

CLOUD-BASED TECHNOLOGY FOR EDUCATION

UNIFIED COMMUNICATIONS - VOICE, CHAT, VIDEO, AI, CX



Google Workspace for Education



EMERGENCY EVENT MANAGEMENT & MASS NOTIFICATION

Displays quickest emergency route.

Click any room to display student information.

Checked In (12)	Missing (0)
Thomson Engstrom (512-555-5555)	Caroline Adams (512-555-5555)
	Jasmine Miller (512-555-5555)
	Chase Smith (512-555-5555)
	Chloe Smith (512-555-5555)

Lock/Unlock doors remotely.


- Intercom into any classroom from police vehicles
- Alyssa's Law Compliant with Panic buttons
- Attendance - Check in Students - Report Missing Students
- Reunification Capabilities
- Plus more!

EXAMPLE OF A LOCK DOWN, ROOM 302 EMERGENCY WITH NO MISSING STUDENTS



MIKE DANCE
VENDOR AGNOSTIC
INDEPENDENT
CHANNEL PARTNER



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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 Event Management** – Location accuracy, Mass Notification, Panic Buttons
- **Interactive Geo-fenced Map** with access to existing cameras, doors, paging, & phone system
- **Fiber, Managed SD WAN, & Data Network** that deliver the highest level of business continuity.

COMPLIANCY. Many districts do not realize the communications equipment that they are using is most likely NOT compliant with the latest **FCC NG911 laws** that replaced the E-911 last year.



TEXAS DIR & PURCHASING CO-OPS. We help find the right solution and get the best deal for you.

Most of the time, the best deal is with one of the many **state-approved purchasing co-ops**.

GRANTS. Most – if not all - of the cost of implementing school safety solutions is covered through **grants** from state and local government agencies like the TEA that offset the costs for emergency management.

INTELLIGENT VIRTUAL ASSISTANTS (IVA). Intelligent virtual assistants automate text-based conversations that help users accomplish all sorts of tasks by providing the ultimate tool self-service tool that's available 24/7/365.



Brookside Cloud Consulting wants to be your vendor agnostic independent channel partner. With decades of experience and access to **800+** providers, we always get the best deal for you. 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!

 **911 INFORM EMERGENCY EVENT MANAGEMENT**

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



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.

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



911 911 INFORM FEATURES & BENEFITS

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

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

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

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

PANIC BUTTONS FROM MOBILE DEVICES

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



LICENSE PLATE & FACIAL RECOGNITION



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.

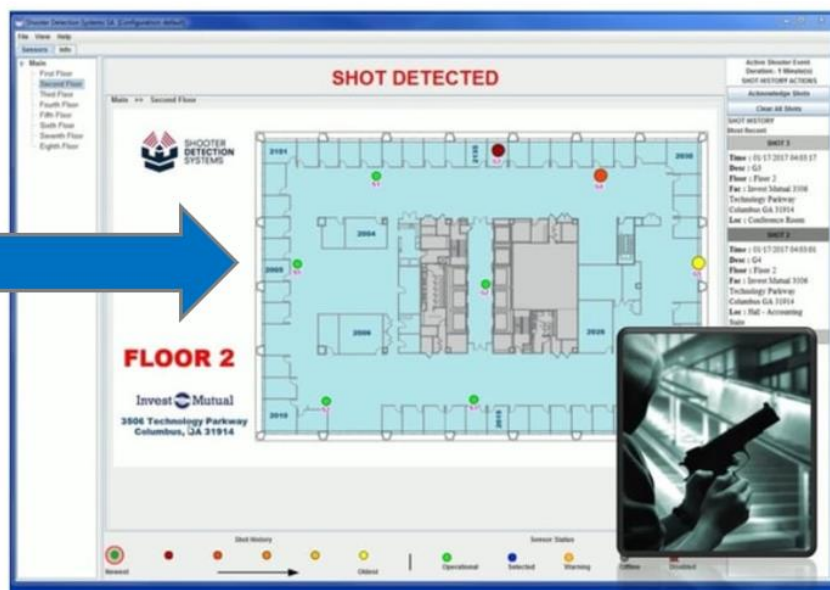
Facial recognition systems are primarily being used to identify bad actors such as violent ex-students, registered sex offenders, non-custodial parents, or anyone who may have made threats against the students or staff.

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**.



- Shooter Location
- Weapon Type
- Number of Shot





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.



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

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

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

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

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



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



Federal Communications Commission

& NEXT GEN 911 LAWS

KARI'S LAW



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



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



RAY BAUM'S ACT

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



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



ALYSSA'S LAW

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



DIRECTLY TO 911 PSAP



INFORM POLICE



INFORM ALL STAFF with Mass Notification



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.

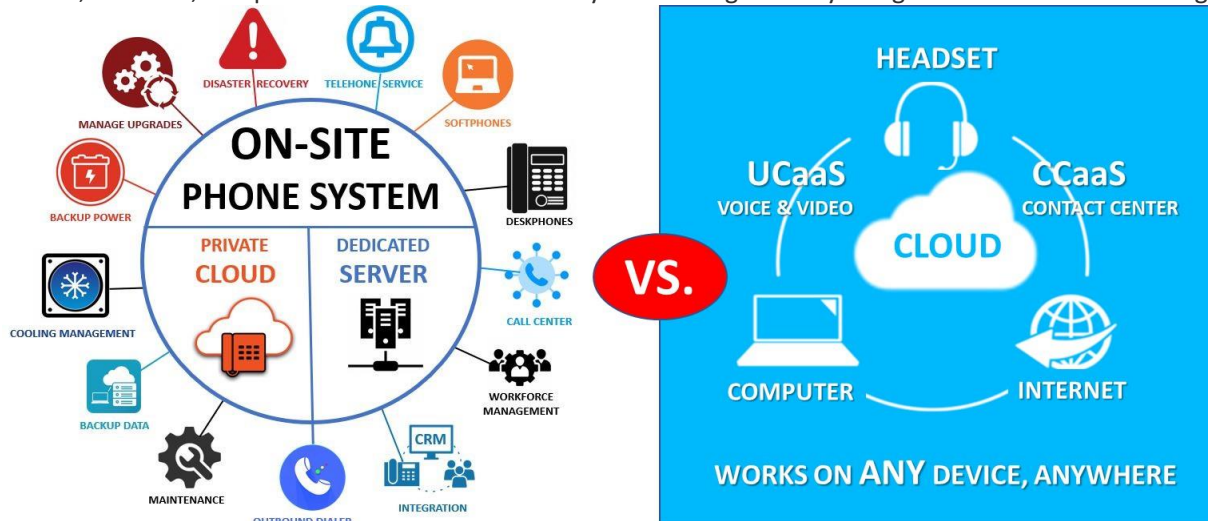
They reflect the growing emphasis on preparedness and response measures to safeguard students, staff, and the general public.



ON-SITE PHONE SYSTEM VS. CLOUD-BASED

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

- 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

8x8 Global Cloud Communications

zoomphone

dialpad

GoTo

nextiva

NICE-CXone

Microsoft Teams

RingCentral

Five9 The Intelligent Cloud Contact Center

VONAGE

TPX COMMUNICATIONS

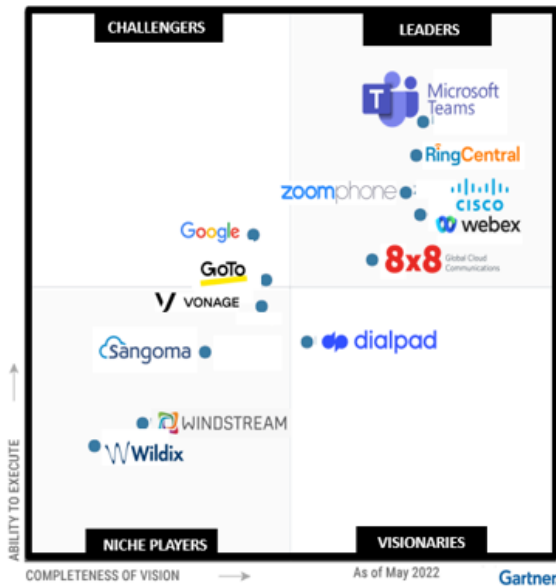
webex by CISCO



Gartner Magic Quadrant Providers

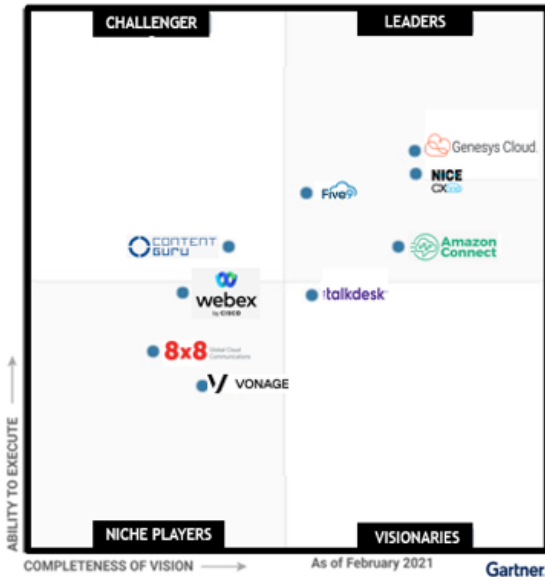
UNIFIED COMM. as a SERVICE (UCaaS)

SD WAN SOLUTIONS



CONTACT CENTER as a SERVICE (CCaaS)

ENTERPRISE CONVERSATIONAL AI



Go to www.BrooksideUS.com for access to the latest Gartner Magic Quadrant white papers.

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

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

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

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

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

Microsoft Teams' flexible UCaaS Features include:

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

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



Microsoft Teams
On Any Device, Anywhere

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.

USERS ALREADY KNOW IT

 **poly**
Certified for
Microsoft
Teams



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

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

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

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

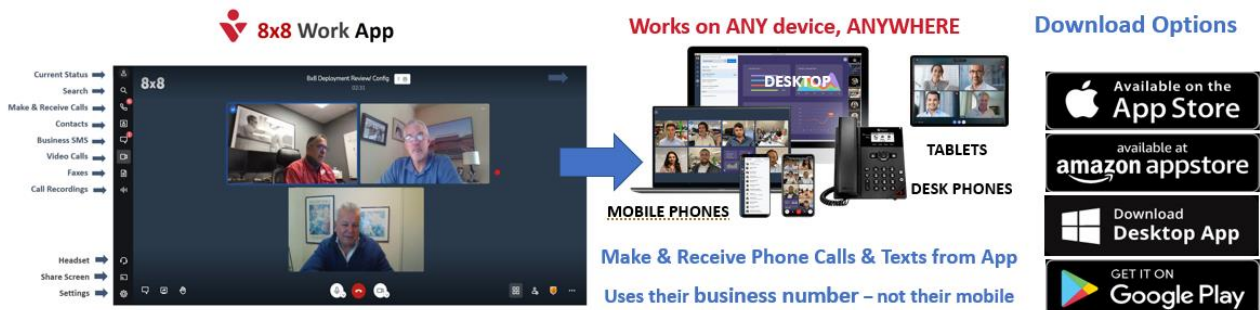
8x8 makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights.

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

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

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

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



8x8 Work App

Works on **ANY** device, **ANYWHERE**

Download Options

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

MOBILE PHONES, TABLETS, DESK PHONES

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

8x8 Voice for  **Microsoft Teams**

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

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



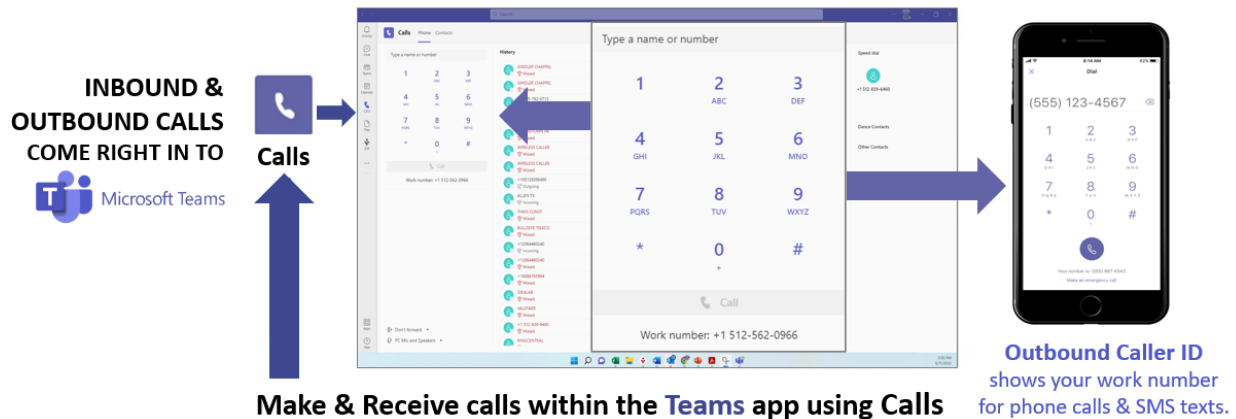
8x8 Voice for  **Microsoft Teams** provides **enterprise-grade global PSTN connectivity** to  **Microsoft Teams**.

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



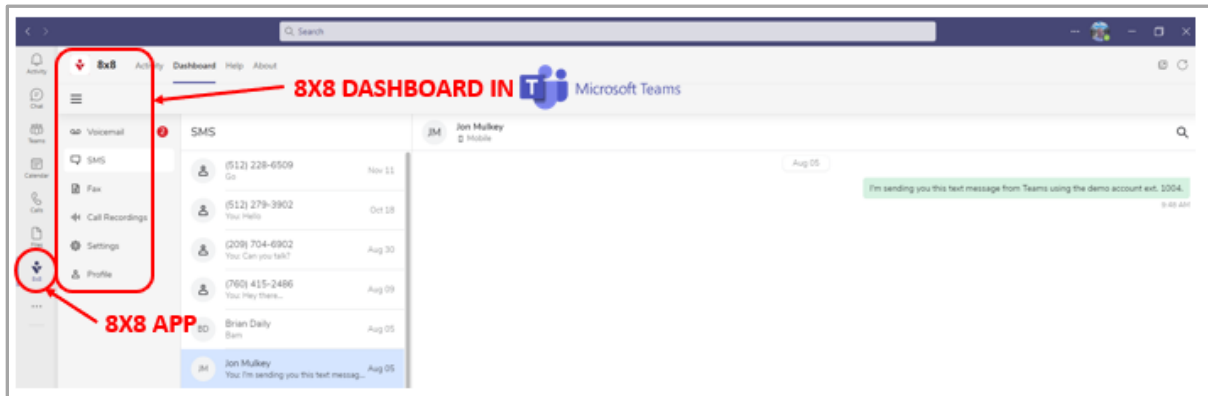
Why not make it easier and use **Teams** for both inbound & outbound calling and use **ONE APP** for everything?

Add Inbound & Outbound Calling to Existing Teams



8x8 Voice for  **Microsoft Teams**

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



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

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

Extension List in .csv Format

1	A	B	C	D
2	User Name	User Location	User Email	User Phone Number
3	Texas	Office	ted@office@marlin.com	5128093200
4	Louisia	Crumpton	louisia@marlin.com	5128093201
5	Meredith	Merita	merita@marlin.com	5128093202
6	Rene	Stinson	rene@marlin.com	5128093203
7	Becci	Hubbell	hubbell@marlin.com	5128093204
8	Immy	Crumpton	immy@marlin.com	5128093205
9	Audio Conference	Team	team@marlin.com	5128093206
10	Cesar	Marline	cesar@marlin.com	5128093207
11	Future			5128093208



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

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

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

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



Adding Voice to **Zoom**

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.

Most if not all of your users already have Zoom installed on their devices for whatever reason so it makes sense to add voice and consolidate into **one Unified Communication and Collaboration Platform**.

Zoom's goal is to help you provide the **best possible customer experience (CX)** and for your users & IT.



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

With everything moving to the cloud and a UCaaS model, Cisco acquired cloud based **BroadSoft** in 2018.

This design was more in-line with the latest technology in this space and would use WebEx as the client.



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

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

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

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

WebEx integrates with pretty much everything from **Teams** to **Salesforce**, **Hubspot**, **NetSuite**, etc.



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.

INTELLIGENT VIRTUAL ASSISTANTS (IVA)

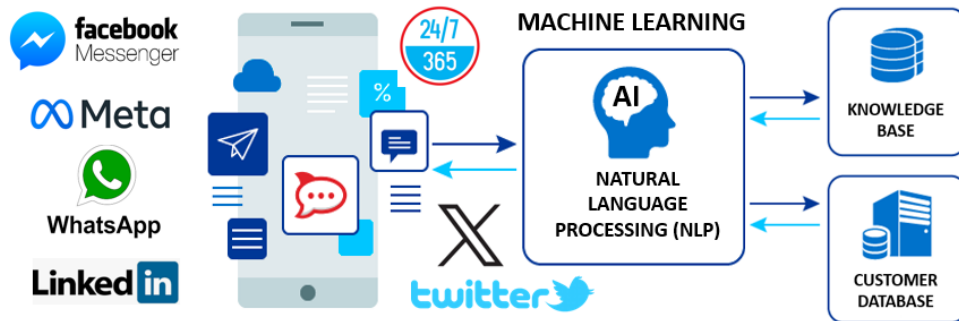
IVA's use **conversational AI** to simulate human conversations and answer questions from a knowledge base and act like a live person that is **available 24/7/365** for students, teachers, etc.



VIRTUAL ASSISTANTS GET SMARTER EVERY DAY!

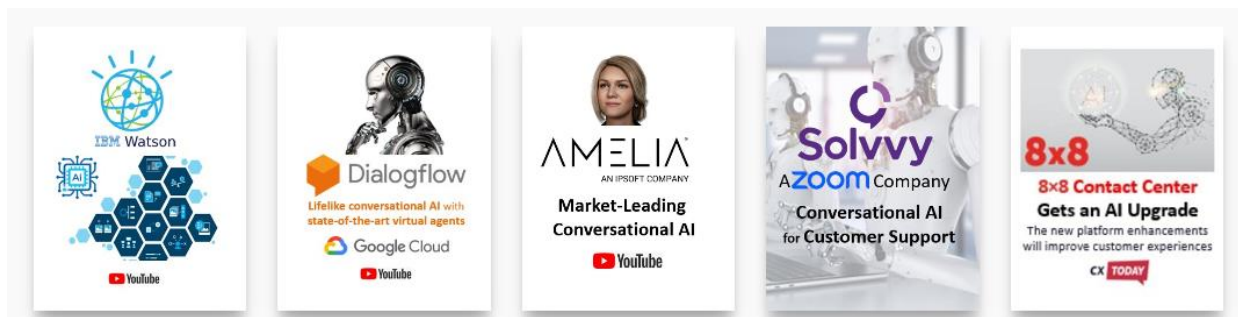
THANKS TO CONVERSATIONAL  

CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS



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

MULTIPLE OPTIONS FOR CONVERSATIONAL AI



ENTERPRISE-GRADE INFRASTRUCTURE



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

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

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

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

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

Extreme™ is trusted by over 50,000 Clients Worldwide



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.

Gartner Magic Quadrant Providers for SD WAN



SECURITY CERTIFICATIONS

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.



The **Federal Risk and Authorization Management Program (FedRAMP)** is a **United States FEDERAL government-wide compliance program** that provides a **standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.**

Texas Risk and Authorization Management Program (TX-RAMP) is the Texas version.

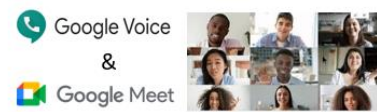
Google Workspace for Education



Add **Google Voice** and your team can get phone numbers for calls, text messages, and voicemail.

Users can link their existing or a new number to any mobile or landline number and access Voice on their smartphones & computers.

Reduce complexity for students & teachers with one APP!



Brookside can help your school get the most out of their **Google Workspace** experience & voice.

PHONE OPTIONS

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



Microsoft Teams



ANY DEVICE RUNNING



Microsoft Teams






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



TABLETS



NOTEBOOKS



MOBILE



EXECUTIVE



BASIC DESKTOP



HEADSETS

 **IP PHONES 8800 SERIES**



VVX Phones





poly

CCX Phones & Headsets



Speakerphones & Video Bars



Desktop Phones & Accessories

<p>poly CCX 500</p> <p>Compatible with Microsoft Teams</p> <p>From the Microsoft Website</p>	<p>poly CCX 400</p> <p>Compatible with Microsoft Teams</p> <p>From the Microsoft Website</p>	<p>poly CCX 600</p> <p>Compatible with Microsoft Teams</p> <p>From the Microsoft Website</p>	<p>poly CCX 700</p> <p>Compatible with Microsoft Teams</p> <p>From the Microsoft Website</p>
<p>poly Edge 550</p>	<p>poly Edge 400</p>	<p>poly Edge 300</p>	<p>poly Expansion Module for E400 & E500</p>
<p>poly Edge B30</p>	<p>poly Edge B20</p>	<p>poly Edge E220</p>	<p>poly Edge E100</p>
<p>poly VVX 150</p>	<p>poly VVX 250</p>	<p>poly VVX 350</p>	<p>poly VVX 450</p>
<p>poly VVX 401</p>	<p>poly VVX 601</p>	<p>poly Speakerphones</p>	<p>poly Headsets</p>

PRICING & PURCHASE OPTIONS

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

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

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

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

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

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

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

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

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

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

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



STATE & FEDERAL GRANTS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

Federal and State Competitive Grants include:

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

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

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

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

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

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

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



PAGING & INTERCOM FOR SCHOOLS

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

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

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

PAGING - The Best Defense Against Active Shooters and Other Emergencies



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

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

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

ALGO

VALCOM

BOGEN
COMMUNICATIONS, INC.

VIKING
Security and Communication



ALGO K-12 SCHOOL & HIGHER EDUCATION IP PAGING

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

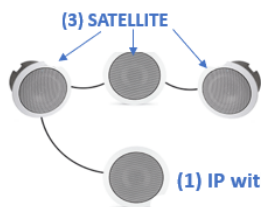
Algo IP Endpoints can be used in any education facility offering **voice paging, alerting, and emergency notification**, enriching the audible and visual communication experience for teachers and students.



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

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

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



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

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

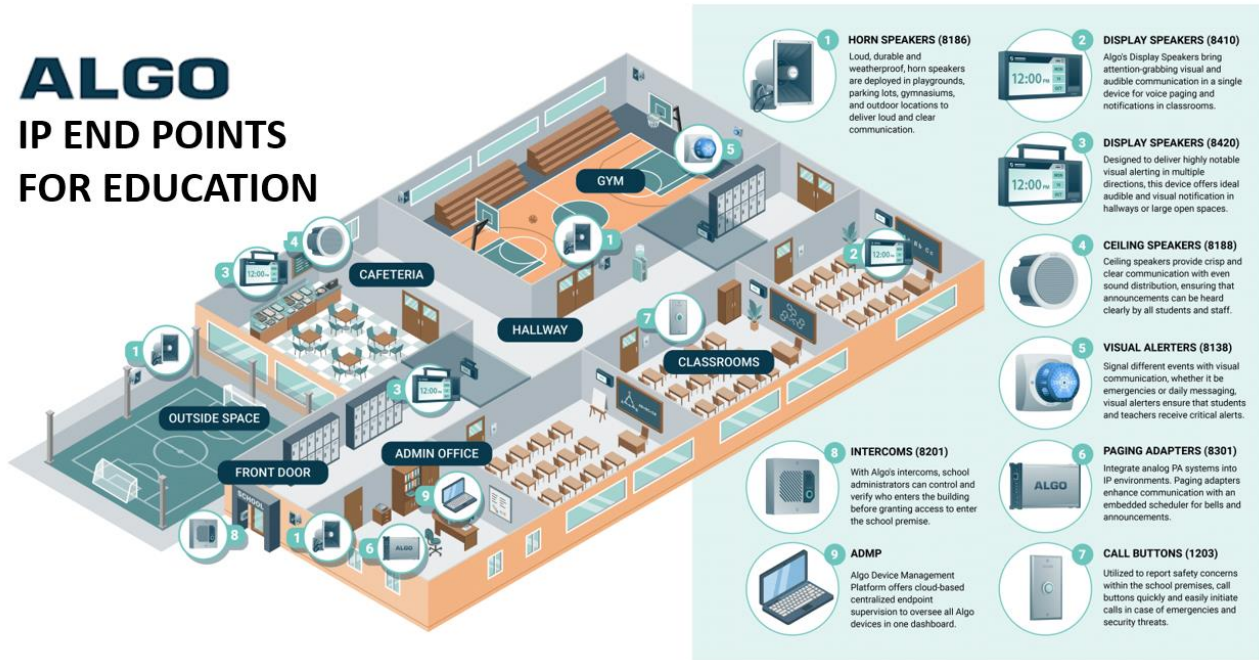
For locations requiring multiple horn speakers, the 8196 IP PoE+ Horn Speaker, paired with an 1196 Satellite Horn Speaker, can be deployed back-to-back to reach a greater audience.

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

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

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

ALGO IP END POINTS FOR EDUCATION



BRINGING IP TO LEGACY ENVIRONMENTS IN EDUCATION

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

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

ALGO 8301 IP Paging Adapter & Scheduler



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

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

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

VALCOM

PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

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

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

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

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

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

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

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

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





IP Backbone/Retrofit System

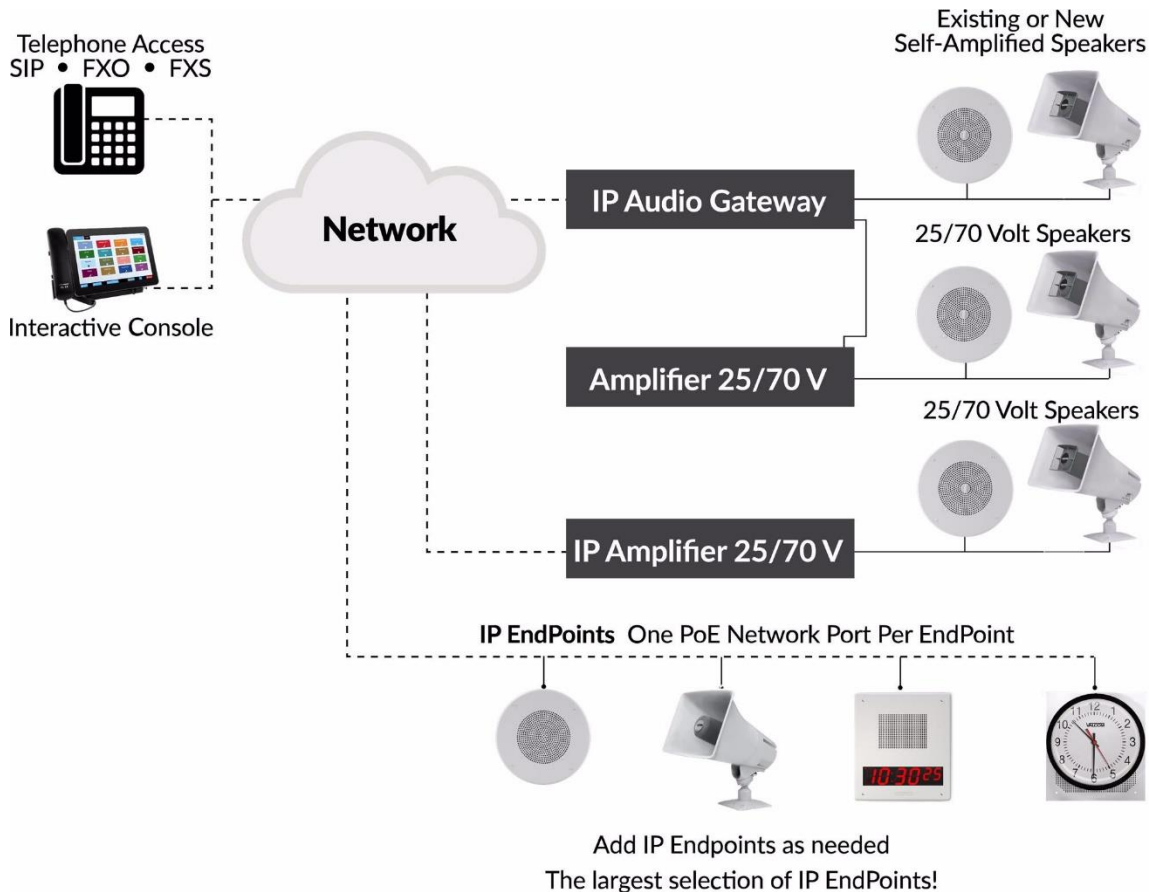
IP backbone/retrofit general purpose paging systems are a combination of analog speakers and cabling connected IP network audio gateways on existing or new network infrastructures.

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

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

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

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





Full IP EndPoint System

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

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

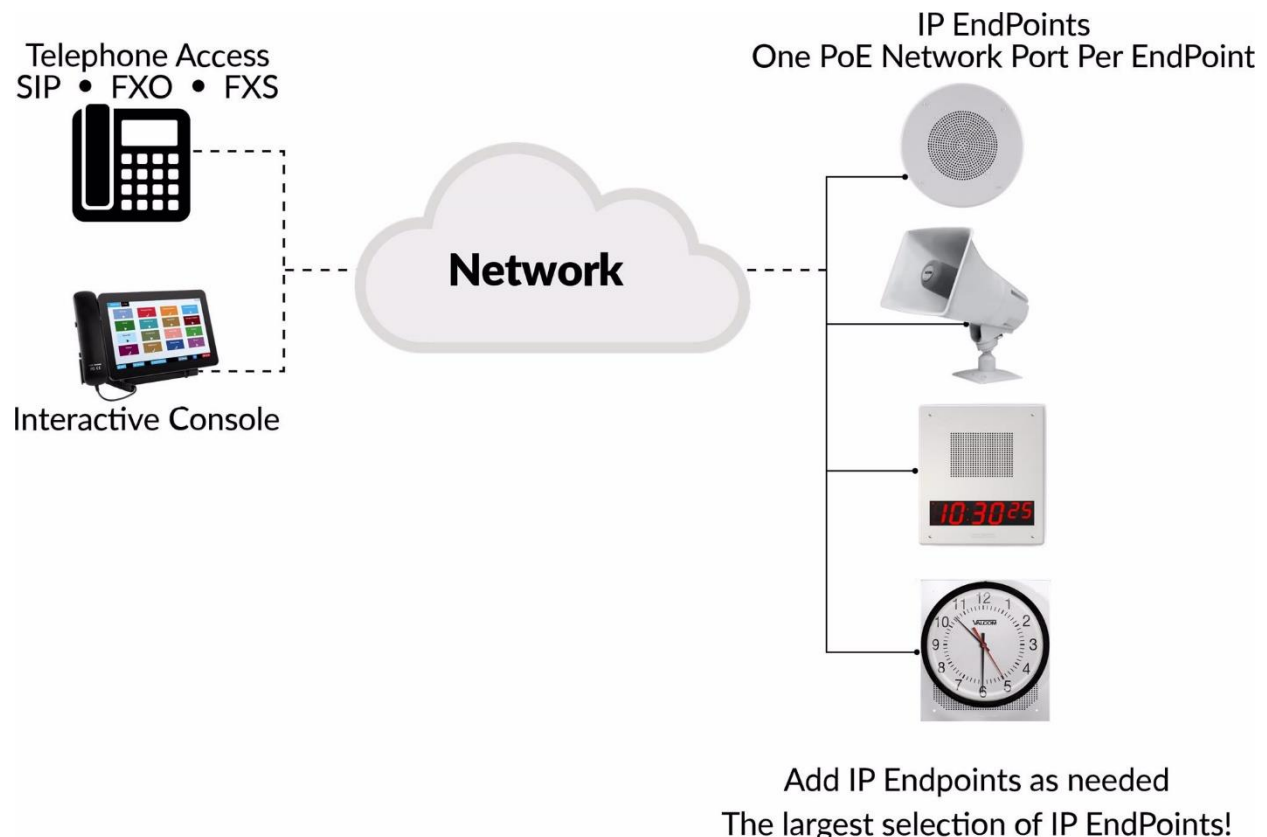
All communications and power is provided with this single PoE port which makes installations fast and simple.

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

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

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

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



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**.



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.