

Research Organization Restores Longevity in Communications Infrastructure

CASE STUDY

American Institute for Cancer Research preserves its historical building with the NVT Phybridge switch innovation.

Executive Summary

American Institute for Cancer Research
Industry: Healthcare
Location: Washington, DC
Number of Employees: 100+

CHALLENGE

- Upgrade 20 year old phone system to a modern VoIP system.
- Infrastructure overall could be costly and time-consuming given they are housed in a heritage building.
- Requirement to stay within budget as they are a non-profit organization.

SOLUTION

- A state-of-the-art VoIP phone system powered by NVT Phybridge network switches.

RESULTS

- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- Overall improvement in the ability to manage call control.

PRODUCT LIST

NVT Phybridge Switch Solution

The American Institute for Cancer Research (AICR) advises people worldwide on the latest information and data regarding cancer prevention. The organization funds research on the relationship of nutrition, physical activity and weight management to cancer risk. AICR then educates people worldwide about choices they can make to reduce their chances of developing cancer.

Challenge

Forward-thinking puts AICR on the leading edge of cancer prevention. Applying that same forward-thinking, AICR recognized the need to update their telephone and internet system in order to maximize communications capabilities. However, being located in a heritage building in Washington, D.C., their facility is subject to severe restrictions on additions or modifications, and has proven to be impenetrable to cable installers. Quotes received from cable installers estimated that 96 new cable runs would need to be added to the five-floor building. Another option was to run 7 CAT 5e cables on the executive floor, an option that proved to be too expensive for this non-profit organization. To add to the complexity, AICR's analog system was installed in the early 1990's and a modern, VoIP system was not compatible.

Partnering with AICR's telecom value added retailer (VAR) McEnroe Voice & Data, NVT Phybridge introduced AICR to a network switch that has a unique plug and play installation feature, suitable for heritage buildings that cannot be drastically altered.

Solution

"The installation was absolutely painless," according to Michael McCarn, Director of Information Technology at AICR. "Our VAR sent four cabling techs on the day of our cutover. Two techs moved from desk to desk identifying the lines to be moved, while two more stayed in the phone closet and moved the connectors for each phone from the old analog system to the new NVT Phybridge Switch/VoIP system. The switchboards were done within minutes, with the rest completed within two hours."

Adds McCarn, "I was sceptical, I didn't think the switch could deliver the smooth and painless installation promised by our VAR. In fact, I wasn't even convinced the devices would work at all. However, having worked with the same VAR for more than 15 years I decided to trust them - and I'm glad I did."

Results

Migration to IP telephony completed within 2 hours with no disruption to the business. AICR has an easy to manage, reliable local area network foundation that will support their current and future communication needs. Innovations will always be introduced to solve customer problems.

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Research

Switch reach limitations and wiring requirements forced customers wanting the benefits of IP telephony to abandon the existing voice infrastructure and layer the IP phones on the data network. This methodology is a great barrier for the customer.

The NVT Phybridge switch provides customers with a cost effective, quick and easy way to optimize the LAN for convergence while providing a dedicated path for each and every IP phone leveraging the existing voice infrastructure to do so.

At NVT Phybridge we believe technology should enable business and not complicate it. Our technology innovations are designed to solve complex problems in a simple manner.