

California State University, Fullerton

Fullerton, CA

California State University, Fullerton (CSUF)

is a university located in Orange County, California. The 236 acre campus is the largest campus in the California State University system with an enrollment of approximately 36,000 students.

Customer Profile

NEEDS

- *State-of-the-art technology*
- *High quality audio and video*
- *Increased productivity and collaboration*
- *Reduced travel expense and support for remote locations*
- *Affordable desktop video solution without sacrificing quality*

SOLUTION

- *Aastra BluStar 8000i Desktop Media Phones*
- *BluStar Application Server*



Powering connections

A California study notes that CSUF generates \$1 billion in economic activity annually, sustains more than 8,700 jobs in the region and generates more than \$65 million per year in state tax revenue.

The CSU Fullerton Division of Information Technology supports not only the present needs of the campus, but also strives to position itself to serve the future needs of the students, faculty and staff. Their global goals are to enhance teaching and learning by providing access to innovative technology, to facilitate business effectiveness and efficiency, and to enable information access anytime and anywhere.

"We have been delighted with our BluStar experience. Both the voice and video quality are superior, providing a total cost of ownership with excellent value."

- *Marci Payne*
Project Management Officer
California State University, Fullerton

When developing the Information Technology Strategic Plan for the next several years, Amir Dabirian, CIO at CSUF, used three criteria for evaluating all potential IT projects: they must be 1) sustainable, 2) collaborative, and 3) visionary. Video conferencing was one of the technologies that met these criteria and was evaluated to understand the potential benefits it could provide to the University. The IT team evaluated a few video solutions from leading vendors and ultimately chose Aastra's BluStar™ video collaboration solution.

With its 13-inch touch screen, true HD 720p video conferencing at a rate of 30 frames per second and superior HD sound quality, delivered via four voice tracking microphones and three speakers, the Aastra BluStar 8000i combines broadcast quality video and audio with advanced business collaboration features and applications to deliver a truly natural collaboration experience. This high quality desktop media phone enhances productivity by helping teams work better together – whether for peer-to-peer communication or for multi-way video conferencing.

CSU Fullerton has initially deployed 10 BluStar 8000i Desktop Media Phones across their campuses for the President, all Vice Presidents and senior IT/Telecom staff. The feedback has been great – in a recent conversation with a CSUF IT executive we heard comments like "innovative", "superior quality for both voice and video", and "excellent value". Marci Payne, Project Management Officer at CSUF added, "BluStar makes visual collaboration a daily reality with a desktop device as easy to use as a phone."

Key Benefits

Presence indicator allows easy access to knowledge worker who can provide immediate resolution to a query

Face-to-face interaction enhances communication providing nuances of non-verbal communication that are lost in voice-only connection

Enhances efficiency and cost savings from reduced travel – both across campus and across town

Dabirian envisions expanding the BluStar reach beyond just the Fullerton and Irvine campuses. All CIOs across the Cal State system have a monthly face-to-face meeting. Additionally, each participates in various committee meetings throughout the year. To explore expansion of the deployment, Dabirian wants to roll out BluStars to CIOs from a few other campuses in an effort to increase the productivity benefits across the region.