

SCHOOL TECHNOLOGY GUIDE FOR 2023



CLOUD-BASED SOLUTIONS

VOICE, CHAT, VIDEO, CONTACT CENTER, AI,
EMERGENCY MANAGEMENT, NG911,
& ZERO COST PAYMENT PROCESSING



BROOKSIDE CLOUD CONSULTING

VENDOR AGNOSTIC INDEPENDENT CHANNEL PARTNER

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LEARN MORE AT WWW.BROOKSIDEUS.COM



Brookside Cloud Consulting has decades of experience working with all sizes of public and private schools and saves time and money on finding the perfect solution to meet your needs and budget.

Brookside cut their total cost per user in half and fixed all kinds of problems they didn't know they had!

Brookside designs and implements complete **cloud-based solutions** from major providers for:

- **Unified Communications (UCaaS)** - Voice, Chat, Video on Any Device, Anywhere
- **Contact Center as a Service (CCaaS)** - Omni-channel Routing, AI, Customer Journey Analytics
- **NG911 Emergency Management** – Location accuracy, Mass Notification, Panic Buttons
- **Interactive Geo-fenced Map** with access to existing cameras, doors, paging, & phone system
- **Payment Processing and POS** that have **ZERO COST** for payment processing
- **Fiber and managed SD WAN** solutions that deliver the highest level of business continuity



ACTIVE SCHOOL SAFETY GRANTS

2022-2025 School Safety Standards

2022-2024 Silent Panic Alert Technology

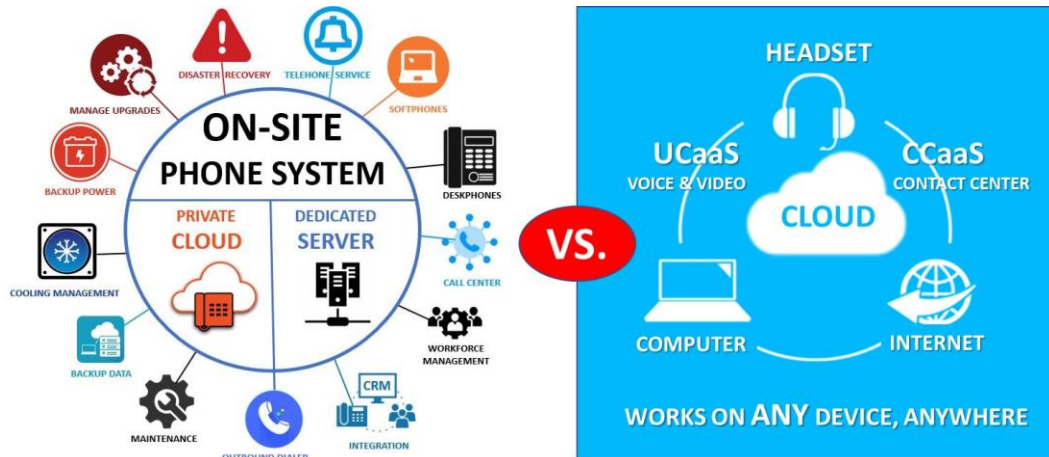


ON-SITE PHONE SYSTEM VS. CLOUD-BASED UCaaS

When you compare 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 to access to **FREE** support 24/7 for cloud.

A **cloud-based** hosted VoIP system, as opposed to an on-premise system, makes 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

- 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.
- Consolidation and integration of key apps to deliver the best possible user experience.
- Meets business continuity & security goals with enterprise connectivity using fiber & SD WAN.
- VoIP technologies are available in comprehensive packages and in very limited plans delivering only minimal basic communications equipment and services, far less time-consuming and intrusive to install.

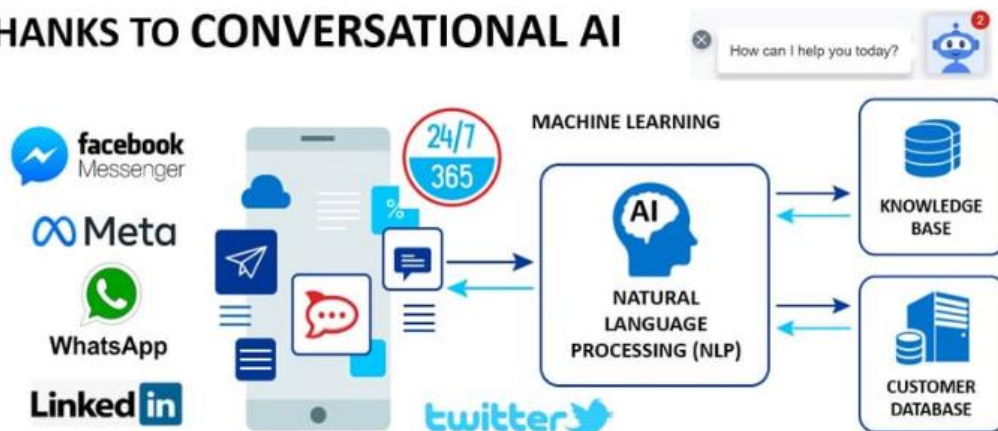


SELF-SERVICE CHATBOTS

Self-service chatbots are **AI-based** apps that simulate human conversations from answering questions from a knowledge base and is like a live person that is available 24/7/365 for students, teachers, etc.



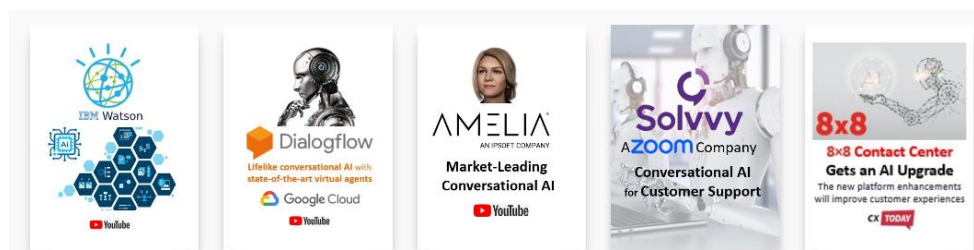
SELF-SERVICE CHATBOTS GET SMARTER EVERY DAY! THANKS TO CONVERSATIONAL AI



CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS

Bots interpret the user intent, process their requests, and give prompt relevant answers.

MULTIPLE OPTIONS FOR CONVERSATIONAL AI



HARDWARE SIP PHONE OPTIONS

SIP phones all are similar in how they work but there are some advantages to some of them over others.



With **Microsoft Teams**, you have *multiple* options for a deskphone that will do what you need it to do.





Desktop Phones & Accessories

poly CCX 500



poly CCX 400



poly CCX 600



poly CCX 700



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



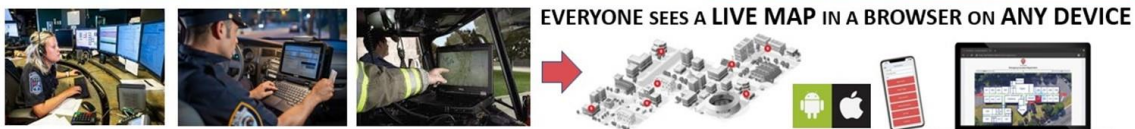
poly Speakerphones



poly Headsets

NG911 EMERGENCY MANAGEMENT

 **911 INFORM** PLACES A **PIN** ON AN **INTERACTIVE LIVE MAP** THAT IS SHARED



WORKS WITH YOUR **EXISTING VIDEO SURVEILLANCE, DOOR CONTROL, & OVERHEAD PAGING SYSTEMS**



BROOKSIDE EMERGENCY MANAGEMENT SOLUTIONS





911 INFORM WORKS ON ANY DEVICE USING A BROWSER



911 INFORM's Four Safety Solution Modules



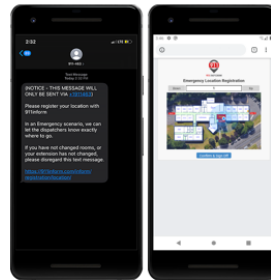
Connected Building

Connect to Door Access Controls, Security Cameras, Alarms, Strobes, Voice Controls, Paging, Facial Recognition, & Gun Shot Detection



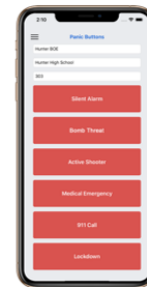
Cell Phone Notification

Notifications are instantly sent of 911 calls from native dialer, no app required



Compliance with the latest FCC Legislation

Kari's Law / RAY BAUM'S Act
DETECT – LOCATE – REPORT



911inform Panic Buttons

Alyssa's Law Mobile Panic Button Access to PSAP
New Jersey – May 2020
Florida – 2021-2022 School Year
Federal Legislation Pending

SAFE ZONE
Gunfire Detection



Shooter Location
Weapon Type
Number of Shot





InformaCast Mass Notification



Mass notification and critical event management software keeps people safe and informed, everywhere, every time.

InformaCast offers the only mass notification system that reaches people on-site *and does* mobile alerts from the *same* alerting solution. InformaCast is a powerful mass notification system that reaches your people on both their mobile and on-premises devices. 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 recorded 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.

With **InformaCast** you'll have a solution with the speed and reach you need to ensure everyone receives the information they need to stay safe. It integrates with **Microsoft Teams**, **ZoomOne**, and most cloud-based solutions.

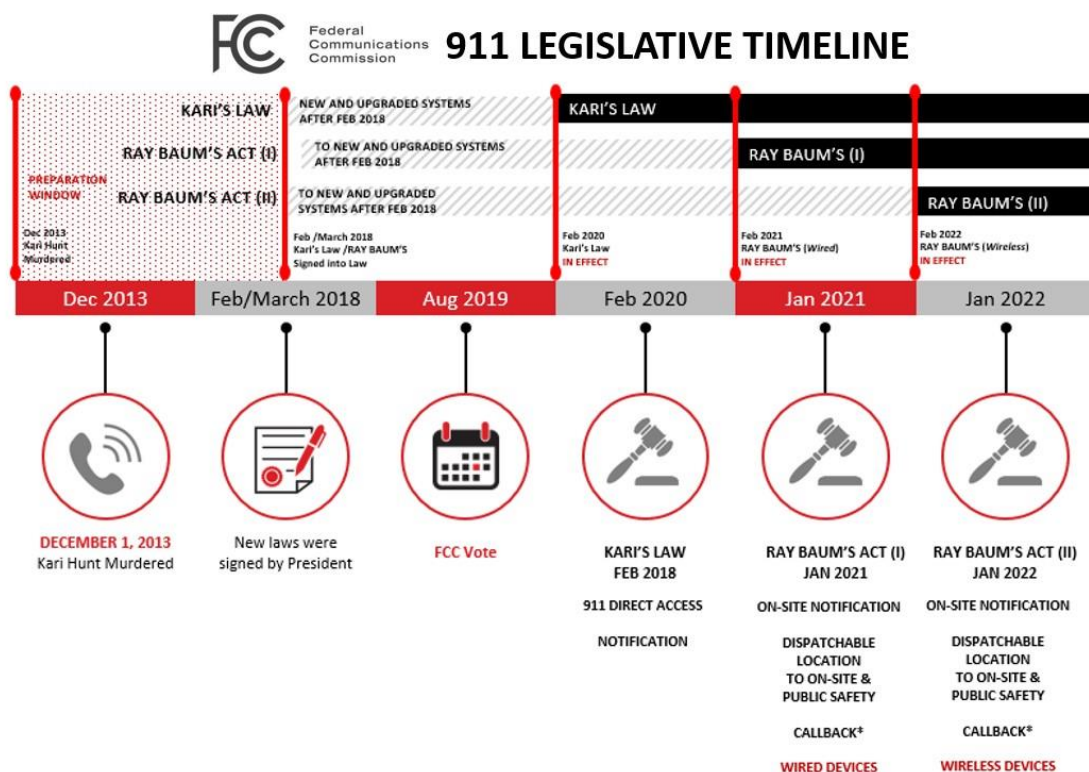




It is common practice today to protect our schools and public buildings through legislation such as **Kari's Law**, requiring the direct dial of 911 from telephone devices and the on-site reporting of the emergency call to staff, and the **Ray Baum's Act** requiring a dispatchable location be sent to public safety.

Alyssa's Law is now in effect requiring mobile 'panic buttons' specifically in schools and public areas.

Brookside makes sure you are conforming to the latest FCC 911 laws so you don't get fined!



Texas Department of Information Resources (DIR)

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 is essentially over unless you really want to.



RFP’s and the vetting of providers and vendors and what they offer has already been done by the DIR and multiple purchasing cooperatives to provide great pricing for government, education, and non-profits.

Approved Purchasing Co-operatives

Purchasing cooperatives are a popular purchasing option for Texas school districts because they are more flexible and have better pricing than the DIR.

They help you make the purchasing process as simple as possible by offering solutions that help you save time and optimize your education dollars.

Brookside over the years has worked with multiple purchasing co-operatives that are all free-to-join. These national online purchasing cooperatives were developed to streamline the buying process for school districts, municipalities, and other public entities, while saving them time and money.

Purchasing coops give school districts the advantage of leveraging the cooperative’s ability to obtain bulk discounts, combined with the ease of web-based shopping and ordering.

These organizations have developed these programs that comply with state laws which require government entities and allow them to make purchases from an approved list of vendors who have one through a competitive procurement process.





TIRED OF SLOW & UNRELIABLE BUSINESS INTERNET ACCESS? LET US HELP!



READY FOR THE RELIABILITY OF FIBER?

COAX	FIBER
NOT DEDICATED (SHARED)	DEDICATED
RESIDENTIAL GRADE	ENTERPRISE BUSINESS GRADE
BEST EFFORT - NO SLA	SERVICE LEVEL AGREEMENT (SLA)
LATENCY EFFECTS VOICE & VIDEO	ZERO LATENCY FOR VOICE & VIDEO
MUCH SLOWER THAN FIBER	UPGRADE WITH A PHONE CALL



BROOKSIDE CLOUD CONSULTING

We get the best deal and never charge a fee for our help.
Brookside orders network services *and* manages the installation.
Wholesale Pricing from Major Carriers & Cloud Providers
Managed Service Provider (MSP) for managed SD WAN
Reduce complexity and increase business continuity.

LEARN MORE AT WWW.BROOKSIDEUS.COM

Cloud solutions require internet so in today's cloud-based world, reliable internet is a **requirement** – not a luxury. Brookside has years of experience designing multi-vendor, multi-delivery internet solutions that never go down. So bandwidth requirements can be all over the map and Brookside can help make sure what you have will work.

Working with the top carriers in each market, we can provide wholesale aggregator pricing from **all of them**. We are there from initial design to help with ordering the *right amount of bandwidth* for each location and project manage the implementation.

Regardless of which option you choose, Brookside can help find the right **managed SD WAN solution** to provide **quality of service (QoS)** to prioritize real-time apps like video and voice over e-mail and social media, YouTube, etc.

MANAGED SD WAN MEANS ALWAYS-ON INTERNET WITH QoS





SECURITY

Security should always be a top consideration when choosing a UCaaS and collaboration tool as well as CCaaS.

All the providers offer **end-to-end encryptions** for all your communication data along with these certifications.



State of
Arizona
StateRAMP



Microsoft Teams allows users to meet, work together, create content, and share resources in **Office 365 Education** — 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 already familiar with Microsoft Teams can help to drive adoption for businesses of all sizes.



There are multiple ways to integrate Microsoft Teams into your business workflow so let's talk.



Of course, other features make Microsoft Teams a great tool for law firms, including:

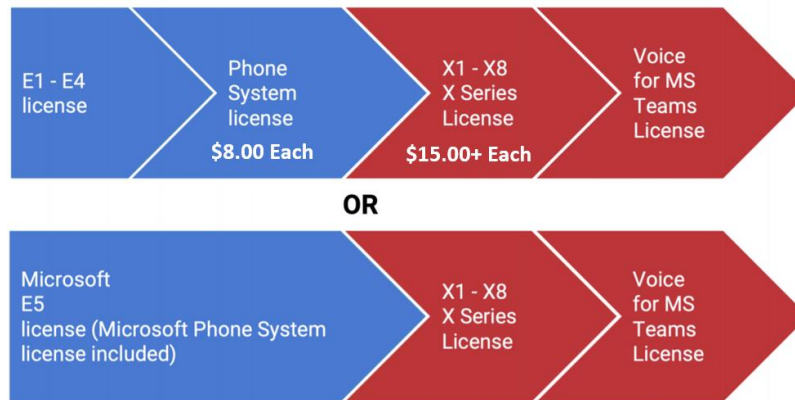
- **Meetings and conferencing:** Microsoft Teams offers several tools for hosting meetings and conferences across your practice. You can take advantage of online meetings, video conferencing, screen sharing, and even webinars. Easily schedule meetings, share meetings notes, invite guests, record meetings, and more all while benefiting from one-touch join and live chat.
- **Calling:** Teams enables 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.
- **Third-party integrations:** Although Teams has all the tools necessary to be the hub of your firm, it also seamlessly integrates with other apps and software such as Asana and Clio Manage.

Your firm is 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 law firm. 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.

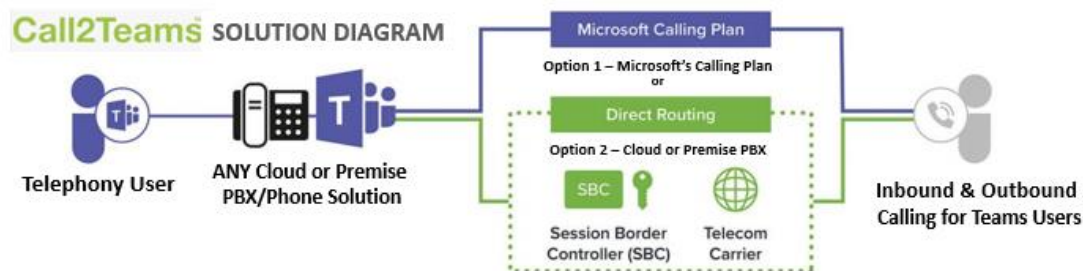


For example, it would be **\$8.00 (Microsoft)** + around **\$15.00** for **8x8** = **\$23.00** cost per user a month.

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.

The **best deal** if using **Teams** as your primary collaboration tool is to look at enterprise voice from 8x8, Avaya, etc.

8x8's has a global enterprise voice network that has a **99.999% uptime service level agreement (SLA)**.





8x8 erases boundaries between **UCaaS** (voice & video) and **CCaaS** (contact center) with a **one platform** approach.

Three of the providers – Ring Central, Zoom, and Microsoft Teams all offer **UCaaS** – but do not offer **CCaaS**.

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 IVR and Chatbots
- 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 Enterprise Contact Center

For organizations with call centers, **8x8** offers the ability to move from a **call center** to a **contact center**.

Omni-channel contact center solutions allow both customers and agents to connect from anywhere to work.

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

- Voice, E-mail, Webchat, SMS, and social media integration across all the major global platforms.
- Chatbots that route customers to the right place and provide excellent feedback on why they are calling.
- Intelligently handle customer requests via phone, email, chat, and mobile apps from a *single* interface.
- CRM integration provides screen pops which saves time on each call and improves customer service.
- Robust analytics on every customer and employee interaction help your managers manage the chaos.



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.

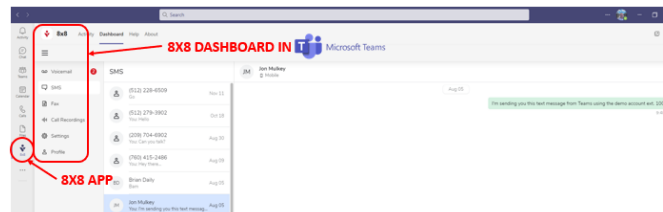


Most firm use **Teams** for **internal** with **external** calls handled on separate phone system & lines to manage.

Why not use **Teams** for both inbound & outbound calling and use **ONE APP** for everything? It's easy on users & IT.



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 manage and provides the best overall experience for your users and IT with **ONE APP**.

Once both 8x8 & Microsoft Teams have the right permissions, setting up the Teams users in 8x8 is as easy as 1-2-3.

You download **USER TEMPLATE (.CSV File)** with user information - name, direct number, e-mail, phone ext.



8x8 clearly has the advantage for organizations that want to use **Teams** and want a solid global network behind it.



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.

Answer and manage calls from anywhere. Optimized for high-volume call-handling and simply enabled in any environment where the 8x8 Work for Desktop app is being used.

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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.



zoom one

Connect your city and/or county with **one Unified Communication and Collaboration Platform**.

Supporting your administrators and providing flexible learning modalities for students has never been easier. Most if not all of your users already have Zoom installed on their devices for whatever reason.

Now you can manage your communication procedures and policies as well as emergency protocols all within **one platform**.

Check out how Zoom Meetings, Team Chat, Phone, and Rooms can transform your workflow and bring your entire community together.

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 from Microsoft Teams.

zoomphone



UCaaS. 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.

Features include:

- Access to mobile and desktop apps
- Call transfer and routing capability
- Call forwarding and voicemail
- Integration with things like Salesforce, Microsoft, and Slack
- Elevate to meeting functionality
- Monitoring for supervisors
- In-depth analytics and reporting

ZoomPhone is perfect for organizations that really like the **Zoom** experience and just want to add voice to video.

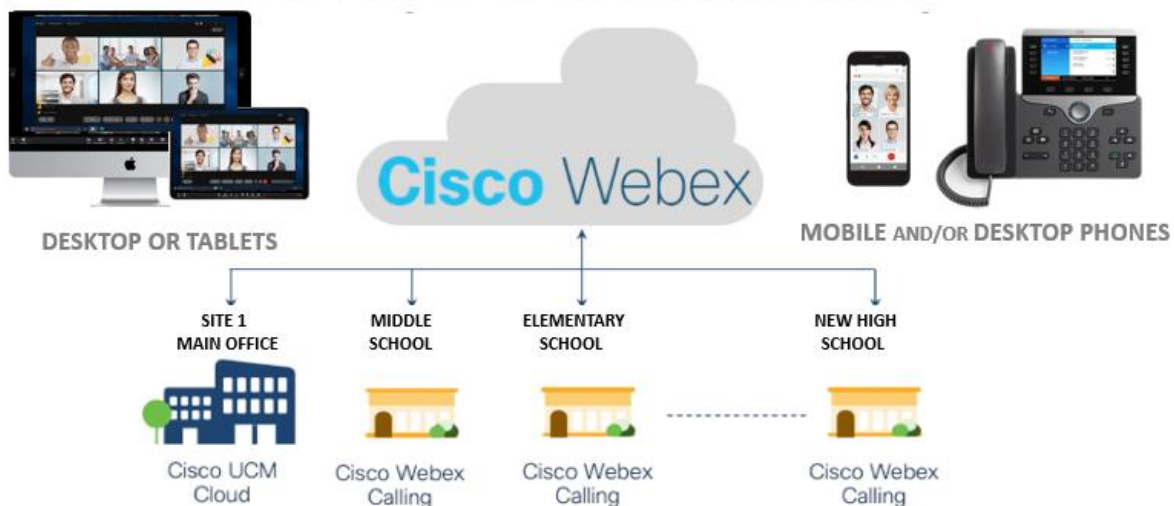


webex for education by CISCO

Webex for Education provides a highly secure and easy-to-use experience that **addresses teachers, administrators, and students' needs, while making distance learning more secure than ever.**

Webex provides these plus additional tools and features to optimize effective and safe distance learning.

WORKS SECURELY ON ANY DEVICE, ANYWHERE



WAYS TO CONNECT TO **webex** by CISCO

Calling

Make and take calls across all devices with a powerful enterprise cloud phone system that keeps everyone within reach.

Messaging

Keep work flowing in between meetings with rich messaging, secure file sharing, and whiteboarding for continuous teamwork.

Webinars

Simplify webinar delivery and drive engagement with immersive content and interactive audience experiences.

Whiteboarding

Unleash creativity with a digital whiteboarding solution for everyone, on any device.

Meetings

Drive more engaging meetings that minimize interruptions and let everyone participate, equally.

Polling

Ensure active participation in meetings and events with six different types of polling and interactive Q&A.

Events

Power virtual, in-person, and hybrid events with immersive multi-track agendas, ticketing, attendee networking, analytics, and more.

Vidcast

Communicate on your time with an asynchronous video messaging tool that makes it easy to record, share, and get feedback from customers and colleagues.



Bridging the Distance between Students and Teachers



Virtual Lessons

Meet with students and small groups via [secure video conferencing](#), or leverage webinar polls, Q&A, and recording for large lectures.



Critical Communication

Share critical updates with faculty, staff, and parents with a [cloud-based PBX](#) that can operate remotely.



Integrated Experiences

Our collaboration suite integrates with top software partners like MS Teams, Singlewire, CirQLive, Calendly, and more.

Positive, secure interactions

Protect your students from the unexpected. Educators and parents can trust GoTo to keep students safe while at school and during online lessons.

- TLS encryption and 256-bit AES encryption at rest protects sensitive chat, session, 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)

Enhanced school safety and notifications

Maintain a safe learning environment for students and 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.

Enriched online learning experiences

GoTo Training and **GoTo Webinar** enable educators looking to incorporate more interactive coursework and workshops.

- Share materials like handouts, workbooks, and external links - before, during and after meetings
- Polling, surveys and chat empower students to engage with the content in real-time
- Cloud storage for storing classwork, handbooks, tests and more



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.



ADDITIONAL EQUIPMENT 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.

Alyssa's Law is legislation that mandates that all public elementary and secondary school buildings be equipped with silent panic alarms that directly notify law enforcement. 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



PAGING - The Best Defense Against Active Shooters and Other Emergencies



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 **Valcom, Viking, and Bogen**.





VoIP Phone System Microphones for Schools

ClearOne Ceiling Mic Array

Ceiling Microphones would be extremely beneficial for schools for several reasons, the first being that they will be out of reach from students, making them less likely to break depending on what age the students are.

The second is that they can make the experience of interacting with digital whiteboards smoother.

This mic offers 360-degree voice coverage, and it also comes with three what **ClearOne** calls “unidirectional elements” to help reduce reverberations and background noise.

These mics are a little pricey at around [\\$428.34 on Amazon](#).



BeyerDynamic Classics BM 32 B

If you’re looking for something much cheaper, this ceiling mic only costs [\\$152.32 on Amazon](#). And just because you’re choosing the cheaper option doesn’t mean you’re losing out on quality either.

You can still get wide coverage, which, in a classroom, should be more than enough.

One thing to keep in mind about VoIP equipment is that it’s mostly designed for businesses, which tend to have bigger workspaces.

The price is also extremely hard to beat for some schools whose budgets might not be capable of ordering tons of expensive mics. This is a great solution for anyone looking to cut costs without looking to sacrifice quality.



VoIP Intercom Systems for Schools

Grandstream GDS3710 IP Video Door System

This system is no joke, which, yes, is a subtle way of saying it’s on the expensive side: [\\$300 on sale on Amazon](#).

School violence is becoming more common and security protocols are getting tighter. You want to be sure your schools are secure.

The **Grandstream** video door system can be used by security teams to ensure everyone entering/exiting the school is accounted for.

The system comes with a built-in RFID chip reader for keyless entry, SIP video streaming options, weatherproof and vandal-resistant metal casing, a built-in hemispheric camera of 180 degrees, microphone, and speaker.





Valcom VIP-172AL-Brass

This humble intercom system can also be found on [Amazon](#).

It doesn't have the video features like the **Grandstream** intercom system above, but simplicity is nothing to shrug off.

If there's an active event, the police can take advantage of the intercom system by giving detailed instructions to students and instructors.



Features include SIP DoorPhone w/ Door/Gate Relay, Power over Ethernet (PoE) Compatible, Use with Cisco, Nortel, Avaya, and Most Modern IP Telephone systems, Call button calls any SIP address or any Valcom Gateway, Automatic Talkback VOX Operation (no Push To Talk button needed), Companion to IP CCTV Cameras, SIP or Multicast Communications, and LED Status Indicator.

Conferencing Equipment for Schools

Teaching isn't just about what goes on in the classroom. There are tons of meetings teachers and administrators have to attend to ensure schools are on the same page with each other.

In order to make this experience more personalized, we have some VoIP conferencing equipment for schools that can leave a big impact.

Avaya B189

This conference phone is [\\$375 on Amazon](#) and comes with features schools will find incredibly useful. The B189 has a 5" touch screen that makes it easy for teachers and administrators to operate.

Bigger screens typically mean fewer problems. In the middle of a conference using this phone, it's almost guaranteed that everyone will be heard. Voices can be picked up from a 20-foot radius, and the 96 dBs speaker can be heard clearly from much further away.



These conference room speakerphone available from Poly, Cisco, and Yealink as well that can meet your needs.





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.