



BROOKSIDE CLOUD CONSULTING



CLOUD-BASED AI CONTACT CENTER



CLOUD-BASED CONTACT AS A SERVICE (CCaaS)
OMNI-CHANNEL – VOICE, CHAT, E-MAIL, SMS,
VIDEO, CUSTOMER JOURNEY ANALYTICS, AI,
INTELLIGENT VIRTUAL ASSISTANTS (IVA) & MORE



BROOKSIDE CLOUD CONSULTING



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MIKE DANCE

**VENDOR AGNOSTIC
INDEPENDENT
CHANNEL PARTNER**



mdance@  **BROOKSIDEUS.com**



www.  **BROOKSIDEUS.com**



NG 911 COMPLIANCY



Gartner Magic Quadrant Providers, Major Carriers, & MSP's





Brookside Cloud Consulting wants to be your **vendor agnostic independent channel partner**.

Check out this roster of providers that we work with and **get the best pricing** from all of them!

MAGIC QUADRANT PROVIDERS OF UCaaS (VOICE) & CCaaS (CX)



MAJOR CARRIERS FOR FIBER, COAX, TV, & SD WAN SOLUTIONS



EMERGENCY EVENT MANAGEMENT & NOTIFICATION



ENTERPRISE SOFTWARE AND DATA CENTER SOLUTIONS



Brookside helps you design and implement the best solution to meet your needs and budget.

And because the providers pay Brookside for their professional help, it's **FREE** for our clients!



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

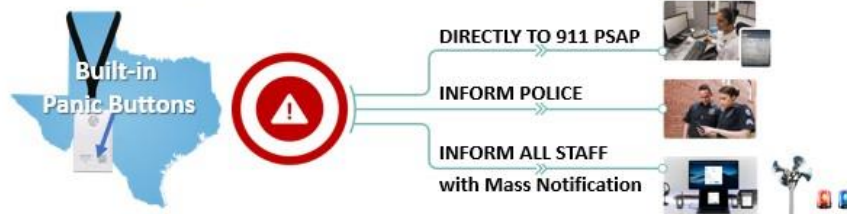


Any call to 911 must provide a
dispatchable location to on-site personnel.



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.

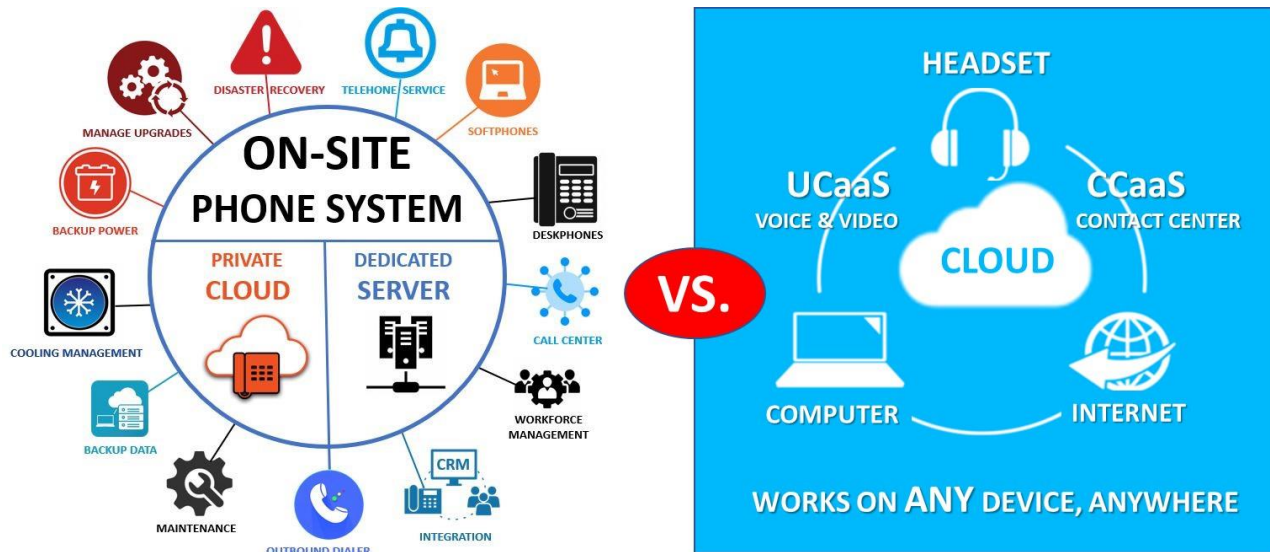




ON-SITE PHONE SYSTEM VS. CLOUD-BASED UCaaS

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

Gartner Magic Quadrant providers are considered the top companies within their respective industries.

From **Unified Communications** and the latest **contact center solutions** to **SD WAN** and **AI**, go to www.BrooksideUS.com for access to the latest **Gartner Magic Quadrant** white papers.

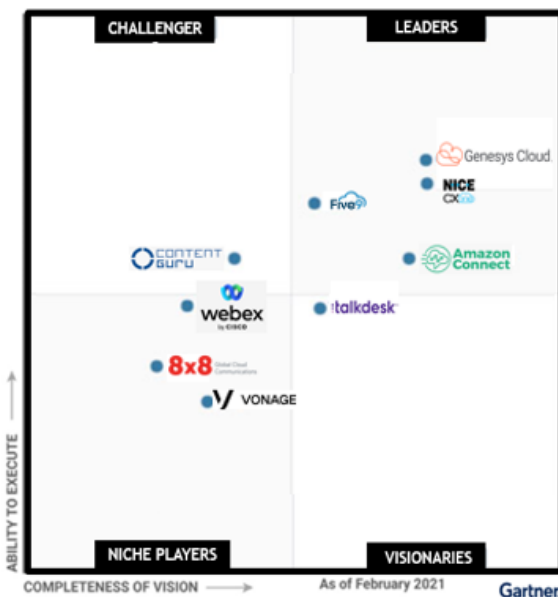
UNIFIED COMM. as a SERVICE (UCaaS)



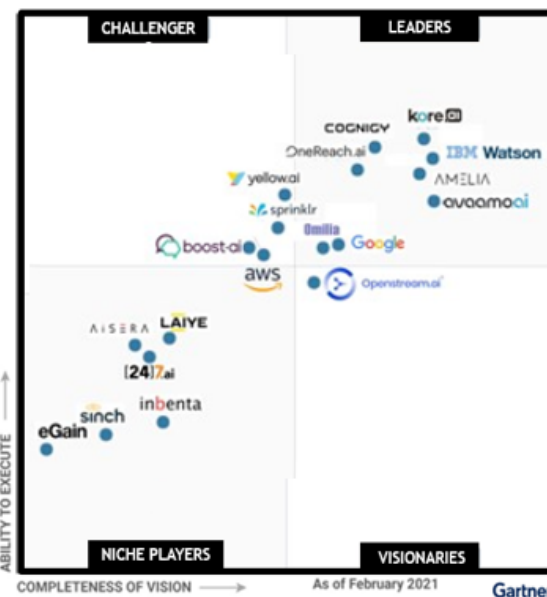
SD WAN SOLUTIONS



CONTACT CENTER as a SERVICE (CCaaS)



ENTERPRISE CONVERSATIONAL AI





OMNI-CHANNEL CONTACT CENTER

Omnichannel involves using multiple channels to give customers a seamless and integrated experience. 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 - **phone, chat, email, text (SMS), and social media**.

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 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.

Workforce Engagement Management (WEM). Delivering exceptional experiences doesn't stop with the customer — today's employees expect them, too. Workforce engagement management (WEM) makes it easy to create great employee experiences.

WEM focuses on the human side of your contact center to improve employee engagement. These essential customer-facing departments need a flexible and adaptable WFM solution that keeps pace with the transforming business world. And it simplifies operations while increasing efficiency.



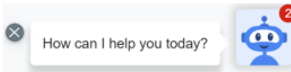
INTELLIGENT VIRTUAL ASSISTANTS (IVA)

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.

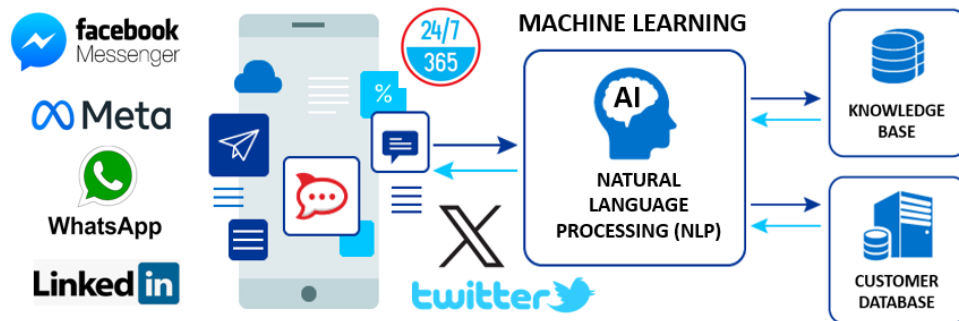


VIRTUAL ASSISTANTS GET SMARTER EVERY DAY!

THANKS TO CONVERSATIONAL AI

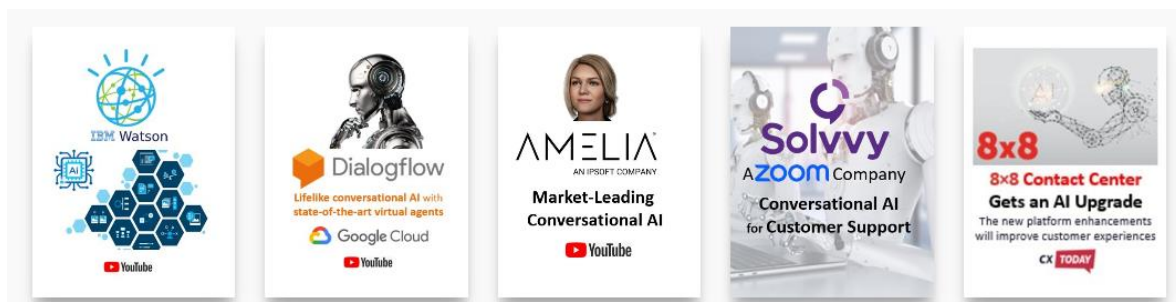


CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS



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

MULTIPLE OPTIONS FOR CONVERSATIONAL AI





Today Nice CXOne is powering seamless experiences for every customer journey and at 7,500+ NICE employees is the largest company in the cloud-based contact center and customer experience (CX) space.

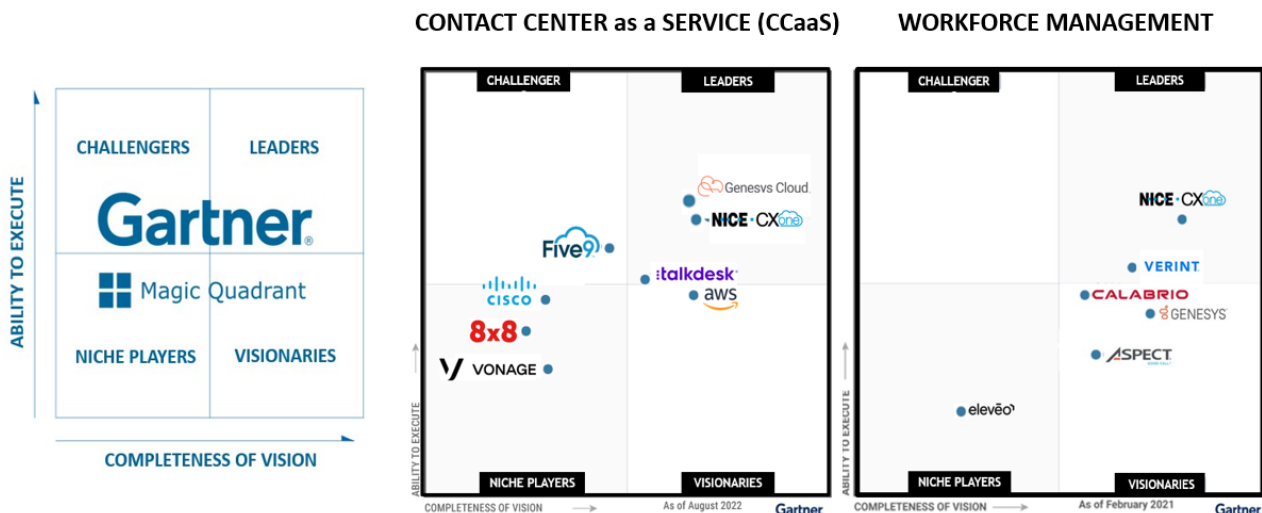
NICE is passionate about removing the friction between companies and consumers, creating extraordinary customer experiences that build brand loyalty and create unbreakable bonds.


Nice enables organizations to address today's consumer and employee expectations, by delivering effortless, consistent, and personalized digital-first experiences with **CXone**, the world's leading cloud CX platform.

Nice is well known for their innovation and comprehensive end-to-end CX approach, combining **digital entry points, journey orchestration, smart self-service, prepared agents and complete performance suite**, all embedded with our **purpose-built CX Analytics, AI, and domain expertise**.

Elevating customer experience and solving contact center challenges is their specialty—and passion. With Nice's award-winning complete cloud CX platform and applications suite, outcome-focused people, and powerful partner ecosystem, they are positioned to help you tackle any challenge, no matter the size.


NICE has been named a **Gartner® Magic Quadrant™ Leader for Contact Center as a Service, or "CaaS"** as well as Workforce Management





FedRAMP

FedRAMP is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.



TX-RAMP

TX-RAMP is a program of the **Texas Department of Information Resources** that provides "a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process the data of a state agency."

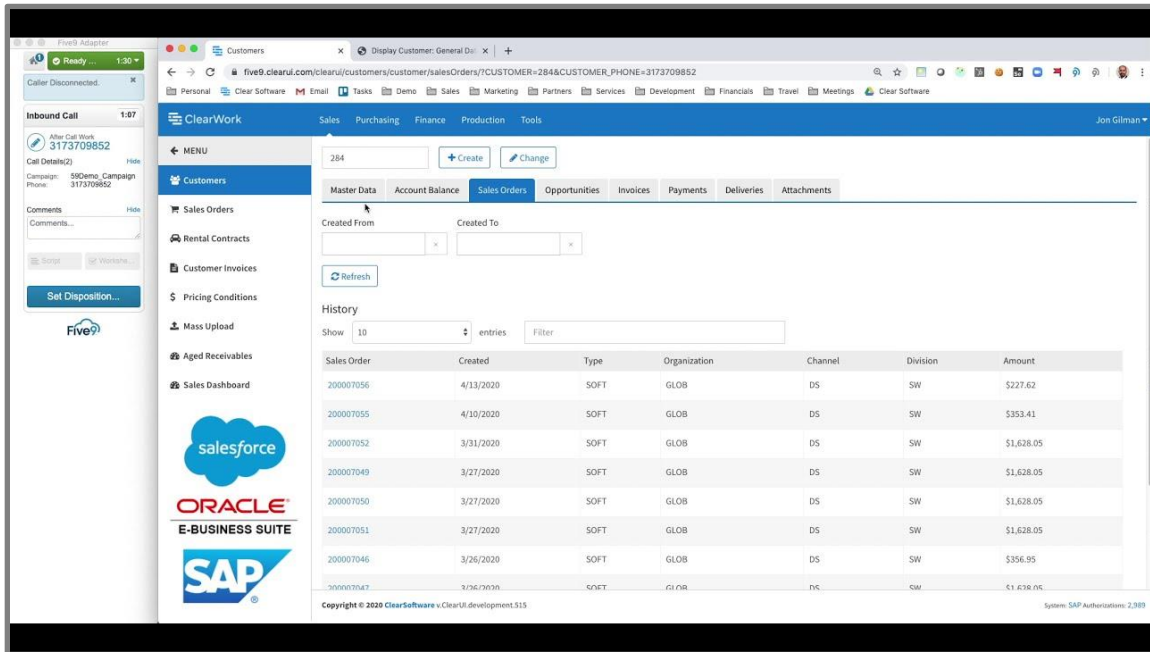


FedRAMP & TX-RAMP

FedRAMP & TX-RAMP empower Federal & state and local government agencies to use modern cloud technologies, with emphasis on security and protection of federal information, and helps accelerate the adoption of secure, cloud solutions.



Five9 is an industry leading CCaaS platform that empowers your agents to engage with customers across their channel of choice, provides your managers with visibility into contact center performance, and brings overall agility to your business.



Five 9 is driven by a passion to transform contact centers into customer engagement centers coupled with a deep understanding of the cost and complexity involved in running a contact center.

Five9 rapidly gained momentum as contact centers began to understand the potential of the cloud and started looking for alternatives to traditional, premises-based solutions. Five9 has been leading the cloud charge ever since and consistently a **Gartner Magic Quadrant** provider for several years in a row..



20+

years of cloud contact
center experience



2,500+

employees around
the world



293K

concurrent agent seats
(12/31/21)

Creating powerful customer connections since 2001, Five9 is a leading provider of cloud-based contact center software and related applications and integrations.



Genesys Cloud CX is a suite of cloud services for enterprise-grade communications, collaboration, and contact center management.

The **Genesys Cloud CX** contact center platform empowers your business to provide exceptional service across the customer journey. According to the company, its contact center solution delivers more than 70 billion customer experiences in over 100 countries.

Genesys Cloud CX is built on top of **Amazon Web Services (AWS)** and uses a distributed cloud environment that provides secure access to organizations around the world with a marginal IT footprint.

Amazon Web Services recently announced that contact center provider Genesys picked AWS as its preferred cloud provider. This means **Genesys Cloud**, the company's public cloud contact center platform leverages the power of AWS.

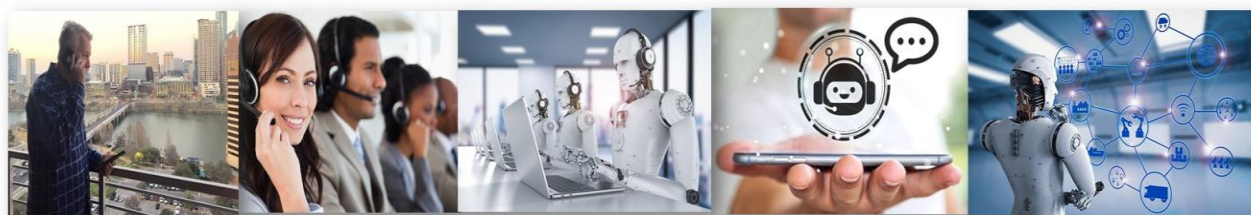
With **Genesys Cloud**, now built on AWS's extensive set of cloud functionalities, Genesys customers can develop and deliver new features to customers. The partnership will also enable organizations to deploy and scale the Genesys Cloud platform.

The platform uses a wide range of AWS services such as computing, database, analytics, machine learning, storage, as well as AWS security and with over **1,000,000 paying customers** on the AWS platform, it is this experience Genesys hopes the Amazon subsidiary will bring to its contact center solution which has endured the novel Coronavirus.

AWS will help agents using the **Genesys Cloud** solution to generate real-time insights that guide human agents along with chatbots during customer engagements. This has all sorts of implications, including understanding when to adjust agent behaviors to meet the needs of customers based on real-time sentiment analysis.

Genesys Cloud is capable of indexing customer interactions using Amazon DynamoDB, a database that delivers single-digit millisecond performance at any scale, I'm told. This enables users to identify patterns in customer service requests around the world and accommodate extreme concurrency of requests, and could very well deliver a much-needed boost to customer experience.

Genesys Cloud also features microservice architecture and application programming interfaces (API) that enable customers to customize the experience agents have via third-party software integration.





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**.

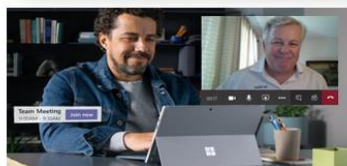
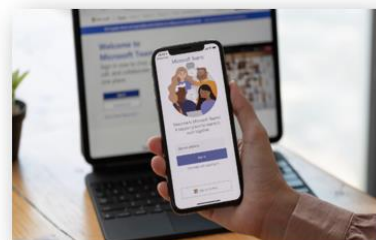
Microsoft Teams offers instant chat, file sharing and screen sharing, access to shared calendars for planning meetings, and integration with a range of productivity management tools.

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.



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.





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

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 meetings 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.
- **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 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.

How do you optimize Microsoft Teams with a Cloud-based Contact Center?



Recently, Microsoft's CEO said that Microsoft Teams now has **115 million daily active users**. That's an uptake of more than 50% in the past half year. The contact center is one of the places with a continued demand for a lifeline for remote work.

[Gartner Report On Contact Center Integration With Microsoft Teams](#). In their latest publication, tech consultancy giant Gartner writes about the importance of optimizing Microsoft Teams with Cloud Contact Center Platforms. Even though Contact Center integration with Microsoft Teams is vital for almost any business, Teams lacks capabilities for key use cases.

Let's agree to disregard the first option. Every IT executive will join our statement that there is a clear need to solve enterprise dialogue challenges NOW. In fact, that is what Gartner says, too. Which leaves us with 2 options. Anywhere365 is able to help in both situations.

Basic Cloud Contact Center Integration With Microsoft Teams. Calling between platforms, directory syncs between Active Directory and UCC platform, search within Teams, availability/status view and transfer calls between applications. Only need these basic functionalities.

With our Contact Center as a Service (CCaaS) solution, we can deploy within the blink of an eye. Flexible OPEX pricing, lower IT costs, easy scalability and centralized reporting deliver quality customer engagement.



How do you optimize Microsoft Teams with a Cloud-based Contact Center?

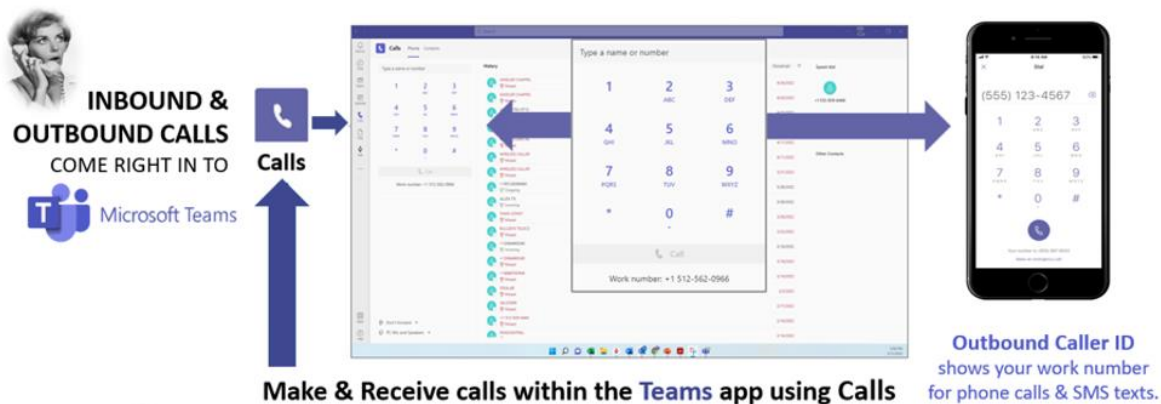
Native Cloud Contact Center Integration With Microsoft Teams. The last option, Gartner says, is the only one that really enables effortless integration with customer service applications. There are only a few vendors who can make that happen. Gartner reckons Anywhere365, as Microsoft's global launching partner for the Direct Routing Contact Center Certification, is one of a handful vendors who can help you with that native integration.

Microsoft's **Contact Center Platform as a Service (CPaaS)** lets you leverage the powerful Anywhere365 platform and API's running in the Azure cloud to create your own service offerings and application integrations.

Gartner sees 3 scenarios for painless virtual contact center integrations with the Teams platform:

1. Wait for Microsoft to deliver contact center functionality soon
2. Choose a BASIC Microsoft Teams integration
3. Choose a NATIVE Microsoft Teams integration

According to Gartner, only the last option can really enable effortless integration with omnichannel customer service applications.



What Direct Routing Contact Center Software is right for my company?

Choosing the right software solution can be difficult, especially when it comes to setting up a contact center. The customer experience should never be hurt by the wrong choice of software. Which is why it is important to consider topics like the attachment to Microsoft Teams, software set up, flexibility, usability, and integrations.

Anywhere365 Direct Routing Contact Center software shines in these aspects and can easily be rolled out, even beyond the contact center.



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.

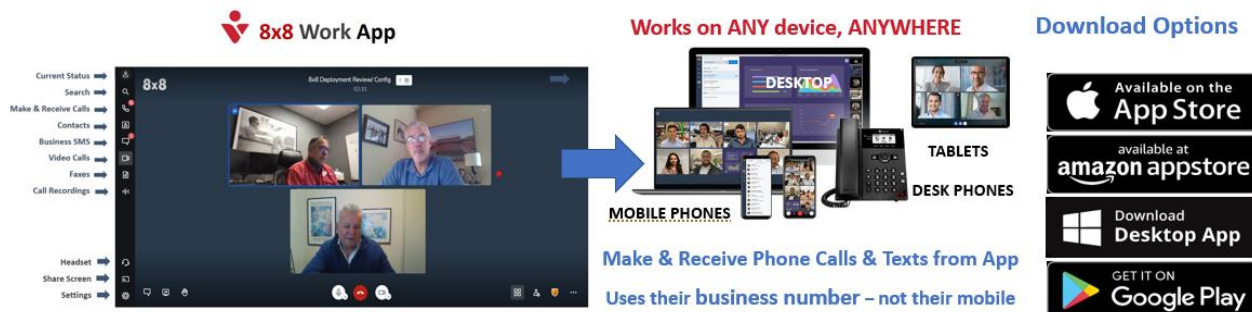
8x8 makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights.

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

Current Status
Search
Make & Receive Calls
Contacts
Business SMS
Video Calls
Faxes
Call Recordings
Headset
Share Screen
Settings

Works on ANY device, ANYWHERE

MOBILE PHONES
DESKTOP
TABLETS
DESK PHONES

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

Download Options

Available on the **App Store**
available at **amazon appstore**
Download **Desktop App**
GET IT ON **Google Play**

8x8 CONTACT CENTER: CX & CUSTOMER ENGAGEMENT PLATFORM



Inbound/Outbound

Effortlessly route and handle all IB/OB customer interactions.



Digital

Easily connect with customers across their channel of choice.



Self-Service & Automation/AI

Greet customers with intelligent solutions that improve every experience.



Integrations

Ensure endless integration possibilities for enhanced EX & CX.



Reporting & Analytics

Keep a pulse on every facet of your business.



Workforce Engagement Management

Activate agent potential with intelligent insights.

8x8 offers a complete, secure cloud-based contact center solution using the latest AI to make it easy to collaborate with agents and improve customer experiences. Enhance CX and supervisor experiences as new updates include AI- powered voice self-service, video elevation for improved omnichannel, and new enhancements for **Supervisor Workspace**.

Intelligent Customer Assistant, a conversational AI solution, is now available for voice self-service. The addition of voice expands 8x8 Intelligent Customer Assistant's powerful, user-friendly AI self-service capabilities for creating simple to complex experiences across digital and voice channels to **minimize wait times** and provide instant access to highly personalized, natural interactions.



X6 VOICE Contact Center

- ✓ Skills-based routing, IVR, call recording CRM
- ✓ Reporting & analytics, CX journey mapping

X7 - Everything in X6 PLUS:

- ✓ Multi-channel support for social media, chat, email, and SMS
- ✓ Co-browsing

X8 - Everything in X7

- ✓ Quality management
- ✓ Speech and text analytics

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.



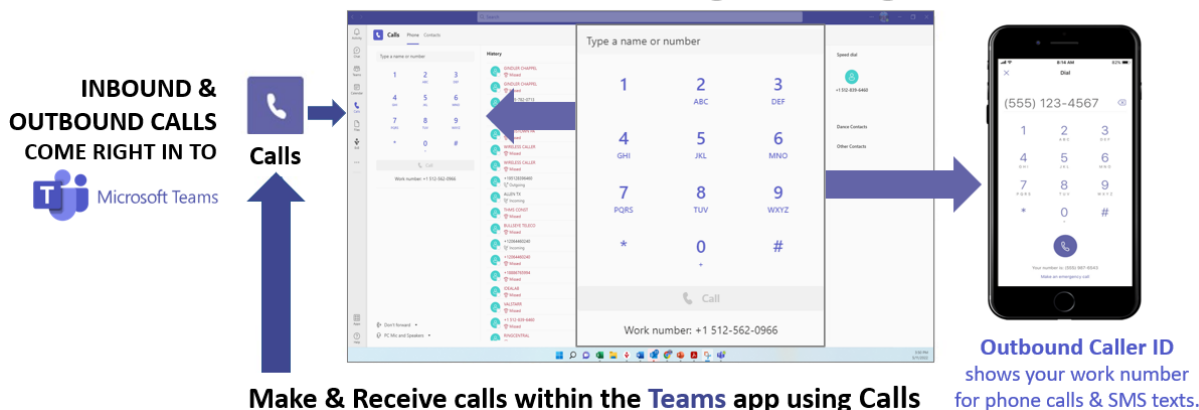
8x8 Voice for  Microsoft Teams provides **enterprise-grade global PSTN connectivity** to  Microsoft Teams.

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?

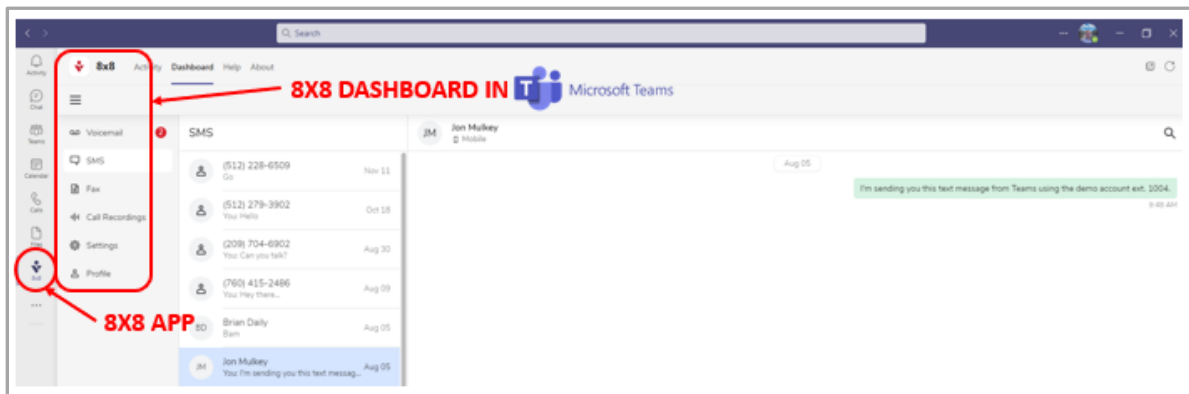
Add Inbound & Outbound Calling to Existing Teams





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.

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.

Extension List in .csv Format

1	2	3	4
User Name	User Extension	User Email	User Phone Number
1. Tessa	1000	tessa@brooksidecloudconsulting.com	512.808.1000
2. Tessa	1001	tessa@brooksidecloudconsulting.com	512.808.1001
3. Tessa	1002	tessa@brooksidecloudconsulting.com	512.808.1002
4. Tessa	1003	tessa@brooksidecloudconsulting.com	512.808.1003
5. Tessa	1004	tessa@brooksidecloudconsulting.com	512.808.1004
6. Tessa	1005	tessa@brooksidecloudconsulting.com	512.808.1005
7. Tessa	1006	tessa@brooksidecloudconsulting.com	512.808.1006
8. Tessa	1007	tessa@brooksidecloudconsulting.com	512.808.1007
9. Tessa	1008	tessa@brooksidecloudconsulting.com	512.808.1008
10. Tessa	1009	tessa@brooksidecloudconsulting.com	512.808.1009
11. Tessa	1010	tessa@brooksidecloudconsulting.com	512.808.1010
12. Tessa	1011	tessa@brooksidecloudconsulting.com	512.808.1011
13. Tessa	1012	tessa@brooksidecloudconsulting.com	512.808.1012
14. Tessa	1013	tessa@brooksidecloudconsulting.com	512.808.1013
15. Tessa	1014	tessa@brooksidecloudconsulting.com	512.808.1014
16. Tessa	1015	tessa@brooksidecloudconsulting.com	512.808.1015
17. Tessa	1016	tessa@brooksidecloudconsulting.com	512.808.1016
18. Tessa	1017	tessa@brooksidecloudconsulting.com	512.808.1017
19. Tessa	1018	tessa@brooksidecloudconsulting.com	512.808.1018
20. Tessa	1019	tessa@brooksidecloudconsulting.com	512.808.1019



Services and permissions

Configure and modify license assignments

Assign a profile policy

Full Master User Template

Assign one or more services to user

X Series - X1-V05V0218-05-05

Enable MS Teams integration

8x8 Application Panel



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 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.

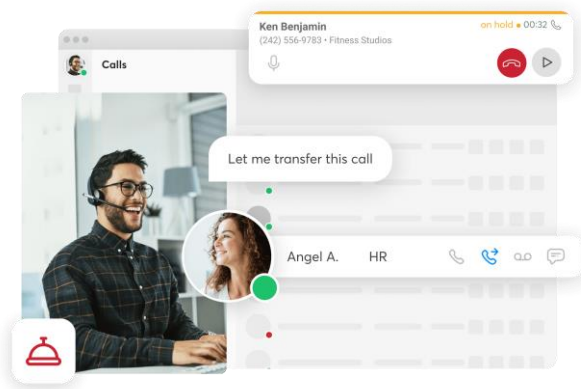
Simple to deploy for instant impact. There's no additional software to install and administrators can assign Frontdesk with a *single click activation* in Admin Console.

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.

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

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.

Webex Calling, the call control and infrastructure are hosted and managed by Cisco in the cloud, and it is a subscription-based service so maintenance and updates are handled by Cisco in the **cloud**, including voice services so 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.

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.

Simple connections. Let customers connect through the channel of their choice with seamless transitions from digital to human interactions. It's as easy as messaging a friend.

Wide range of capabilities. Give agents an intuitive desktop with customer context histories and in-app messaging through Webex or Microsoft Teams to keep agents constantly connected.

Painless management. Enjoy ease of management on a **single platform** where you can access important analytics and insights.



Customer insights. Customer journey data provides key insights on customer journeys across any channel or application allowing agents to take real-time actions to provide the best experience.

Webex Connect. Orchestrate and automate customer journeys with an enterprise-grade Communications Platform as a Service (CPaaS).

Webex Contact Center AI Solutions. Empower agents with AI capabilities designed to improve satisfaction.

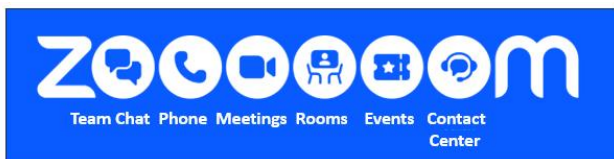
Webex Workforce Optimization. Implement tools that increase the performance of contact center teams and agents.

Webex Contact Center Enterprise provides a comprehensive, customizable, highly secure cloud solution to meet the complex needs of the world's largest contact centers. It is extensible via open APIs and add-on options and backed by Webex's renowned security and support.

Webex Contact Center Standard or Premium Agents, or both.

- Standard Agent functionality includes inbound and outbound voice, browser-based agent desktop, and web and voice callbacks.
- Premium Agent functionality adds full omnichannel capabilities including email and web chat.

 <p>Enterprise scale With support for up to 36,000 concurrent agents, Webex Contact Center Enterprise has the scale, security, and features to meet the needs of enterprise cloud contact centers.</p>	 <p>Cisco-backed solution As part of Cisco's global data centers and cloud infrastructure, this solution adheres to Cisco's market-leading security and privacy standards.</p>
 <p>Cloud-based platform Built on the Webex Platform, an open, flexible, multitenant cloud infrastructure that offers feature agility, innovation, and integration with other cloud applications.</p>	 <p>Customizable and extensible Integrate your contact center with other Webex applications and cloud applications such as business-critical CRM and WFO platforms.</p>
 <p>Optimized user experience A sophisticated and intuitive administration portal puts contact center management in the hands of the business and unburdens critical technical resources.</p>	 <p>Rapid deployment option Our quick deploy solution allows organizations to quickly and cost-effectively deploy an enterprise-grade cloud contact center software in 10 business days or less.</p>



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.

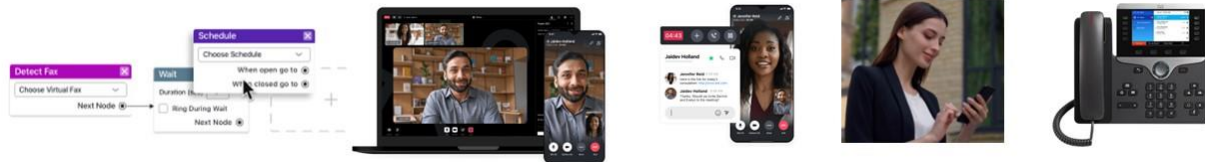


Positive, secure interactions. Law firms need the ability to conduct secure calls, video meetings, and messaging from anywhere – while automatically keeping track of it all.

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.



The World's Most Advanced AI Contact Center



The **Dialpad AI contact center** is one of the most innovative CCaaS solutions. As artificial intelligence transforms CX workflows, countless vendors have begun implementing machine learning, generative AI, and LLMs into their platforms.

However, Dialpad is one of the few companies to place AI directly at the heart of its CCaaS platform. Promising the world's most advanced AI engagement platform, combined with AI sales tools and self-service solutions, Dialpad is empowering true contact center transformation.

If you're wondering what the most exciting features of the Dialpad AI contact center are for 2023 and beyond, you're in the right place. Here's your guide to the intelligent Dialpad capabilities every business should consider exploring this year.

The Top Dialpad AI Contact Center Features. Though many modern CCaaS vendors offer omnichannel cloud contact center platforms infused with AI, Dialpad delivers something different. Every aspect of the Dialpad contact center has been enhanced by the latest innovations in AI and machine learning.

These tools give companies the resources to deliver more personalized and unique customer experiences. However, they're also designed to enhance your contact center agents' performance, productivity, and engagement levels.

Here are some of the most innovative Dialpad AI features you should consider implementing for your team.

1. Dialpad AI Transcriptions and Sentiment Analysis. The Dialpad AI contact center makes surfacing valuable insights from conversations easier than ever. The industry-leading transcription engine built into the contact center offers unparalleled accuracy. Plus, it can transcribe conversations in real time.

Aside from improving compliance and call clarity, Dialpad's AI-driven transcription engine can also deliver call summaries to agents after every conversation. These summaries include action items, key topics covered, and even insights into sentiment.

Built-in sentiment analysis technology even allows the Dialpad toolkit to notify supervisors and agents when a customer's attitude begins to shift so they can jump in and help agents. Plus, machine learning makes the system more advanced and accurate over time.

2. Dialpad Self-Service Tools. While self-service tools like chatbots and IVR systems might not be new to the contact center, they're growing more advanced. The Dialpad AI contact center self-service tools make it easier for companies to automate everyday conversations, with built-in conversational AI call deflection.



dialpad The World's Most Advanced AI Contact Center

When building custom chatbots within the Dialpad ecosystem, companies can integrate knowledge sources like CRMs, ticketing systems, and websites for personalized discussions. Plus, you can design entire workflows with a drag-and-drop editor (no coding required). Ongoing machine learning ensures you can consistently improve the customer experience based on data and discoveries.

Plus, Dialpad can even help companies identify missing knowledge sources for FAQs and websites based on frequently asked by customers. There's even a deep semantic search feature that allows bots to examine all of your content to deliver valuable answers to customers.

3. Dialpad AI Contact Center Intelligent Routing. Upgrading your routing strategy is one of the best ways to improve CX metrics and customer satisfaction. The Dialpad AI contact center supports omnichannel routing for traditional and digital channels. You can connect with customers through phone, web chat, SMS, Facebook, WhatsApp, and more.

Plus, since you can integrate data from your CRM and customer intelligence tools, the Dialpad system is excellent at routing calls based on customer histories and preferences. The system can even deflect calls to conversational AI agents when certain conditions are met.

Unlike other contact center routing solutions, Dialpad offers advanced built-in relationship analysis tools. This means agents can reference an entire conversation history with a customer during a conversation for enhanced personalization.

4. Dialpad AI Employee Coaching. Dialpad knows employee experience and customer experiences are closely connected. As such, it's one of the few companies to implement live coaching into the entire employee workflow. Supervisors and managers can use AI tools to find coachable moments at a glance. Dashboards and analytics demonstrate where employees struggle so business leaders can jump in.

Plus, the AI agent assist technology ensures supervisors don't always have to be available to offer employee support. AI solutions deliver automatically triggered pop-ups on their screens with notes on responding to queries and concerns.

The Agent Assist tool can scan through all connected knowledge sources, from PDFs to past customer calls, to provide agents with in-depth information whenever needed.

5. Dialpad Quality Assurance and Insights. Speaking of Dialpad AI contact center features that enhance employee performance, the analytics and reporting tools built into the platform are incredible. Not only does Dialpad automatically transcribe and summarize calls for you, but it can also highlight relationships and contextual insights.

Dialpad also offers automated and AI-driven quality assurance solutions. With these QA tools, companies can reduce compliance risks, improve agent adherence, and track critical metrics. The AI system automatically acknowledges when QA Scorecard criteria have been met and draws attention to coaching opportunities.

6. AI CSAT Scoring. The Dialpad AI contact center is one of the first solutions on the market to take a new approach to monitoring customer satisfaction scores. Dialpad recognized companies were getting a restricted view of customer satisfaction ratings due to an inability to collect insights from every conversation.



dialpad The World's Most Advanced AI Contact Center

To address this issue, the company created an AI CSAT tool that automatically scores every call, allowing companies to access more robust insights. Dialpad's predictive analytics mean companies can immediately understand customer satisfaction levels and access optimization opportunities.

Plus, companies can use automation to send out automatic SMS surveys, combined with AI CSAT solutions, for an even more comprehensive view of customer experience.

7. DialpadGPT. Generative AI technologies are taking the contact center landscape by storm. Many of the world's top contact center vendors already invest in open-source LLMs to build their solutions. DialpadGPT, integrated with the Dialpad AI contact center, is one of the most exciting innovations in this landscape.

The uniquely specialized large language model solution gives companies rapid access to precise, scalable, and customizable generative AI features. Agents can access instant call summaries, in-the-moment coaching, and more for all use cases.

Since DialpadGPT is trained in business conversations, it's excellent at extracting action items and customer satisfaction scores from discussions. Dialpad also allows companies to configure the solution to their specific needs with first-party business data.

8. Dialpad Customer Intelligence Platform. Dialpad's customer intelligence platform, integrated with the Dialpad AI contact center solution, allows companies to unify various data sources for more robust insights. The solution can gather detailed customers from different environments using powerful integrations.

Then, the Dialpad AI and machine learning algorithms analyze the insights to deliver actionable insights to business leaders. This unified customer intelligence platform helps companies make intelligent decisions on personalizing and enhancing customer experience.

Plus, since Dialpad complies with a range of industry regulations and guidelines, companies can rest assured that their unified data will remain safe and secure.

9. AI Collaboration Tools. Finally, the Dialpad AI contact center ensures companies in today's flexible workforce can unify and align their employees as effectively as possible. With built-in collaboration features for video and audio meetings enhanced by intelligence, agents can accomplish more.

Every agent gains access to a unified ecosystem where they can access support from other subject matter experts during customer conversations. Teams can communicate via messaging and share videos, photos, and files with team members.

This intelligent environment gives employees more freedom to work effectively together when solving complex consumer challenges.

The Innovative Dialpad AI Contact Center. Artificial Intelligence is quickly becoming a must-have component of any contact center. However, the Dialpad AI contact center approaches the concept of CX intelligence, unlike any other platform on the market. By infusing AI and machine learning into every aspect of the digital contact center experience, Dialpad unlocks new opportunities for both customer and employee engagement.



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 **Unify**, 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**.



Every business leader knows that customer experience is mission-critical, but it's also more challenging than ever. As consumer expectations continue to rise, so does the bar for customer service. Customers expect quick service around the clock from a knowledgeable agent and via the channel of their choosing.

Customers LOVE their communications with friends and family. But do they love communicating with businesses? Not so much! One thing they DON'T do with a smartphone: Put it down.

App-based messaging. Mobile phone calls. Email. Social media posts. They do it ALL — non-stop.

The channels customers love with friends and family — they DON'T love them for non-routine purchases!

OMNI-CHANNEL. Omni-channel gives your customers a consistent and cohesive experience on every channel, **both online and offline**. It's designed with the customer experience (CX) in mind, and it provides a convenient interaction at every touchpoint — whether that's social media, text messaging, voice, chat, or another medium.

Because omnichannel solutions are integrated with one another, they retain crucial context that enables a smooth CX. An omnichannel solution allows a customer to switch channels — for example, from voice to text as they are running out the door to an appointment — so the customer can continue their conversation without having to recap it from the beginning for a different agent.



Phone Call



Email



Website/
e-commerce (cart)



Website chat



Messaging through
social media



Text using mobile
phone



Video chat

This approach enhances customer satisfaction and accelerates first-call resolution.

In fact, companies with strong omnichannel customer engagement retain an average of 89% of their customers compared with just 33% for companies without.

A bad CX — **having to repeat themselves, on hold too long** — **prompts 75% of customers to take their business elsewhere**. Does that old story sound familiar? Bet you haven't embraced AI yet!

Long wait
times to speak
to agent

Contacting
multiple times to
resolve issue

Unable to answer
your question, right
person isn't available

Describing issue to
multiple agents,
being transferred
multiple times



ON-LINE FAXING

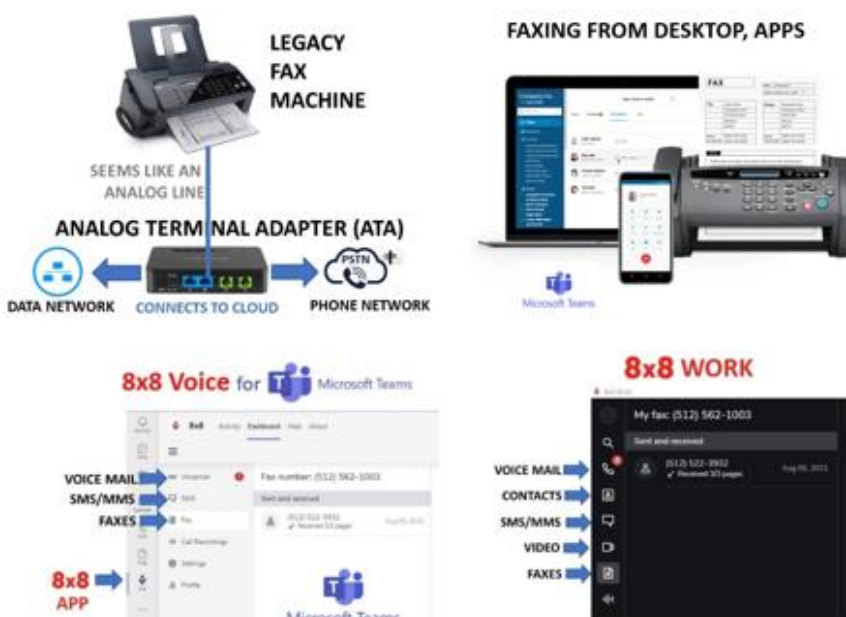
Online fax sends scanned paper documents or digitally created documents in a digital file format from your computer or mobile device via the internet.

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.





AUDIO CONFERENCING

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.





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.



PHONE OPTIONS

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



ANY DEVICE RUNNING

Microsoft Teams

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



TABLETS NOTEBOOKS MOBILE EXECUTIVE BASIC DESKTOP HEADSETS



IP PHONES 8800 SERIES



VVX Phones



CCX Phones & Headsets



Speakerphones & Video Bars



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**.



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

911 INFORM EMERGENCY EVENT MANAGEMENT

The Complete Solution for Campus, School, Enterprise, Safety & Compliance



911 INFORM EMERGENCY EVENT MANAGEMENT

NG 911 COMPLIANT

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**.



NG 911 COMPLIANT

Kari's Law, Ray Baum's Act, & Alyssa's Law

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.

911Inform serves as a single pane of glass for all your existing *and* new safety and security applications.

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





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



FEATURES & CAPABILITIES

- **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. **When the event is closed all camera access is removed for all parties.**
- **Door Controls** – Integrate existing door locks allowing for 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



According to the **National Center for Education Statistics**, almost **80%** of elementary schools have security cameras as part of their security system. This number rises to about **94%** for high schools.

So students are already being surveilled and layering in facial and license plate recognition is all about providing **real-time alerts** to security staff so they can respond to threats quickly.

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.

GUNFIRE DETECTION

SaveZone 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**.





InformaCast Mass Notifications



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 adds 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.



InformaCast Fusion with Microsoft Teams is a mass notification solution that allows Teams users to trigger and receive InformaCast alerts from within the Teams interface as well as cell phones, digital signage, and other connected devices.

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**.

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**.



PAGING & INTERCOM SOLUTIONS

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



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

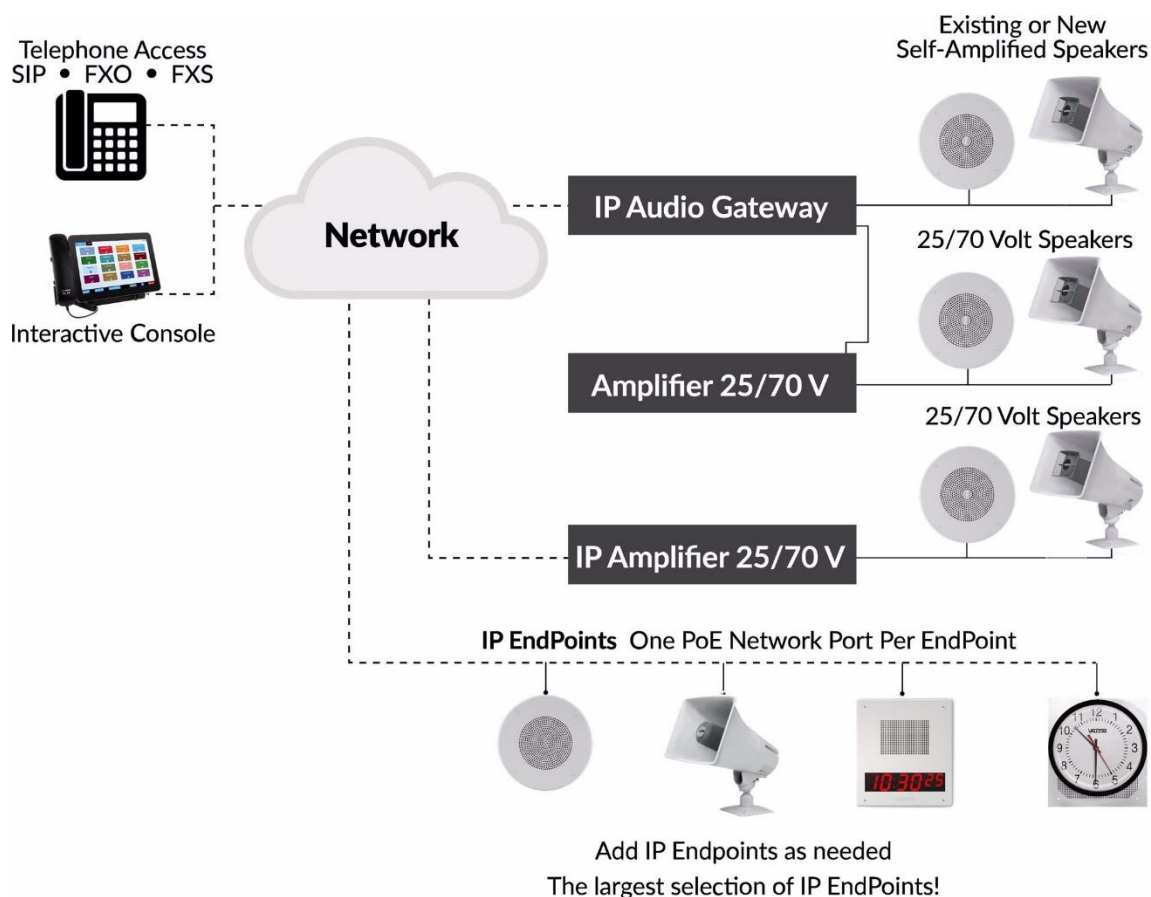
IP backbone/retrofit general purpose paging systems are a combination of analog speakers and cabling connected IP network audio gateways on existing or new network infrastructures.

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.

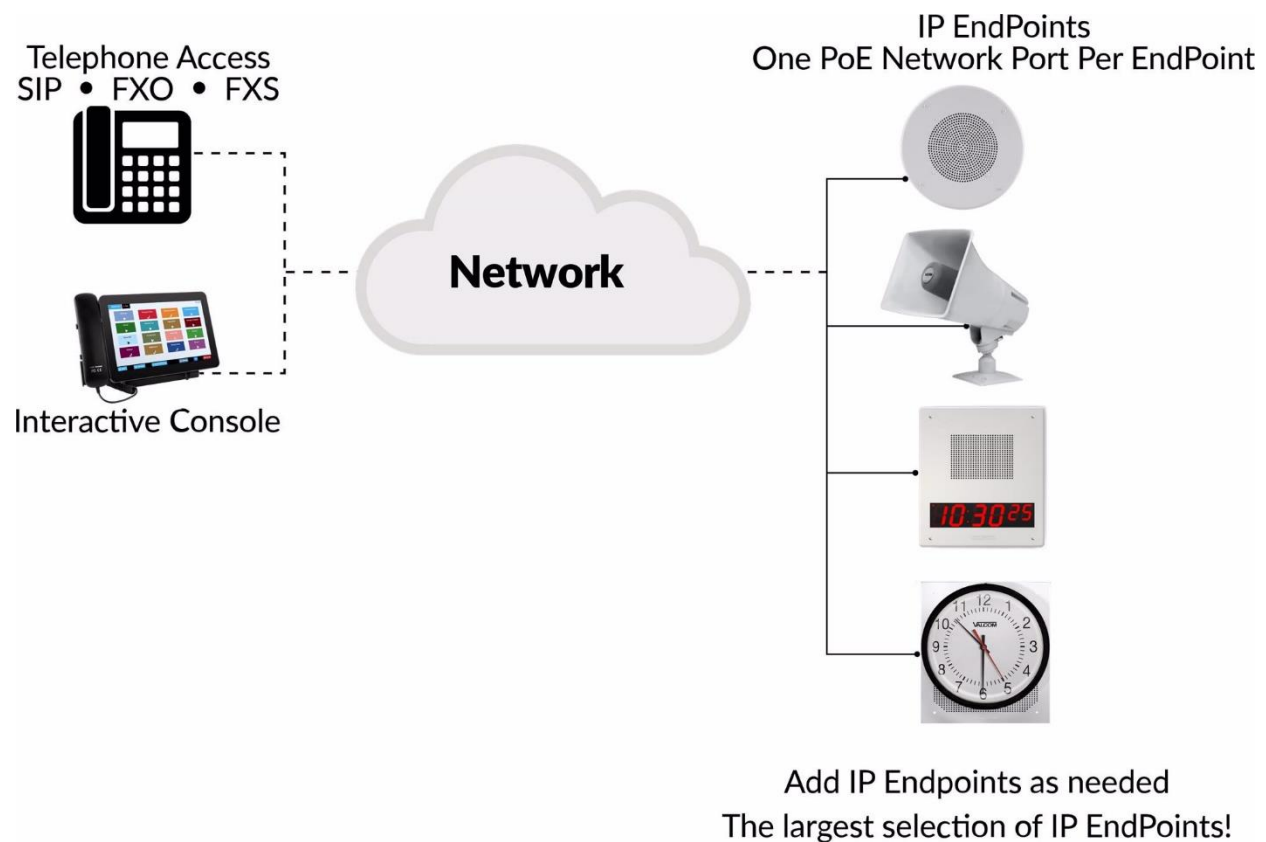
All communications and power is provided with this single PoE port which makes installations fast and simple.

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.





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.



ELIMINATE ALL CREDIT CARD PROCESSING FEES!

For years all business owners have experienced a shift from customers using **cash** to now preferring credit card payments, which are now the primary form of payment for most businesses. As a result, the high expense of accepting credit cards and the expense of processing fees are now **unavoidable**.

Cash Discounting allows your business to accept credit cards *without paying merchant service fees*.

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 for Credit Card Fees: Is It Legal? Yes - when done correctly. These signs will help!



The [Durbin Amendment](#) states that payment card networks will not restrict business' ability to offer a **discount for cash and check payments**.

Titanium Payments offers multiple options for a comprehensive suite of **POS** (point of sale) systems.

- CRM for Marketing & Rewards
- Detailed Sales Reporting
- Employee Management & Tracking
- Web-Based Inventory Management
- Integrate with Accounting Software

FREE WIRELESS CREDIT CARD TERMINALS & POS HARDWARE & SOFTWARE



Titanium Payments can integrate with many of the nation's top **restaurant & hospitality** point-of-sale solutions – like **Union & Clover** – that are built for bars, restaurants, and hotels - with zero processing cost!

PCI Compliance. Ensuring that each of our merchants is PCI Compliant is critical to protecting the data of both merchants and consumers with *dedicated* PCI administrators to help your business stay compliant.



If you're not sure about the requirements for your state, be sure to consult your lawyer or your state's Attorney General.