



The Anatomy of a Deal

Austin Peay State University

Delivering a Cloud Based All-in-One Workstream Collaboration Experience



Austin Peay State University (APSU) is a public university in Clarksville, Tennessee. Clarksville is the state's fifth largest city and is home to Tennessee's youngest population. Named after former Tennessee Gov. Austin Peay, the university has nearly 11,000 students, 691 instructional faculty, and a campus of over 75 buildings. Austin Peay is the state's largest provider of higher education to military-affiliated students.

Today's work environment demands flexibility without business disruption. The reality is employees and customers expect more - they want a seamless and intuitive communications experience that fits into how they work instead of changing the way they work—helping them stay in touch on their device of choice no matter where they reside. Moving to the cloud enables organizations to modernize their communication with the most up-to-date technology, designed for how they're working. An all-in-one cloud communications solution provides a platform to empower employees with faster, always-on, continuous collaboration and helps power business with flexible experiences built for the work world of today, and the challenges of tomorrow.

Avaya Cloud Office™
The Solution that Displaced Cisco

AVAYA
CLOUD OFFICE™
by RingCentral

Avaya Cloud Office (ACO) lets organizations simplify the way their business communicates. ACO allows them to bring together 100+ business integrations like Google Drive™, Salesforce®, and Microsoft® Teams to customize a true cloud unified communications experience. ACO enables business continuity and work from anywhere while enhancing the employee, team, and customer experience.



The Customer Business Issue

Austin Peay was looking to modernize their legacy environment and was faced with a costly upgrade to their existing Cisco on-premise platform. The move to cloud will not only save the university money, but it also minimizes administrative burden and eliminates the high cost of upgrading premises-based equipment. Another initiative that they were looking to accomplish was to bring themselves into compliance with Kari's Law and Ray Baum's Act.

The Winning Strategy

This was a coordinated team effort conducting a deep dive into the customer, identifying their current position and future needs - stemming from customer mapping. The team ascertained that the customer was at decision point regarding existing Cisco platform going end of support, and coordinated efforts to position the Avaya solution as they were considering costly upgrade. Working together and through targeted client meetings, the team also established that the customer also had high costs with Zoom video and traditional fax machines. We were able to elevate the discussions, targeting the leadership, bringing in necessary resources to evaluate and provide an ROI that proved to be a key factor in their decision. Our dedicated engineers were also on hand to demonstrate the solution and its ease of administration to help seal the deal. Throughout this journey, the Avaya, CDW-G and Ring Central team diligently maintained actionable items and next steps paving the road to a successful deal.

The Business Value

- Modernized and moved to the Cloud. The customer was on Cisco platform that was going EOS
- Brought them into compliance with Ray Baum and Kari's Law enabling direct dial to 9-1-1 to meet federal mandates intended to save lives
- Eliminated complex system administration and ongoing security issues
- Erased costly traditional fax, access and video services
- Eliminated the high cost of upgrading on-premise equipment

The Total Value (Result)

5 year ACO subscription with total contract value of **\$822,062**

Going Further Together

Together, Avaya, CDW-G, and Ring Central strengthen our position as industry leaders empowering organizations and agencies to accelerate their digital transformation and move to the cloud - Delivering Experiences that Matter.