



## VoiceGear Platform for Skype in Universities

### VoiceGear@ University

"Universities that are using VoiceGear Platform for Skype, have shown to grow market presence, minimize expenses, enhance staff collaboration, promote participation in a wide variety of online forums and live online lectures, all resulting in increased enrollment rates and student satisfaction." Peter Litovsky, Director of Marketing.

### Customer Success

United Nations University, a prominent global educational establishment and also a United Nations agency with headquarters in Japan and branch offices in 15 countries, has adopted VoiceGear Platform for Skype. The university had difficulty for international members to contact faculty staff from other countries. Remote staff and students were paying excessive fees for international outbound calls and communication processes were not efficient. United Nations University integrated VoiceGear Platform for Skype with their Cisco Call Manager phone system enabling them to accept incoming Skype calls from international students, dialing out to Skype users for free and making ultra cheap SkypeOut calls to landline and mobile phone numbers overseas.



VoiceGear



*Many universities and colleges around the world share the need to enhance the quality and ease of communication while reducing costs. This need applies to productive, convenient and cost efficient communication between students, teachers, employers, alumni and numerous other affiliate organizations. IndustryDynamics has adopted its award winning VoiceGear Platform for Skype to help various educational institutions around the world to achieve these communication goals. VoiceGear Platform for Skype has been introduced and proven to work well in some of the most recognized, demanding and quality conscious educational establishments around the world: University of Toronto, Vanderbilt University, United Nations University and many others.*

Skype is by far the largest VoIP provider in the world and already has over 500 million registered users, with 30% being business users. The free service attracted attention all around the globe, offering free Skype-to-Skype calls anywhere in the world and has grown enormously popular among individuals, small and medium business users and a wide variety of institutional and government affiliated organizations.

Our mission is to help universities harness the power of Skype in an environment where thousands of students and faculty staff are receptive to its fantastic and world renowned cost savings and convenience benefits. According to latest research statistics, over 80% of students are using laptops and most are running Skype already.

VoiceGear provides an easy way for students to contact your faculty with a click of a button from their browser or stay in touch with staff members, free of charge. Your university can expand its market presence by creating virtual phone numbers abroad and offering international students the ability to contact your enrollment department directly from their landline or mobile phone by making a local call. In addition, VoiceGear technology can be used to promote participation in a wide variety of online forums and live online lectures. This results in the elimination of unnecessary communication expenses, increases student engagement and improves quality of communication between all parties.



VoiceGear Connect is the winner of "Best Large Enterprise Solution" award at ITExpo East 2009

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#### About IndustryDynamics

IndustryDynamics is a leading Canadian manufacturer of Skype gateways for SMB and enterprise markets. Our VoiceGear products allow for integration of Skype into virtually any office PBX system. Our customers range from small businesses to large international organizations.

For more information on any of our products please visit us on the Web at:

[www.industrydynamics.ca](http://www.industrydynamics.ca)

## VoiceGear Solutions for Universities

**VoiceGear Platform for Skype** - VoiceGear platform for Skype is a second generation, award winning solution that allows seamless integration of Skype calling services into your university's communications infrastructure. Using VoiceGear, your university will grow market presence, minimize expenses, improve satisfaction of students and staff, enhance collaboration quality and increase enrollment rates. As Skype is growing in popularity, students in most prominent universities around the world will expect Skype to be available to them.

**Free Inter-Campus Communication** - All VoiceGear enabled universities enjoy an incredibly easy and completely free communication between campus locations. Anyone working at your university can pick up their regular desk phone and dial an extension that will connect them to any VoiceGear enabled campus anywhere in the world, absolutely free. This optimizes communication and eliminates long distance expenses.

**Web Click-to-Call** - VoiceGear Platform for Skype can enable every campus to accept free incoming calls from anywhere in the world. Prospective students can contact your faculty directly from the university website, any educational forum or blog. Students and staff will have the convenience of contacting your campuses directly from their Web browser simply by clicking on the Skype Click-to-Call button. This free capability will help you minimize 1-800 fees and increase the number of informational inquires pertaining to enrollment.

**VoiceGear Platform Integration** - VoiceGear Platform for Skype can be configured to operate with any existing university PBX system. Simply connect VoiceGear to the Internet and to your university PBX system and start making and receiving Skype calls from/ to any department, without changing anything in your existing telephony infrastructure.

**Live Online Lecture (LOL)** - Students must have a free and convenient medium to participate in live online lectures. LOL is an integral component of VoiceGear Platform for Skype and provides a convenient way for students to call in to live online lectures in progress. Students simply call in directly from their Skype accounts absolutely free of charge. In many areas of the US and Europe, online universities can promote a local "call in" number to encourage students to call in from their cell phone or landline, also free of charge.

**Expand Market Presence** - Many of your international students must experience a sense of proximity when choosing an applicable overseas university program. VoiceGear Platform for Skype will allow your university to add local phone numbers in foreign countries so that your prospective students can contact your enrollment department without paying overseas rates to call you with questions. With VoiceGear, you will allow anyone to contact your VoiceGear enabled campuses internationally using a local phone number in their country.

**Return on Investment** - As with most of our university customers, your IT and communication budgets may have been reduced in light of volatile economic context. VoiceGear Platform for Skype is a fantastic way to help manage your communication expenses and achieve budgetary targets. Considering the low upfront investment and the lack of commitment to any service contracts, VoiceGear for Skype university solutions should become an integral component of your telecommunication infrastructure.