



Leveraging the eRate Program to Get a Next-Generation Communication System

November, 2012





Agenda

1. eRate Basics
2. 10 Important Considerations
3. Brush School District (Case Study)
4. Mitel AnyWare for Education

eRate Basics

What is the eRate Program?

- \$2.3 billion in telecommunications discounts each year
- Schools and libraries eligible for discounts of 20% to 90%

Priority 1 – Telecommunications & Internet Access Services

- Telecommunications = Basic and Long Distance Telephone Service, Video Services...
- Internet Access = Direct Connections, VoIP, and e-mail

Priority 2 – Internal Connections & Basic Maintenance

- Internal Connections = Wiring, routers, switches, hubs, PBXs...
- Basic Maintenance = Maintenance of these connections

Application Process

- Make sure you have an approved technology plan
 - Not needed for P1 services (includes VoIP phone systems)
- File a Form 470 (Description of Services Requested)
- Evaluate bids; sign contracts and file a Form 471
- Once services have begun, file a Form 486
- Invoice USAC through Form 472 (BEAR), if necessary



New This Year

- Filing window to open on or after Nov. 26
- Eligible Services List: telecom/internet service now a single P1 category



Tips for Success

- Calculate your discount correctly
- Understand the “Two in Five” Rule
 - Eligible entities are only able to receive support for **internal connections** in two of every five funding years
- Follow competitive-bidding requirements
 - The NJPA can simplify this process (more later)
- Pay attention to eligible vs. ineligible services
- Be prepared for an audit



10 Important Considerations



10 Important Considerations

1. Know Your Discount Percentage

- Internal Connections were only funded at 88% for the 2011-2012 Year and 90% for the 2012-2013 Year
- **Priority one services have always been funded**
- If your district or school is not at the highest eligibility percentage, it is highly unlikely that purchasing VoIP equipment will be funded through E-rate
- VoIP services, on the other hand have the highest probability of funding regardless of discount percentage

10 Important Considerations

2. Post a Form 470 and Choose the Correct Category of Service

- This is the first step of the process and one of the easiest. Don't Skip It.
- Too often funding denials are rendered due to minor mistakes.
- When preparing the form 470 **choose all categories of service** including internal connections and basic maintenance.





10 Important Considerations

3. A Technology Plan is Not Required for Priority 1 Services

- Technology Plans are not required for Priority One Services so you do not have to submit one for a cloud communications/VoIP deployment.
- It is recommended that you **complete a needs assessment** that maps out your communication needs by location, staff classifications and other important factors.



10 Important Considerations

4. Hardware Maintenance Costs Are Not Eligible

- Premise-based systems can require expensive ongoing hardware support and maintenance costs
- Mitel AnyWare for Education (VoIP service) are categorized as connectivity not hardware
- Mitel is responsible for maintaining the equipment to ensure that services are delivered and service level agreements are met, not the school district





10 Important Considerations

5. Installation Services Can Occur Prior to July 1, 2013

- The SLD allows certain installation services for Priority One requests to occur before the start date of services.
- Be aware of these variances and work with your vendor so that service cutover can occur seamlessly and efficiently on July 1, 2013.
- There is a lot of work that takes place before the cutover of service from a current system to a new service. Getting started in advance allows for a quick and seamless transition on July 1, 2013.

10 Important Considerations

6. Streamline the RFP Process

The National Joint Powers Alliance (NJPA) streamlines the purchase process and provides special benefits to schools:

- NJPA has the legislative authority to establish contracts for Municipal agencies, K-12, Higher Education and Non Profits nationally
- NJPA is a buying vehicle that satisfies legal procurement requirements, without the need to hire a consultant, or go to RFP
- Membership with No Cost, No Obligation and No Liability





10 Important Considerations

7. Enhanced 911 (E-911)

- Automatically associates a physical address with the calling party's telephone number and routes the call to the most appropriate Public Safety Answering Point for that address.
- Provides emergency responders with the location of the emergency without the person calling for help needing to provide it.
- Not all VoIP providers are E-911 compliant.

10 Important Considerations

8. Network Infrastructure and Capacity

- Call quality, to a large extent, will depend upon your network's ability to deal with real-time protocol
- Is your network ready for a new phone system?
- A network analysis will help you determine what type of communication system will best suit your needs.





10 Important Considerations

9. Quality of Service (QoS)

- QoS provides the ability to automatically and dynamically prioritize data across the network to ensure that sufficient resources are allocated to your real-time applications, such as voice.
- The inclusion of QoS can guarantee performance even if the network capacity is insufficient for real-time streaming applications



10 Important Considerations

10. Ease of Administration

- Day-to-day administration of a phone system can be time-consuming and require expensive outsourcing if you do not have dedicated internal resources.
- Mitel AnyWare for Education provides an intuitive and easy to use online web portal where you can add/edit users, manage your auto-attendant, and much more. Just point and click, no special training required so you free up your IT resources to focus on more important initiatives.



Brush School District



Brush School District

About Brush School District

The Brush School District is located in Brush, Colorado just outside Denver. It includes a high school, a middle school, two elementary schools, and five district buildings.

Brush School District

The Challenge

- Their system was old and failing.
- Unable to find replacement parts when needed and repairs required expensive outsourcing.
- They were managing multiple systems in each of their five district building.
- The physical infrastructure was fragile.
- Could not move phones without a physical rewire.
- Did not have emergency district-wide page, so separate numbers had to be dialed in emergency situations.
- No easy method to send voicemail via email when out of the office



Brush School District

The Solution

Brush School District selected Mitel AnyWare after a careful evaluation of 15 vendors for the following reasons:

- It was the easiest one to use and administer
- No up-front fees, set-up charges or expensive ongoing support costs.
- Mitel AnyWare enabled Brush to upgrade their phone systems to include services such as extension dialing, auto attendant, conferencing, 9-1-1, district wide paging & voicemail to email.

Brush School District

"The reason we chose a cloud-based communication system was that it provided us with all the features we needed without expensive upfront set-up or ongoing support costs. It was easy to implement and has addressed all of our needs."

Randy Dalton

**Director of Information Technology
Brush School District**



Mitel AnyWare for Education



Mitel AnyWare for Education

Who is Mitel?

Mitel simplifies complex communications, enabling schools and businesses to deploy affordable, feature-rich communications in over 100 countries.

Mitel offers a full suite of Unified Communications and Collaboration (UCC) software, solutions and services that empower organizations to conduct business anywhere, over any medium with the industry's most comprehensive portfolio of IP desktop and mobile devices.



Mitel AnyWare for Education

Why Mitel AnyWare for Your School?

- It provides an affordable and feature-rich alternative for schools that do not have the budget to implement costly premise-based systems.
- It's reliable, offers voice resiliency and seamlessly reroutes calls in the event your school loses power or experiences a natural disaster.
- Enables you IT group to centralize and simplify management through an intuitive web administration portal.



Mitel AnyWare for Education

Why Mitel AnyWare for Education (cont..)?

- Public schools can be eligible for funding as high as 90% of MRC for the Priority 1 eligible services, rather than paying existing monthly/yearly maintenance expenses on outdated phone systems.
- Discounted education pricing available for the sets and other items not eligible for Priority 1 Funding or for private schools not eligible for E-Rate.



Mitel AnyWare For Education

Basic User

Intended for teachers with phones in the classroom, teachers lounge, common area or a main office lobby.

Standard User

Great fit for school office personnel, specialized services personnel (case managers, speech therapists, etc.) and ancillary staff (security, cafeteria staff, etc.).

Advanced User

Provides the advanced communication and collaboration tools needed by district administrative office personnel, school principals, assistant principals, deans and school board members.

FEATURES	BASIC	STANDARD	ADVANCED
Direct Inward Dialing	-	✓	✓
Extension	✓	-	-
Unlimited Local Calling	✓	✓	✓
Local Number Portability	-	✓	✓
Long Distance for \$0.02 Minute	✓	-	-
200 Long Distance Minutes Per Month	-	✓	-
Unlimited Outbound Long Distance Calling	-	-	✓
Mobile Twinning	-	-	✓
Voice Mail with E-mail Forwarding	✓	✓	✓
Corporate Auto Attendant	✓	✓	✓
Hot Desking	-	✓	✓
Hunt/Ring Groups	✓	✓	✓
Unified Communicator Express PC Client	-	-	✓
Contact Dialing	-	-	✓
Audio Conferencing	-	-	✓
Internal 4 Digit Dialing	✓	✓	✓
Access to User Portal	✓	✓	✓
Localized E911	✓	✓	✓
Call Transfer	✓	✓	✓
Call Forwarding	✓	✓	✓
Call Park	✓	✓	✓
Call Pick Up	✓	✓	✓
Call Hold	✓	✓	✓
Speed Dial	✓	✓	✓
Direct Page	✓	✓	✓
Record A Call	✓	✓	✓
Do Not Disturb	✓	✓	✓
Call History	✓	✓	✓



Mitel AnyWare for Education



MITEL 5304 IP PHONE



MITEL 5320 IP PHONE



MITEL 5330 IP PHONE



MITEL 5340 IP PHONE



MITEL 5360 IP PHONE



MITEL ATTENDANT CONSOLE



Additional Resources

Official eRate website:

<http://www.usac.org/sl/>

Calculating your discount:

<http://www.usac.org/sl/applicants/step04/discounts.aspx>

Eligible services list:

<http://www.usac.org/sl/applicants/beforeyoubegin/eligible-services-list.aspx>

eRate Survival Guide:

<http://www.eschoolnews.com/?p=115146>

Mitel eRate Program

<http://netsolutions.mitel.com/erate>



THANK YOU

For more information on Mitel AnyWare for Education please visit:

netsolution.mitel.com/erate