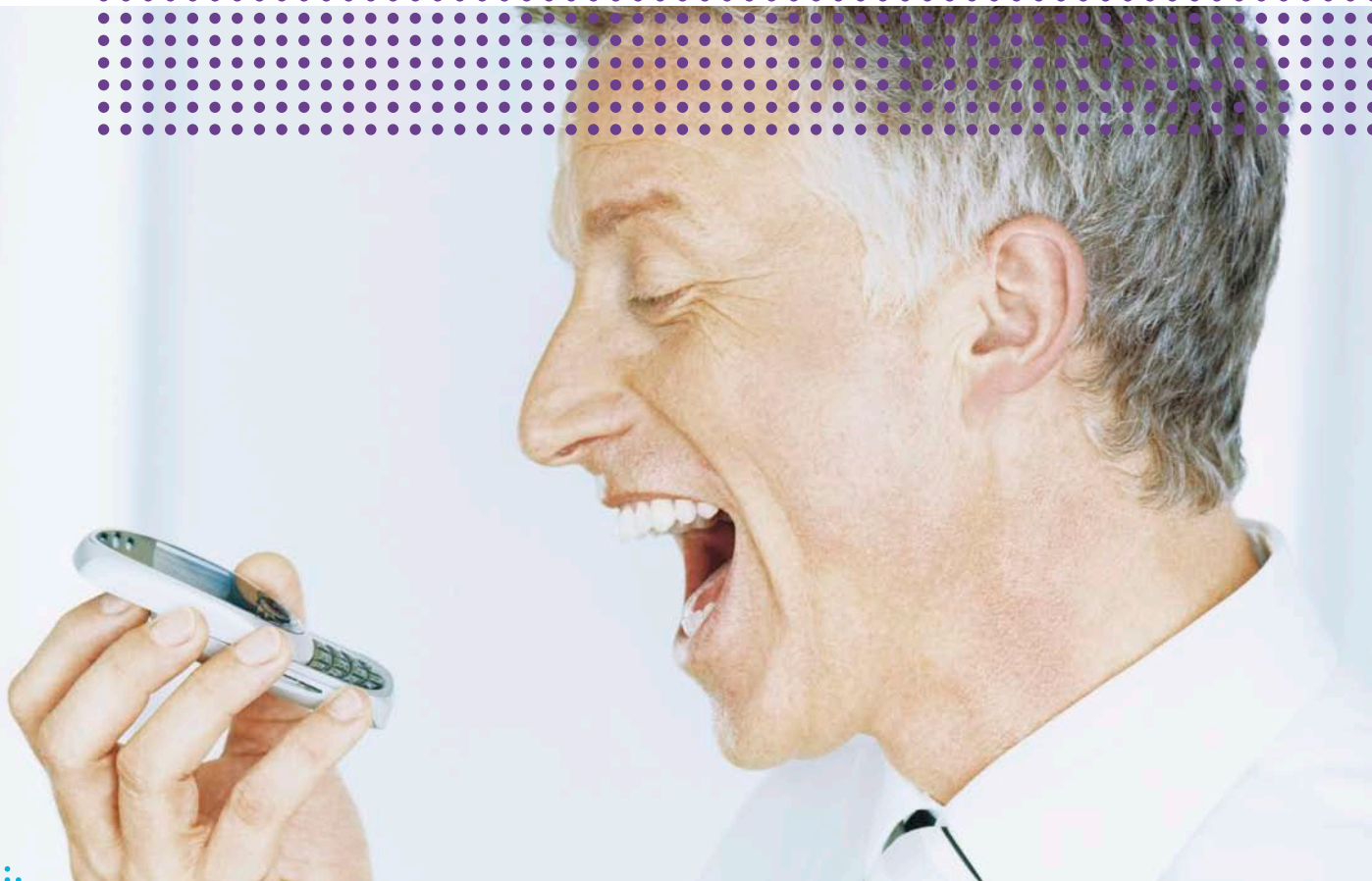
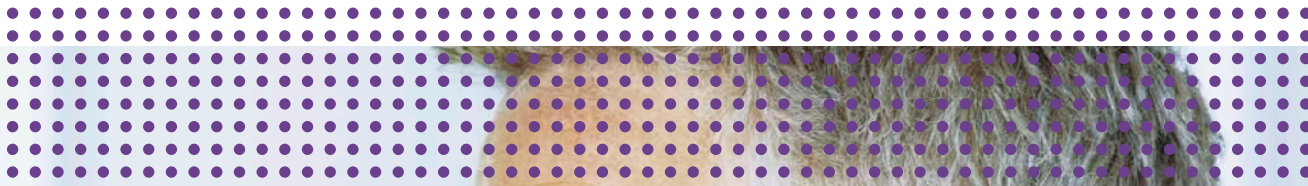




U.S. COUNTY GROWS IP TELECOMMUNICATIONS TO IMPROVE STAFF PRODUCTIVITY AND SERVICE



Martin County, Florida, uses Alcatel-Lucent Internet protocol (IP) telephony as a platform to enhance constituent services, improve efficiency, and reduce costs



In four short years since upgrading its original, analog-based telephone system to Alcatel-Lucent voice over Internet protocol (VoIP) technology, the government of Martin County, Florida, U.S., has grown the system's coverage to nearly 85 percent of its staff, including the addition of highly efficient call centers, new optical network rings, redundant switching and other emergency provisions that keep government services running smoothly and cost-effectively, even during major hurricanes.



IP-TECHNOLOGY PROVIDES FIRM, SCALABLE FOUNDATION

Martin County covers 545 square miles about halfway between Orlando and Miami along Florida's eastern coast. To connect its nearly 30 government sites, the county had originally leased telephony services from the regional service provider, including an analog Centrex system and dedicated T1 lines.

This network and private branch exchange (PBX) did not support advanced applications such as voice mail, contact centers, desktop messaging, multi-party conferencing and other features, and forced the county to rely on the local carrier for all moves, additions and changes at considerable long-term expense, as well as the recurring financial commitment commonly associated with leased Centrex systems.

In 2001, when the county's service agreement expired, it decided to build its own VoIP network to gain more control over network operations as well as the associated costs. After an extensive bidding process, an Alcatel-Lucent **OmniPCX Enterprise IP PBX** platform was installed by the company's regional authorized reseller, Morse Communications, in nearby Melbourne, Florida.

A key benefit was the system's hybrid functionality that supports both traditional and IP telephony, permitting an economical phase-in of advanced communications over time, resulting in significant cost-savings versus upgrading the entire system all at once. It permitted connection of VoIP service to the desktop only

“Cost was a major consideration for us. We felt a transition to VoIP would lower our lease payments by nearly half.”

Kevin Kryzda, Chief Information Officer, Martin County

where it made sense, yet provided all users with advanced calling features regardless if their phone is IP, analog or digital.

Flexible connectivity options include the public switched telephone network (PSTN), integrated services digital network (ISDN), asynchronous transmission mode (ATM), leased lines, frame relay or fiber optic. Kevin Kryzda, Martin County's Chief Information Officer, says: “This platform gave us a highly flexible, scalable foundation to expand cost-effectively, so we didn't have to fund an entire new system all at once. This proved financially beneficial for the county. At the same time, it allowed us to cut our analog lease payments by nearly half.”

“Furthermore,” he says, “with the system's easy-to-use, friendly interface, our internal IT staff now handles all upgrades or moves, eliminating the huge, recurring cost we paid the outside service provider to execute these frequent tasks under the original contract.”

The initial VoIP installation was completed in 2004 and provided advanced, IP-based services to key branches like the Emergency Operations Center, Sheriff's Department, the county jail and



select administrative offices. At launch, about 50 percent of the county's telecommunications needs were serviced by the VoIP platform.

ALCATEL-LUCENT SOLUTION ENABLES FAST, FLEXIBLE GROWTH

"We very quickly appreciated the benefits of the Alcatel-Lucent **OmniPCX** system, especially features not available with the old analog network like voice mail, dial-by-name directory services, conference bridging, advanced IP-security and the ability to establish and grow call centers," Kevin Kryzda says.

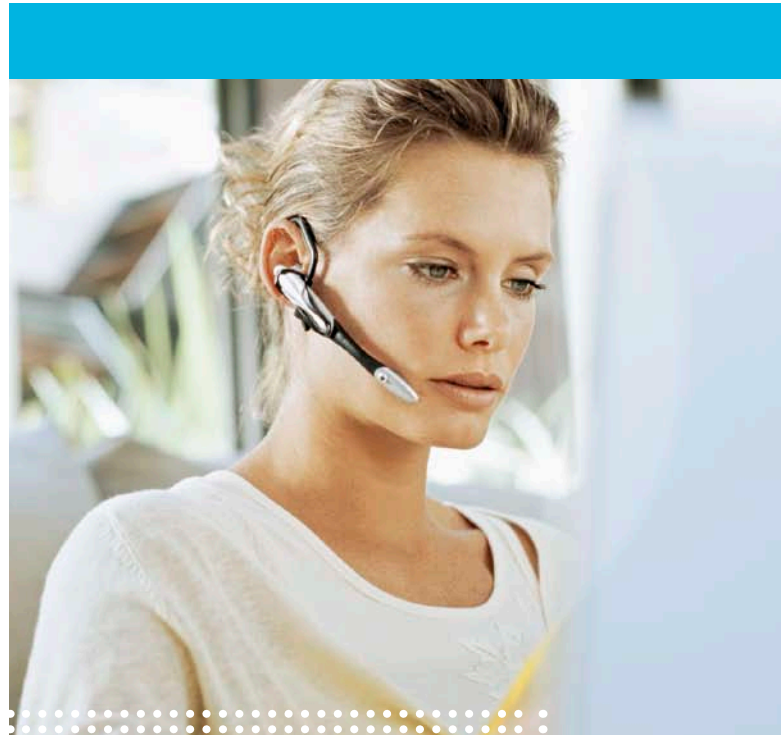
Additionally, the Alcatel-Lucent **OmniPCX Enterprise** offers an evolution path to advanced, data-related IP services such as high-speed Internet connections, wireless local area networks (WLANs) and e-mail. The IP-based system has today been expanded to over 85-percent of the county's 1,700 users providing services such as Call Centers, WLAN and Emergency Operations.

County residents are now served more quickly and professionally through eight, new call centers supported by advanced features of the Alcatel-Lucent **OmniPCX Enterprise**. This involves various high-contact departments and operations, like building permits, construction licenses and inspections, solid waste removal, water utility service/payments, and scheduling county-provided bus service for seniors and handicapped residents. Even the state's Health Department has purchased call center services from the county and connected to the network to facilitate its handling of any health-related issues.

The county's seven libraries are now served wirelessly providing high-speed web connections to patrons and staff. The Alcatel-Lucent WLAN is also being deployed within key administrative departments to provide voice, web and e-mail access anywhere within a county building.

Finally, a fully redundant IP-communications system with dual processing units, call servers and optical ring links the county Emergency Operations Center (EOC) with key county, state and regional agencies (fire, law enforcement, medical services, emergency 911 call center, and other 'first responders') in the event of an emergency.

This proved especially beneficial during the 2004/2005-hurricane season, which severely impacted central Florida with four Category 3 or higher storms including the disastrous Hurricane Katrina. Bryan May, Director of Sales, Morse Communications, says: "While we routinely partner with the county to help them implement the everyday aspects of the analog-to-IP/digital change, the four hurricanes were the real test of both our capabilities and the resilience of the Alcatel-Lucent **OmniPCX** technology."



CHALLENGES

- Original leased analog system outdated & expensive
- No advanced features
- All additions/moves done by local service provider
- Recurring costs
- Little redundancy in emergency

SOLUTION

- Alcatel-Lucent **OmniPCX Enterprise** VoIP network/PBX system

BENEFITS

- New IP technology offers feature-rich performance
- Reduced analog lease charges over time
- Easy interface lets IT staff do all moves, additions, and changes which eliminates cost out-sourcing for these tasks
- New services possible – WLAN, Conferencing, Call Centers, etc.
- IP security features
- Broad connectivity – PSTN, SIP, IP, ISDN, FO, ATM
- Allows gradual and cost-saving rollout of services



May adds the EOC communications network never went down during all four major storms, despite other communications and utility services being cut, including most of the PSTN, commercial electric power, and the regional cable television provider. "And we were able to route all needed switches through the EOC, which had full electric service from its backup generators, to quickly maintain key communications to the most critical county departments," Bryan May adds. "The county never missed a beat thanks to the Alcatel-Lucent **OmniPCX** system's flexibility which proved a real benefit to county residents in a time of crisis."

SERVING CONSTITUENTS BETTER, FASTER, MORE ECONOMICALLY

By implementing the Alcatel-Lucent **OmniPCX Enterprise** IP solution, Martin County was able to add reliable, state-of-the-art IP/digital communications features and benefits to its employees at reduced expense, while eliminating its

The Alcatel-Lucent **OmniPCX Enterprise** gave the county advanced technology and long-term cost savings.

total dependence on the local service provider under the old arrangement. "When we first switched to VoIP, we were pleased to see our telecommunications costs significantly reduced simply by running our own network versus leasing Centrex services and support from the local phone carrier," says Kevin Kryzda.

"Now, four years after initial cutover, we've successfully expanded the advanced capabilities this system offers, giving us sophisticated communications to better serve our constituents while retaining the long-term cost savings we've come to expect," he concludes.



BUSINESS PARTNER ROLE

Morse Communications, Inc. worked as the project leader to gather requirements, design the network, install equipment, manage service cutover, and train Martin County's IT staff. The firm today provides full-time, on site backup support to the county's IT staff especially in times of natural disaster and/or disaster recovery, as well as ongoing service, maintenance, and consultation as needed.

"Four hurricanes were the real test of our capabilities and the resilience of the Alcatel-Lucent **OmniPCX** technology."

**Bryan May, Director of Sales,
Morse Communication**

BUSINESS PARTNER INFO

Headquartered in Melbourne, Florida, the firm provides design, installation, maintenance and consultative services over a wide range of communications projects including complete telephony systems, advanced software application servers, Contact Center solutions, on-premise wiring, access control and security, digital video security monitoring, WAN/LAN IP Networking, Cat. 5, 5e and 6 cabling, and WLAN.

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