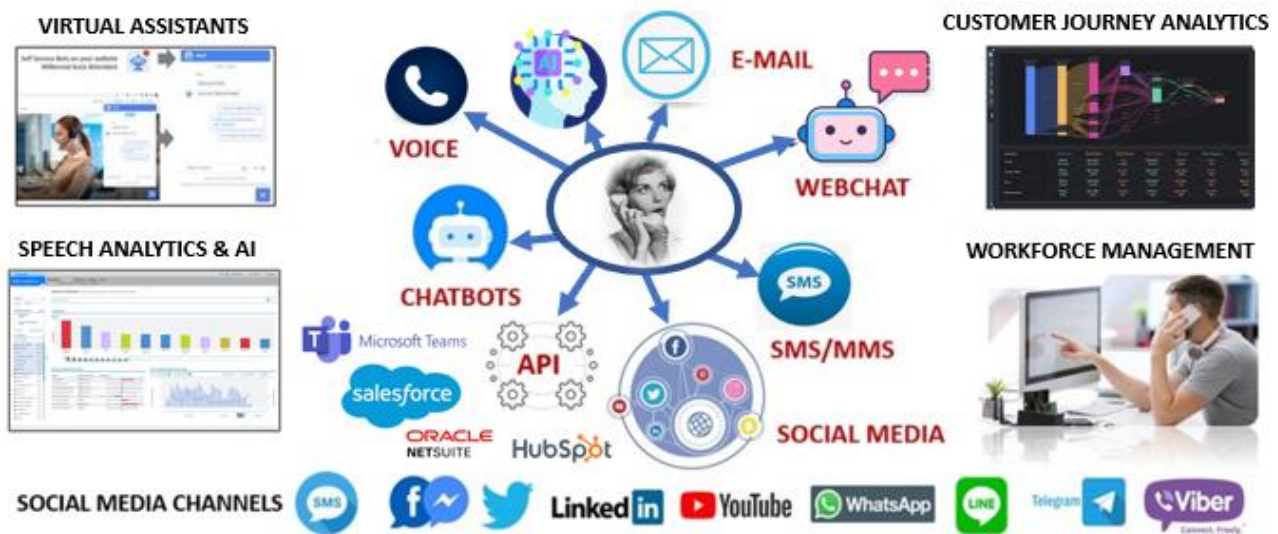


## OMNI-CHANNEL CONTACT CENTER

An omnichannel cloud contact center is a customer service function that uses cloud-based contact center software to manage your customer interactions across multiple channels. These channels **include phone, chat, email, text (SMS), and social media.**

**Omnichannel** involves using multiple channels to give customers a seamless and integrated experience.

Businesses can improve their omnichannel strategies by updating email newsletters, discussing SMS marketing solutions, and using other approaches.



**Customer Journey Analytics** is the process of understanding the impact of every interaction a customer has with your business. This includes all touchpoints in the customer lifecycle — websites, social media, live chats, follow-up emails, phone calls, and in-person assistance on the sales floor.

**Social Media Contact Center Integration.** Engage with your customers through an interface they are already comfortable and familiar with. Meet your customers where they already are by adding social media integration and chat messaging as a contact channel option.

Although digital channels continue to grow in popularity, **VOICE** remains the preferred channel for customer service queries. **Natural language processing (NLP)** makes it possible for technology to understand conversations in the everyday language customers use when speaking to your customer service team.

**What is speech analytics?** Speech analytics uses technology to listen to and analyze conversations. By using AI, rather than people, large amounts of unstructured data can be analyzed effortlessly.

Similar technology can be employed to analyze text and the combination of speech and text analytics gives organizations the ability to uncover deep actionable insights that can be used to improve future interactions or have a positive impact on 1-2-1 customer interactions in real-time.

## INTELLIGENT VIRTUAL ASSISTANTS (IVA)

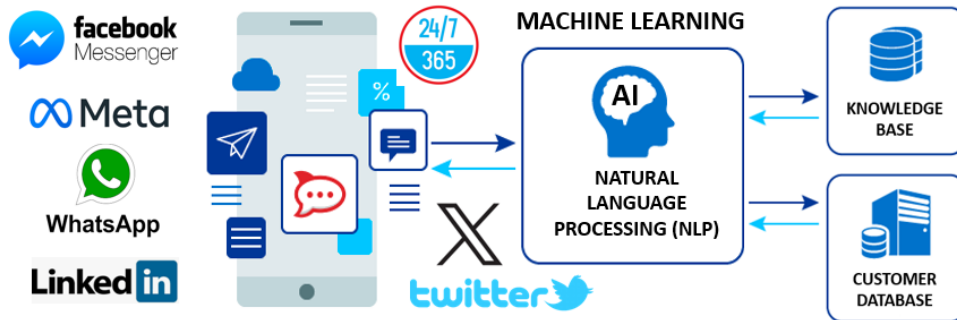
IVA's use **conversational AI** to simulate human conversations and answer questions from a knowledge base and act like a live person that is **available 24/7/365** for students, teachers, etc.



**VIRTUAL ASSISTANTS GET SMARTER EVERY DAY!**

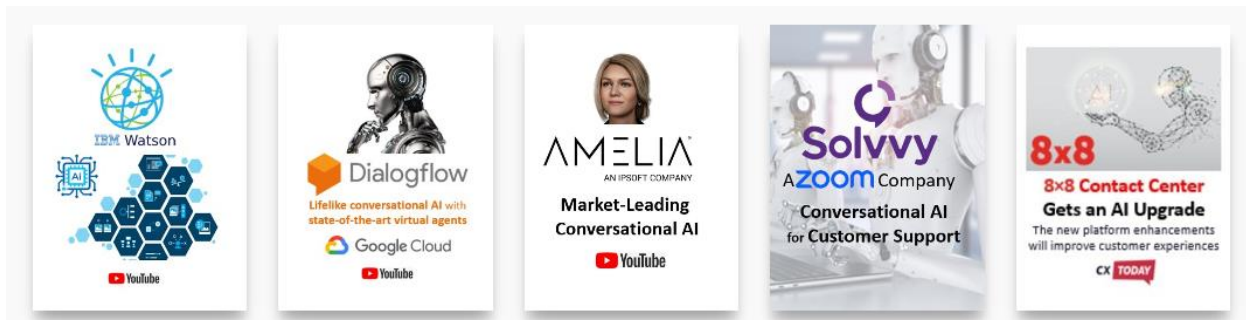
THANKS TO CONVERSATIONAL   

**CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS**



IVA's can interpret the user intent, process their requests, and give prompt relevant answers.

## MULTIPLE OPTIONS FOR CONVERSATIONAL AI



## ENTERPRISE-GRADE INFRASTRUCTURE



**Extreme Networks** provides **wired and wireless network infrastructure equipment** and develops software for **network management, policy, analytics, security & access controls**.

**Future-proof with Wi-Fi 6E.** Boost IT efficiency and deliver seamless user experiences with intelligent, cloud-managed wireless.

**Universal.** Increase agility with latest Wi-Fi 6E technology that also allows new use cases via user-selectable software.

**Cloud Management Your Way.** Combine industry-leading Wi-Fi with Extreme cloud management that streamlines deployment and monitoring of wired, wireless and SD-WAN devices via a single pane of glass.

**Modern Digital Experience.** Leverage explainable machine learning for a more proactive IT operations team.

 **Extreme™ is trusted by over 50,000 Clients Worldwide**





## BANDWIDTH

Reliable internet connectivity is a **requirement** – not a luxury - in today’s cloud-based world. Based on the service address, pricing can be all over the map as the carriers are running **fiber** everywhere it makes sense.



Brookside has **direct** relationships with all the major carriers and is a channel partner who gets great pricing.

We order fiber from carriers every day and can help make sure they have what they need to install your services.

## BUSINESS CONTINUITY WITH SD WAN

**SD-WAN technology** has gained popularity for its ability to make WANs more agile, cost-effective, and responsive to the dynamic needs of modern businesses. It is particularly valuable for organizations with **distributed branch offices, remote workers, and a reliance on cloud-based applications**, as it can optimize connectivity and application performance across the entire WAN infrastructure.



## FEATURES & BENEFITS OF SD WAN

- **SD-WAN** ensures **HIGH performance** for web-based apps without sacrificing security.
- **Centralized, cloud-delivered management dashboard** for configuration & management of WAN, cloud, & security.
- **Real-time optimized performance** for Microsoft Office 365, Teams, Salesforce, VoIP, & SaaS.
- **Quality of Service (QoS)** that prioritizes real-time apps over guest and social media use.
- **Secure traffic** across broadband Internet and into the cloud with integrated threat protection enforced at the right places.



## CYBERSECURITY

Public and private school’s data security should be a top priority for any district, and here’s why: Students and faculty trust you with their most confidential information which makes most districts prime targets for cybercrime.

According to the **2022 ABA Cybersecurity Tech Report**, [27% of law firms experienced a form of security breach](#). You don’t want your law firm to become part of that statistic.

If lawyers cannot mitigate the risk of data breaches and keep their clients’ data as secure as possible how does your district?

Here are a few certifications that are designed to protect schools from a variety of cyber-attacks.



**FEDRAMP.** The **Federal Risk and Authorization Management Program** is a United States federal government-wide compliance program established by the **General Services Commission (GSA)** division of the US government that provides cloud-based products and services and their commitment and approach to **authorization, security assessment, and continuous monitoring.**

When a vendor states that their solution is FedRAMP authorized, it means that they have gone through the evaluation process, met the criteria and standards, and will be deploying their cloud-based solutions and services in one or more federal agencies.

**Texas Risk and Authorization Management Program (TX-RAMP)** provides a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process, store, or transmit the data of a state agency.

## CLOUD-BASED PC



**StreamPC** makes true Cloud Computing – Streaming your Computers from the Cloud (aka Desktops as a Service (“DaaS”) or “CloudPC’s”) – easy and accessible.

**StreamPC's** patented technologies make streaming your PC's easy and more affordable, automating your Set Up,

**Onboarding and Security Best Practices.** StreamPC - one of the only complete Cloud Computing Solutions – is the best way to protect your business against today's cyber threats.

**Ransomware** is a type of crypto virological malware that permanently block access to the victim's personal data *unless a ransom is paid.*

While some simple ransomware may lock the system without damaging any files, more advanced malware uses a technique called crypto viral extortion and **StreamPC can help prevent it!**

### Protects Your Organization while enabling Productive Work from any Location, on Any Device

Our patented SaaS Platform – “StreamWRX – makes deploying CloudPC’s and the security you need to protect your business Easy and Affordable. You know your employees need secure access to critical line-of-business applications, shared documents and company resources whether working in the office, in the field, or at home.

### Worried about End Points? Users can use any device, anywhere to connect.

We have eliminated the worry of company data stored at the End Point! Our propriety method of delivering applications to your CloudPC gives you the most-secure computing platform in the world, protecting against ransomware, viruses, malware, phishing, and other cyber-attacks.

**Get the Security Your Business Needs and Spend Less Doing It.** StreamPC has your back! The monthly subscription is simple, cost-effective and provides you with peace of mind so that can focus on your business!

## TURN YOUR DESKTOP INTO A BYOD APP



Enterprise desktops are *preloaded* with all your PC apps and delivered *securely* on any device in any region in any public cloud and managed by tech support 24/7.



## PAGING & INTERCOM FOR SCHOOLS

So now that we know what to look for when shopping for VoIP equipment and conference room hardware for schools, let's take a closer look at some of the equipment itself. There's a wide range in equipment, price, makes, models, and buying options to consider before finalizing a purchase.

**Brookside knows how to help get the right equipment and get it installed and working.**

We want to make sure you have enough information on each piece of equipment to make the most informed decision possible. More specifically, we're going to look at mics, paging/intercom systems, conferencing equipment, and digital whiteboards.

### PAGING - The Best Defense Against Active Shooters and Other Emergencies



**Alyssa's Law** is legislation to mandate that all public elementary and secondary school buildings be equipped with **silent panic alarms** that notify law enforcement directly. These **Emergency Response Applications** Must Include:

- Administrative Access to Critical Information
- **Silent Panic Alarm System**
- Real-Time Communication Between First Responders
- 2-Way Communication with Users

Schools and colleges can save lives by adopting proven strategies to improve the effectiveness of their campus public address systems. Brookside is very familiar with all the latest paging solution from **Algo** as well as **Valcom, Viking, and Bogen**.

**ALGO**

**VALCOM**

**BOGEN**  
COMMUNICATIONS, INC.

**VIKING**  
Security and Communication



## ALGO K-12 SCHOOL & HIGHER EDUCATION IP PAGING

Algo's K12 School & Higher Education IP Paging Solutions are perfect for Public Address (PA), Emergency Notification, Door/Gate Entry Intercom & Access Control.

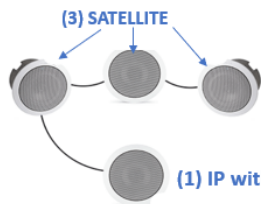
**Algo IP Endpoints** can be used in any education facility offering **voice paging, alerting, and emergency notification**, enriching the audible and visual communication experience for teachers and students.



**Ceiling speakers** are an ideal choice for crisp, clear audible communication. With options for drop ceiling or surface-mount installation with both the Ceiling and Surface-Mount Speakers for the classroom.

**Significant Cost Savings.** The Algo 8198 and 8196 speakers can provide significant savings when combined with one or more 1198 or 1196 satellite speakers.

For expanded coverage and reduced costs, up to three satellite speakers may be connected to the 8196 or 8198 speakers sharing the 16W of available audio power. Each satellite speaker attached is automatically detected by the 8198 or 8196 IP Speaker and monitored for connectivity.



- Up to **75% less network cable drops**
- **High Quality Wideband Audio**
- Lower cost per speaker and licensing costs
- Ability to connect to **3 Satellite** speakers for each **IP speaker**
- User-friendly **web interface** or **auto provisioning** and **remote management**
- Supports **SIP, Multi-cast, Poly Group page, InformaCast, Revolution, RESTful API**

**Horn speakers**, with a durable and weatherproof design, are often used for playgrounds and parking lots in schools and for courtrooms, stadiums, and other outdoor locations in universities to deliver clear communication. For locations where a single horn speaker is required, the 8186 IP Horn Speaker can deliver very high levels of audio output to be heard over children playing or traffic.

For locations requiring multiple horn speakers, the 8196 IP PoE+ Horn Speaker, paired with an 1196 Satellite Horn Speaker, can be deployed back-to-back to reach a greater audience.

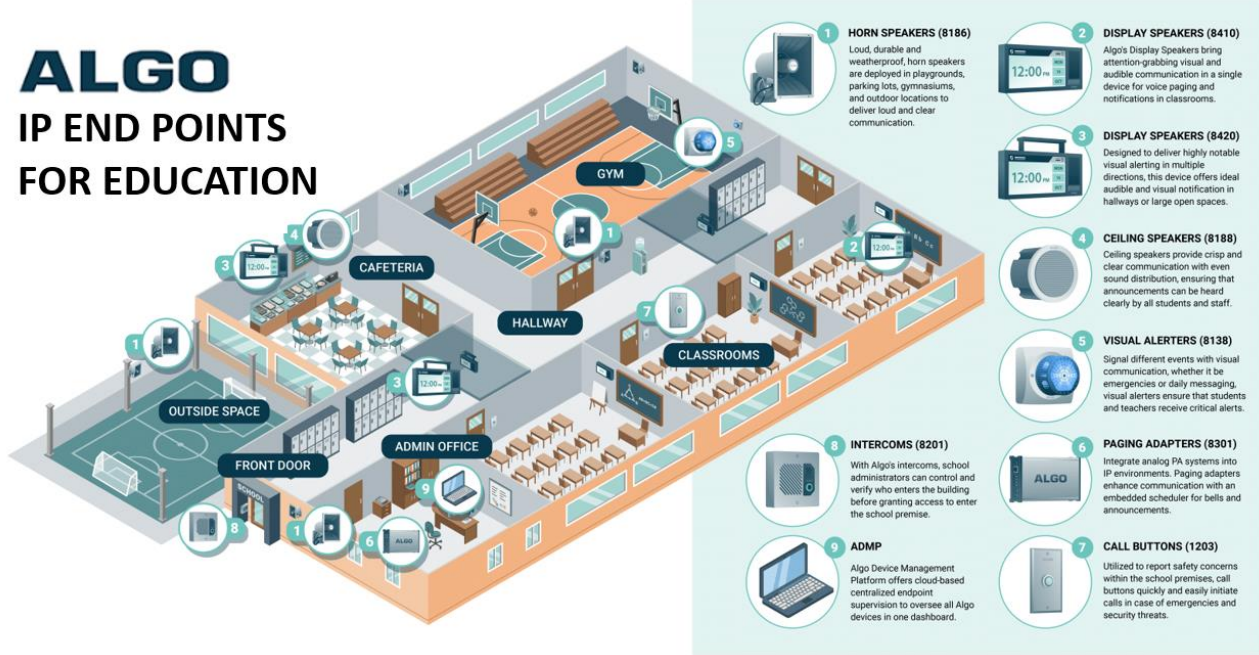
**Visual display speakers** featuring three core components – **LCD screen, wideband speakers, and LED flashers** – bring attention-grabbing visual and audible alerting together in a single device.

Voice paging can be delivered over the speakers while text can be displayed on the screen and strobe lights are used to draw attention to the screen. With two models available that are designed for use in classrooms and there's a Dual-Sided Display Speaker designed to be seen from opposite directions that is ideal for hallways

**Wall speakers** are often chosen in education for their high visibility clock allowing professors, teachers, and students to easily keep track of time. The clock automatically functions on network time protocol, showing the exact time for the local region. There are optional **strobe lights** along either side of the device that can be used in tandem with voice paging to represent different alerts or events.



# ALGO IP END POINTS FOR EDUCATION



## BRINGING IP TO LEGACY ENVIRONMENTS IN EDUCATION

In cases where schools or college facilities are looking to transition or have transitioned to IP paging from a legacy system, Algo’s paging adapters provide solutions to ensure organizations remain fully functional while retaining analog technology.

While many organizations will deploy full IP environments with dedicated IP speakers, there are often situations where traditional infrastructure is still reliable and usable. IP can be brought to such environments with the use of Algo IP Paging Adapters.

## ALGO 8301 IP Paging Adapter & Scheduler



The PoE 8301 IP paging adapter provides a dry page output to a traditional amplifier, thereby offering a seamless bridge from VoIP to a legacy analog voice paging / public address (PA) system.

The paging adapter is a fully compliant 3rd party SIP endpoint and compatible with most ALL systems.

The device also functions as a scheduler for automated bells, tones, and announcements.

## VALCOM

### PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

As the largest provider of telephone integrated paging systems in the world, Valcom is the standard product offering for major telephone companies. Valcom's pre-engineered technology uses your existing infrastructure, which eliminates the need for additional wiring when connecting speakers and other intercom products.

**Lockdown & Emergency Preparedness.** When emergencies happen, the situation can escalate quickly. Actions taken in the first few seconds are critical and can be lifesaving.

**Valcom's IP6000 software solution** is a key instrument in preparing for potential threats, whether those threats are man-made or weather related.

Preparation helps you deliver real-time information to people within your organization so they can stay safe and informed during an emergency situation.

**Daily Communications.** Schools run more efficiently with a daily communications system in place. Morning announcements keep the school running on time and hassle free. The IP6000 software allows you to set and amend your calendar throughout the year. Sync your bell schedule, clocks and automate announcements, all of which can be controlled from the school or district level.

**Versatility.** You can leverage existing messaging systems with **IP6000** to create one seamless notification platform working in concert to deliver time sensitive information to people throughout your organization.

- Efficient daily communications
- School automation for repetitive events
- Browser-based calendars and bell schedules
- Time collaboration and time management

**Scable.** The **IP6000** is a pivotal piece of Valcom's suite of software solutions that enables your school to run effectively and seamlessly and has infinite scalability to accommodate multiple locations, various notification paths and devices giving you a complete solution start to finish.





## IP Backbone/Retrofit System

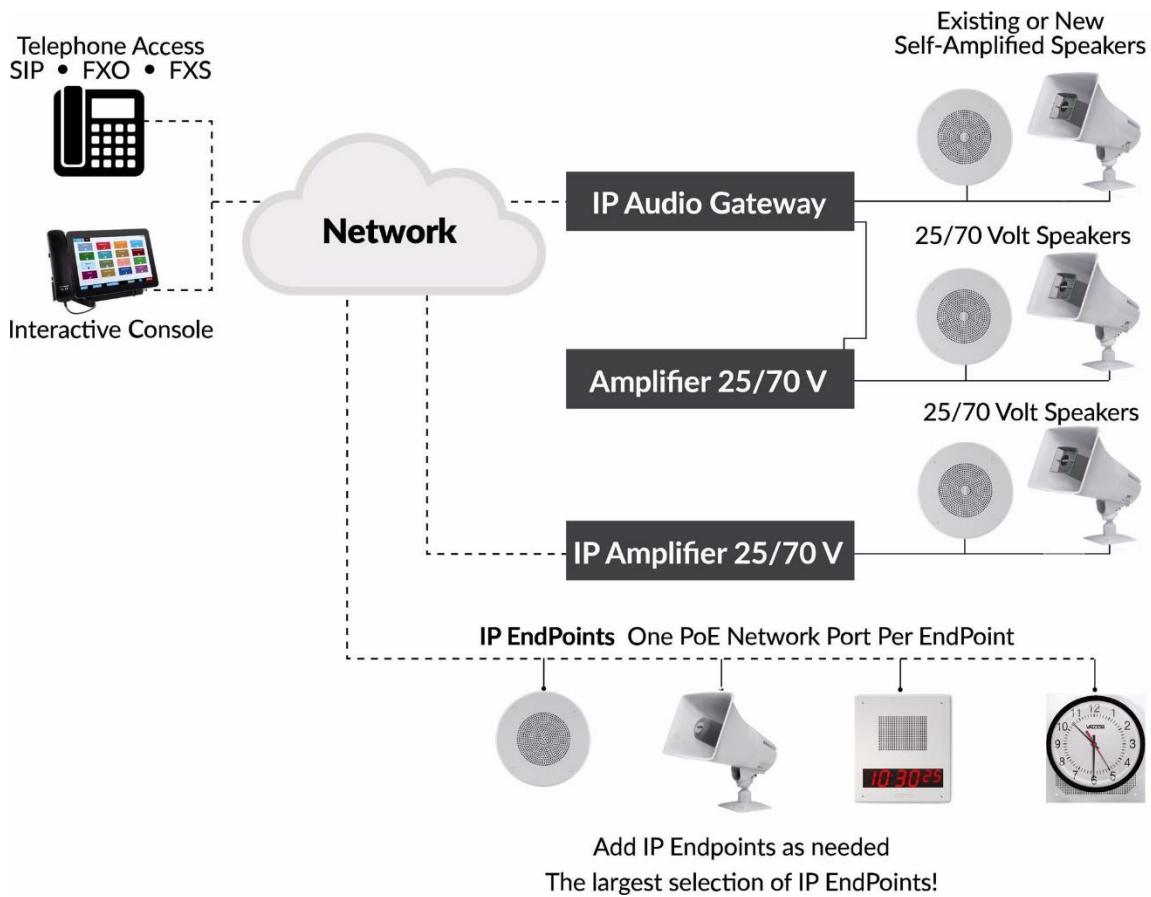
IP backbone/retrofit general purpose paging systems are a combination of analog speakers and cabling connected IP network audio gateways on existing or new network infrastructures.

This type system allows use of existing analog infrastructure/speakers, and provides the advantage of migration to IP control.

IP backbone system deployment is much faster than analog and offers the benefit of using software to make changes such as volume levels, zoning, etc.

Access to make page announcements can be stand-alone phones or microphones, as well as FXO, FXS, and SIP. IP backbone systems also provide the ability to connect IP speaker and horn endpoints that broadcast simultaneously with analog speakers.

This type system is often used for larger buildings or areas of coverage and is typically 1 to 200 zones.





### Full IP EndPoint System

Full IP general purpose paging systems are modern, flexible, easy to install, and use new or existing network infrastructures.

Each endpoint including, speakers and horns, simply plugs into a PoE network switch.

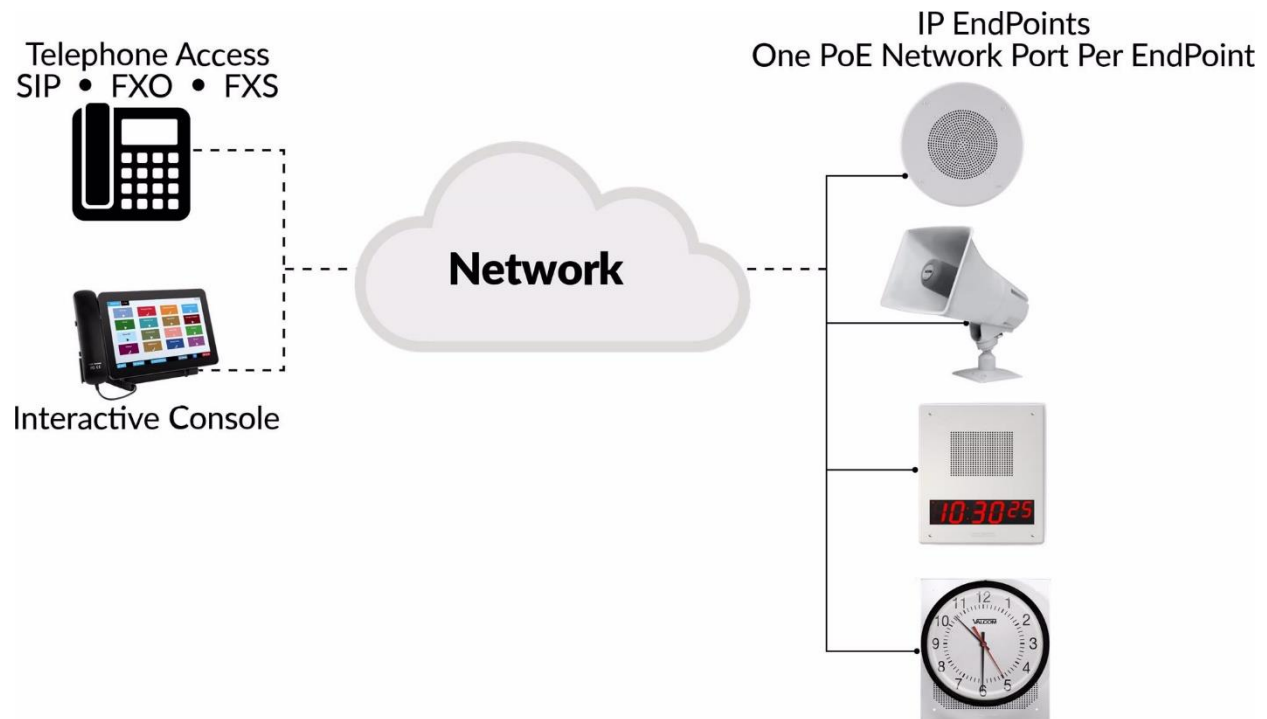
All communications and power is provided with this single PoE port which makes installations fast and simple.

Set-up and programming is 100% software controlled and managed. Making changes is simple and done with the click of a mouse including speaker volume levels, zoning, and all call page broadcast.

Access can be standalone phones, microphones, IP Interactive Consoles, FXO, FXS, and SIP. A full IP system has no limits on zones and can be expanded without the need to purchase new headend equipment.

This type system is used in all type applications including small buildings, extremely large buildings, multi-buildings, multi-site, and multi-campus.

Full IP systems can be linked together for enterprise customers and controlled from a central location.



Add IP Endpoints as needed  
The largest selection of IP EndPoints!



## SURVEILLANCE & SECURITY

Brookside Cloud Consulting has a strategic partnership with [Dyezz Surveillance and Security](#) to provide turn-key solution design and implementation of managed **video surveillance, door access, fire, and security solutions** that complement the **911Inform Emergency Event Management Platform**.



Brookside's strategic partnership with **Dyezz Surveillance and Security** allows them to offer **video surveillance, access control, intercom systems, alarm systems, and fire alarm systems** to their clients.

These systems provide **real-time monitoring** to protect your business, home, and family. Choosing the right surveillance system is crucial for ensuring safety.

- **Access Control.** This service involves identifying, designing, and installing access control systems. These systems can range from restricting access to a single door to managing access across multiple points.
- **Alarm Systems.** Reprogramming alarm systems for burglar and fire alarm monitoring can be done for a cost as low as \$0.57 a day. This service ensures that your property is protected from potential threats.
- **Fire Alarm Systems.** Quick response time is crucial in the event of a fire. Installing an effective fire alarm system can be a critical decision for safeguarding your home or business.
- **Intercom Systems.** Intercom systems allow communication with visitors without granting them physical access. This adds an extra layer of security to homes and businesses.



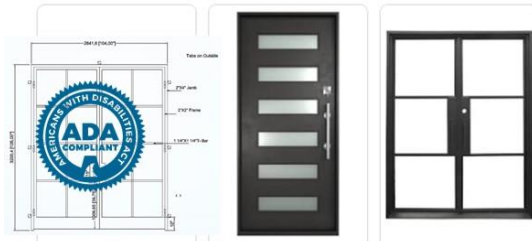
Dyezz has been providing the highest quality of installations and service for **video surveillance systems, burglar and fire alarms, access control systems, covert surveillance, intercom systems, and home automation** since 2001.

**Texas Department of Public Safety License # B11530 and Fire License # ACR-2713**

What started as a local Austin business that has grown to service the metropolitan markets of **San Antonio, El Paso, Dallas, and Houston**.



## STEEL WINDOWS & DOORS



Since 2006, [Metro Steel Windows & Doors](http://www.metrosteel.com) has strived to provide our customers with unique & stylish doors & windows with only the best in quality professional and personalized service. Our mission is to help make our customers happy with the right products and a service that meets and even exceeds their design goals.

Bullet proof windows for schools are a necessity for the well-being of students and faculty. The benefits of these types of windows and doors include the following:

**Increased protection:** Faculty and students can have peace of mind knowing that the windows and doors in the school are reinforced with **bullet proof** glass. They can be engineered to withstand extreme force, including ballistics as well as explosives. Their properties can ensure that any attempts to breach the building through windows or doors can be delayed providing time for law enforcement and first responders to arrive at the incident.

**Seamless integration:** Our unique product designs have been created to complement today's architectural windows and doors while still offering maximum protection. Our engineering expertise means that these bullet proof doors for schools will fit into virtually any type of architecture as they keep educational facilities safe. This means there is no need to worry about our products detracting from the historic design of many university buildings or interrupting the look of more-contemporary façades. Because the glazing in these products remains just as transparent as regular glass, they won't draw undue attention to themselves.

**Energy efficiency:** U.S. Bullet Proofing is one of the few manufactures in the industry that offer a complete energy-efficient solution with thermally broken windows. This means you'll get windows that contribute to lower utility bills for your facility. They offer a significant level of insulation that helps reduce the amount of energy your properties consume for heating and cooling purposes.

Steel windows and bullet-proof glass provide the security necessary to protect the teachers and students..

## PAYMENT PROCESSING

Business owners have experienced a shift from customers using cash to now preferring credit card payments, which have become the primary form of payment for most businesses.

As a result, the high expense of accepting credit cards and the rising cost of processing fees are now unavoidable.



### ELIMINATE 3-5% PAYMENT PROCESSING FEES

**Titanium Payments** is an Austin-based private company that is part of a cooperative buying network that offers “processor direct” wholesale pricing in the electronic payment industry.

These zero cost credit card processing programs allow pretty much anyone to reduce or eliminate the expense of credit card processing fees - even if customers are making credit or debit card transactions.

"Cash Discounting" or "Dual Pricing" allows businesses to accept credit cards without having to pay the 3-4% for payment processing and/or merchant service fees. Everything you need to be successful from credit and debit card guidelines - including PCI compliance to protect you from the bad guys.

## POINT-OF-SALE SOLUTIONS

### WIRELESS CREDIT CARD TERMINALS & POS HARDWARE & SOFTWARE

The image displays a variety of point-of-sale (POS) solutions. On the left, there are logos for Union, Clover, Blogic Systems, accept.blue Payment Gateway, Dejapaypro (Cloud-based POS System), and IPOS Systems (Payment Transaction Solutions). In the center, there are several handheld and countertop payment terminals. On the right, a person is shown using a handheld payment terminal. Below these, there are four boxes showcasing different POS models: Clover (labeled 'WORLD CLASS POINT OF SALE (POS)'), FLEX, MINI, and STATION DUO. To the right of these boxes is a diagram showing a central POS terminal connected to various services and hardware, including Uber Eats, DoorDash, Mobile Ordering, Phone Ordering, Barcode Scanner, Serverless Printing, Takeout-Delivery, and Drive-thru.

## DIGITAL WHITEBOARDS

High-tech whiteboards resemble the conventional dry-erase boards that students are already familiar with, but they are loaded with modern features to facilitate interactive, modern learning.

Today's state-of-the-art interactive digital whiteboards can use their whiteboard teaching aids in ways not previously possible.

State-of-the-art digital whiteboards interact with computer software programs, digital documents and photo files, all by touching the board's screen. The whiteboard's touchpad is connected to a computer, and the computer is connected to a projector.



The class instructor can alter information on the board, copy and move it to the next slide. He/she can write on it like on a traditional whiteboard, but the digital board turns the handwriting on the board into text, which can be immediately retrieved for reference during the class session.

### Features and Benefits of Digital Whiteboards

**Media Content** — Digitized whiteboards are designed to open and interact with electronic files and software programs. They even support a variety of applications designed for use on a computer.

The whiteboard can be used to search the internet, help students make stronger oral presentations, play video games, and more.

- **Spotlight** — The whole image can be darkened to highlight only a specific area on the whiteboard by just dragging the spotlight to any desired place on the board. This allows the user to direct students' attention quickly.
- **Screen Content Interaction** — Classroom instructors and students can interact with information using a stylus pen, or finger to draw, highlight, activate hyperlinks, press on-screen buttons to execute commands in real-time.
- **Class Engagement** — Students can interact with content instead of just reading lecture notes. Participants can open applications from the whiteboard to create presentations, making them more interactive and easier to use for the student.
- **Reliable Compatibility and Quality** — Older versions of whiteboards were notorious for not interfacing as expected with other technologies needed for integrated presentations, and for not working at all with others. Today's upgraded digital whiteboards reduce the risk of finding yourself unable to connect with other equipment and devices, stuck teaching from your own memory or handwritten notes through key parts of your lecture, without the benefits of the full-scale use of your central teaching tool. Since most lessons are now built around whiteboards, teachers need the most reliable whiteboard technology.