

# AGT CASE STUDY

Georgia Technology Authority

## Background:

The Georgia Technology Authority (GTA) seeks to ensure that the State's IT infrastructure is stable, secure and well-governed, and provides Georgians with the services they need and expect. More specifically, GTA manages the state's IT infrastructure, establishes policies, standards and guidelines for state IT, promotes an enterprise approach to state IT, and develops and manages the state portal, [georgia.gov](http://georgia.gov).

GTA provides video teleconferencing via the Georgia Video Network Services (GVNS) to public sector organizations throughout the State. Statewide video applications can include; Distance Learning for K-12 and College/Universities, Telemedicine, Worker Training, Meetings and Emergency Response Assistance.

## Industry:

Telecommunications

## Challenge:

In 2004, the GTA and Georgia State Agencies were using a stable and reliable video conferencing service provided by the Georgia Statewide Academic & Medical Systems (GSAMS). As new technologies developed, GTA began to see that although GSAMS was stable and reliable, it lacked many of the features and flexibility of newer video conferencing services. The inconvenience of a built-in test call before each video conference began was a time management problem for the Georgia State Agencies. In addition, the video equipment GSAMS required was considered bulky and incompatible with other types of video equipment. The GTA soon realized that a better video solution could be provided to manage the State network, but had concerns about a difficult transition to a new video conferencing service. GTA was faced with many difficult challenges; 1) transition to new technology and services, 2) upgrading from a legacy H.320 network to IP, 3) evolving service processes to be more automated and less time consuming, 4) limited internal resources, and 5) limited funding and a lack of capital investment money.

## Solution:

GTA underwent an extensive discovery and formal bid process to find an experienced video services organization that could provide innovative technologies, reduce operating costs, had a proven history of delivering excellent customer service, implementing smooth non-disruptive service, and technology transitions.

Believing that they had mitigated the risk of selecting both a new technology and video services provider, GTA selected Applied Global Technologies (AGT), which partnered with AT&T. GTA selected AGT because of AGT's innovative technology development and proven track record of service and depth of experience working with State and Federal Government clients. The GTA moved forward with the transition to the Georgia Video Network Service (GVNS) with AGT providing the new technology and video services and AT&T providing the MPLS network.

### Scheduling and Reservation-less H.323 Bridging

AGT provided the EncoreB2B video platform that allows for both scheduled and ad-hoc reservation-less bridging. The EncoreB2B video platform also included web desktop video, streaming and recording in a single platform. AGT provided an impressive level of customer service by knowledgeable members of its Client Care team and a more automated multi-point conferencing setup process. GVNS could connect as many as 18 sites in 15 minutes, eliminating the time management problem they had with GSAMS.

The AGT Client Care team provides complete bridging services, conference management and first-class help desk support, relieving the GTA and the various agencies from handling this challenging task with limited resources.

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### **Streaming and Recording**

AGT also provided GTA with a solution that allowed both H.323 video conferencing systems and web video enabled desktops to initiate streamed and recorded content. This solution would enhance the Distance Education learning environment and could be used in multiple applications for various agencies within the state, including; training, judicial processes, emergency response and messaging. AGT's streaming and recording solution provides the capability of viewing and hearing interactive audio and video alongside any associated content. GVNS users have the ability to follow an email link to view streams, view streams from a server, or download them.

### **High Quality Web Video**

Although not part of the initial GVNS offering, AGT had recently provided video conferencing to the desktop. This enabled applications such as; Tele-work, Distance Education, Tele-medicine, Tele-psychiatry, Tele-justice, Video Meeting and Emergency Response.

AGT provided a secure solution that did not require additional ports to be opened in the agency firewalls, required no software to be loaded on users PCs, supported both PCs and the Apple Macintosh platform, and that was completely compatible with standards based H.323 video conferencing endpoints.

### **Video Conferencing Endpoint and Call Quality Monitoring**

AGT provides a video conferencing endpoint and call quality monitoring service that frees up already stretched technical resources within the various agencies to focus on other core functions and tasks. AGT's Client Care team remotely monitors endpoints via Fathom HD. The service provides proactive status monitoring, video quality monitoring, management, trouble alerts and troubleshooting of all issues. The AGT Client Care team ensures the video conferencing endpoints are fully functional at all times and manages address book updates, software releases and ensures high-quality video.

### **Service Transition**

AGT was able to provide a smooth transition between GSAMS to GVNS. The technology and service transition period required that both the legacy H.320 network and new IP network ran for some time together in parallel. AGT provided H.320, IP and Gateway services simultaneously while maintaining two scheduling systems to effectively transition without disruption from GSAMS to GVNS. During the transition period, AGT was able to maintain 99.99 percent availability and success of services.

### **Blended End User Services**

GTA required a blending of automated, on-demand and "high touch" conferencing services that an agency could select by subscription type. AGT's Client Care team provides complete "high touch" conferencing services, such as email and phone-in scheduling, pre-conference audio/video checks, attended conferences, conference monitoring and in-conference troubleshooting. AGT also provides automated services that include web scheduling, conference auto-launch with dial out and PIN driven on-demand conferences. The automated services include proactive remote monitoring and complete help desk support.

## Results:

Through its partnership with AGT and AT&T, GTA experienced a cost-effective and seamless transition from GMAS to GVNS, enhanced the distance learning environment with H.323 video conferencing and desktops, and automated service processes with limited internal resources.

### Significant Results

- Within two years, GTA and its user community increased total monthly utilization by 45.3 percent.
- The number of endpoints receiving services increased by at least 64.7 percent during a two year period.
- Video programs on the GVNS network have been launched by more than 14 new state agencies.
- The Department of Public Health conducted a financial analysis and found that every \$1 invested in video conferencing returned about \$8 in savings within two years. The analysis looked at such factors as travel expenses, employee time and salary.
- The Departments of Juvenile Justice and Corrections have reduced the expense and risk of transporting prisoners and are performing Telemedicine exams, Tele-psychiatry consultations, Parole Board hearings and regional Budget meetings.
- The Georgia Board of Regents is providing Distance Education throughout the state using video conferencing and streaming to more than 300 web participants per event.
- The Department of Community Health provides video training to more than 25 regional offices each month for initiatives, such as WIC and Emergency Coordinators.

## About Applied Global Technologies, LLC

AGT is a proven provider of managed and visual collaboration solutions that improve communication for organizations of all sizes. For two decades, AGT has designed, integrated and supported visual environments with award-winning services and technology. Our solutions span over three practices, including: 1) managed video services, 2) cloud-based video services, and 3) audio visual (A/V) integration – providing our clients and partners an efficient and cost-effective way to collaborate and drive business success. For more information, visit [www.appliedglobal.com](http://www.appliedglobal.com) or connect with AGT at [@agt\\_video](https://twitter.com/agt_video).

# THE EXPERT AV INTEGRATORS

