

Smyrna, Georgia

CUSTOMER PROFILE

Cistera Networks Helps City of Smyrna, Ga. Improve Municipal Services and Workflow with Advanced IP Communications Solutions

Business Situation

Municipal governments, regardless of size, are often scattered throughout the city in various buildings and facilities. The ability to share information in a timely manner is often limited because of technological and geographical boundaries. Progressive communities are seeking opportunities to improve workflow with their communication networks, thereby creating more efficiency in business processes to better serve taxpayers.

"Cistera's technology has been a sound investment. We already have enjoyed tangible benefits, including improved inter-office collaboration and reduced overall spending on communications. In fact, we plan to add even more application engines from Cistera in our future budget cycles."

CHRIS ADDICKS
IT Manager
City of Smyrna

After conducting thorough research, city decision-makers determined that Voice over Internet Protocol (VoIP) and IP Communications technology had matured to the point where it could serve as a reliable alternative for traditional telephone systems.

A city-wide Cisco IP telephony network was deployed, and they then sought to take full advantage of its advanced capabilities. Cistera's solutions offered the potential to go beyond basic telephone communication, and take productivity to unprecedented levels.

Solution

To improve performance and complement its city-wide IP Communications network, Smyrna deployed the award winning Cistera **ConvergenceServer™** with the Quality Assurance and Compliance (QAC) solution, featuring:

- **CallCenterRecord™**: a solution that provides high-quality continuous call recording and playback for quality assurance and compliance purposes. This allows the city to use each call as a training exercise to identify areas for improvement. It also provides peace of mind from a liability standpoint by archiving all calls for easy reference.



Customer Profile: Smyrna, Ga., located in Cobb County, is a mid-size city located between Atlanta and Marietta, Ga., with an estimated population of 50,000. The city has approximately 450 employees, including 100 administrative and 150 public safety personnel that need to communicate with each other and with Smyrna citizens on a daily basis.

Challenge: Many municipalities, like Smyrna, are faced with inadequate, and often outdated, communication systems that can hinder productivity and stifle efficiency. When city officials faced the necessity of replacing an antiquated PBX phone system, they took the opportunity to not only upgrade communications, but also improve the workflow and enhance the productivity of the city's personnel.





- **QuickRecord™**: offers high-quality call recording and playback capabilities on an *ad-hoc* basis. Entire calls can be recorded retroactively if the record button is pressed before the call is terminated. The system converts a recording into an audio file that is archived, stored and can be emailed to the user. This provides another layer of quality assurance and workflow improvement, beyond the call center environment.

Benefits

The city deployed the Cistera **ConvergenceServer** and its advanced solutions to support a Cisco installation that spans eight government buildings and 300 IP phones. As a result, the city now utilizes Cistera's technology in all areas of its municipal government operations, and benefits include:

- Dramatically improved productivity and workflow
- More collaboration, including streamlined communication and improved responsiveness
- Easily accessible call recordings for quality assurance and liability purposes
- Single platform that is easily scalable to add additional users, sites and/or application engines

About the City of Smyrna

Smyrna is located approximately 10 miles northwest of Atlanta and is considered an integral part of the metro Atlanta area. Known as the "Jonquil City," it derives this name from the thousands of jonquils that flourish in gardens and along the streets in early spring.



"Smyrna chose VoIP and IP Communications because of the advanced capability and scalability the platform provides. Now, we can better serve our taxpayers because Cistera's system is such a valuable asset to city operations by fostering collaborative efforts between all parts of municipal government."

CHRIS ADDICKS
IT Manager
City of Smyrna

Cistera Networks is a leading provider of enterprise communications platforms and services. The company blends powerful application infrastructure with industry-specific business processes, to deliver the benefits of voice, video and data convergence to the user. Cistera's industry-leading platform delivers the most reliable, scalable and secure application services for IP-based network environments. Its broad portfolio of application services enables users to improve customer service and satisfaction, increase productivity and collaboration, improve responsiveness to critical incidents and to provide a safer environment.

Based on open standards and a proven server technology foundation, the award-winning Cistera **ConvergenceServer** has a single unified administration which delivers the lowest total cost of ownership in the industry. It enables customers to create robust and scalable environments that are flexible enough to adapt to their changing needs by scaling up to support from fewer than one hundred to thousands of users, and scaling out to support multiple sites, making it ideal for a broad range of organizations.

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