

# Higher Education

## An intelligent communications solution that *works* for Higher Education Institutions.

In Higher Education, implementing a solution that removes time, cost, and frustration normally associated with traditional methods of communication has a direct effect on the productivity and satisfaction of administrators, IT professionals, professors, and staff.

It is with these requirements in mind that Stroom Communications is pleased to introduce an end-to-end communications solution that ensures information gets to the people who need it... at the right time, in the right place, and in the right format. Ensuring information is available where, when, and how it is needed enables proactive—rather than reactive—message delivery and response procedures that invariably lead to measurable, repeatable benefits.

With Cleo's Stroom products, Colleges and Universities spend less time focused on how to get their messages out and more time on core competencies. The Stroom solution is even more crucial for educational staff because it allows them to focus on *their* core competency—improving the quality of learning for their students.

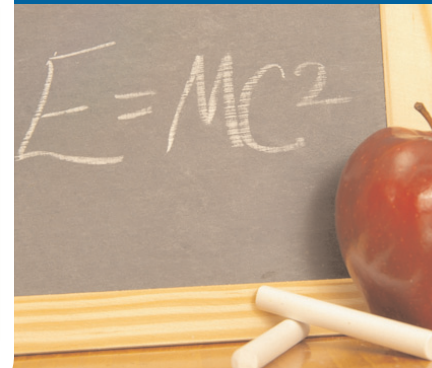
**FAXING AS EASY AS COPYING** Hardcopy documents are faxed from a multi-function devices with “push-button” ease to any number of recipients. Pre-established contact lists ensure “scan-once-fax-many” functionality that eliminates much of the time, cost, and user frustration normally associated with faxing to large groups.

**FAXING AS EASY AS PRINTING** Stroom integrates with the procurement programs for electronic documents, which enables easy, “one-step” faxing directly from the user's desktop. Confirmations are sent via email with a copy of the faxed document as an attachment, ensuring fast, simple communication with no standing and waiting over standalone fax machines.

**RECEIVING FAXES LIKE EMAIL** Incoming faxes appear in the recipient's inbox just like email. Keeping information electronic facilitates content management and simplifies response. Comprehensive tracking functionality maintains an audit trail of all incoming and outgoing faxes to aid in regulatory compliance processes.

**BEYOND FAXING: ALERT NOTIFICATION TO AND FROM ANYWHERE** For a communication solution to be complete, it must offer more than a single method of information dissemination. The Stroom solution offers an inventive way to send routine and/or critical information as voice, text message, document, image, or video to phones, cell phones, PDAs, pagers, multi-function devices, fax machines, and/or email.

By sending communications in a wide range of formats to a wide range of devices, recipients are more likely to receive the message when and how it is most convenient to respond.



### Benefits to the Educational Institution

- A centralized message delivery system reduces the costs of purchasing and maintaining standalone, distributed fax machines.
- An enterprise fax server eliminates dedicated fax lines and long-distance fax charges.
- Comprehensive audit functionality clearly reports all incoming and outgoing communications, helping with regulatory compliance and ensuring future equipment purchasing decisions are fact-based.
- A robust set of built-in security features help comply with FERPA and other stringent government-imposed privacy requirements.

### Benefits to the IT department

- A single solution implemented and supported by Stroom Communications empowers IT staff to focus on higher value work rather than changing cartridges and maintaining hundreds of fax machines.
- An easy-to-learn-and-use communications solution reduces calls to the help desk.

### Benefits to Educators and staff

- Simultaneous, automated message delivery to a large distribution list means staff spends more time on core tasks.
- The right information sent to the right people, at the right time, in the right format greatly improves the ability for Educators to perform their jobs... ultimately resulting in greater quality of learning for their students.

## Network Fax

**PURCHASE ORDERS** Integrates with procurement systems so as POs are generated, purchasing associates can simply fax them directly out of the system, store an electronic copy, and avoid hardcopy printing and manual faxing.

**STUDENT AND COURSE DATA** Automates the secure delivery of information, such as registration information, student rosters, schedules, course information, and more, to a number of recipients.

**BILLING INFORMATION** Securely sends necessary billing information to all parties responsible for payment in a timely manner, resulting in faster invoice-to-payment and improved cash flow.

**NEWS RELEASES** Ensures media outlets are informed of current news with a few clicks of a mouse. Greater public awareness leads to greater community support.

**DOCUMENT SECURITY** Highly developed security tools prevent unauthorized scanning, faxing, or e-mailing of confidential records from multi-function devices to external destinations through the use of employee login, list authorization, and standard secure fax protocols.

## Alert Notification

**SCHOOL AND CAMPUS CLOSINGS** Notifies parents and students of school and campus closings, class cancellations, and more, with minimal effort from staff.

**STUDENT ATTENDANCE** Alerts parents when students have excessive absence, and other scenarios, giving parents the peace of mind that they will be aware and can rectify the situation.

**VOICE SURVEY TOOL** Delivers surveys to parents, students, administrators, staff, and others, in a timely fashion and in a way that enables them to respond conveniently. A comprehensive reporting mechanism improves the ability to access and incorporate feedback.

**CRITICAL ALERTS** Quickly sends alert notification to staff, campus security, police, and others with emergency information and instructions.

**GENERAL INFORMATION ALERTS** Efficiently informs staff of key events and operational status changes, informs students of schedule changes or assignments, notifies alumni of upcoming events, and much more.

**AUTOMATED PROFESSOR CALLBACK** Automatically notifies a qualified pool of substitute professors and prompts them to accept or decline the assignment. Responses are logged and reported to HR.

**AUTOMATED PHONE TREE CALLING** Facilitates immediate staff call-out with audit trail, eliminating manual calling processes and improving efficiency.

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