

One Of The Most Powerful U.S. Federal Institution Migrates To Cisco UC By Using Existing TDM Legacy Infrastructure



One of the most important federal office in Washington D.C. extends their Cisco network by providing IP and POE over CAT3 using the Phybridge PoLRE technology.

Executive Summary

Federal Institution

- **Industry** : Federal Government
- **Location** : Washington D.C.

CHALLENGE

Migrate from an aging phone system to Cisco UC solution

Minimize disruptions during installation

Avoid having to keep old analog phones

SOLUTION

Cisco Part Number for the Phybridge PoLRE switches

Cisco Unified Communications Manager

RESULTS

Central backup power for all endpoints delivered from main

Telco “hubs” as opposed to 100+ remote data closets

Estimated cost savings of more than \$1 million

Significant savings in time and resources

Challenge

You know it’s mission-critical when the network chief of one of the most powerful office in the world would want to migrate their analog phones to Cisco UC. They were looking at transforming 5000 digital phones in the different buildings inside the federal campus into IP but were faced with a challenge of navigating the most critical part of the institution. The particular office could not afford any kind of disruptions and the team was even having difficulties locating the telephony cables of the existing infrastructure. “Stay digital”. That’s the recommendation of the current provider, as recalled by Steven Fair, EVP for Phybridge. But there were some applications that the customer needed that can only be provided with Cisco UC.

Steven Fair says, “They learned about the Phybridge solution through another partner in the government and became very interested in its innovative approach that is now being enjoyed by over 400,000 users worldwide.” The network chief was pleased with what he learned. One of the main reasons they liked the product is because the PoLRE switch enables them to provide an IP path with power by leveraging the existing copper infrastructure. The solution would now create an IP backbone that would provide POE and Ethernet to the Cisco phones at extended distances.

The Cisco Account Manager for the federal institution said, “Phybridge was the best solution to overcome a challenging potential hiccup for deploying UC Collaboration over Cat3 cable. The historical building could not be renovated, so the POE solution from Phybridge was the best option to get our IP phones deployed in a consistent and uniform manner.”

Solution

A Proof of Concept was sent to the customer and they deployed it in the actual environment where they wanted to use the solution. “The testing

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Rick Noonan, Cisco Account Manager
FED-Defense Agencies Region

Product List

SP-PHYBRIDGE-24
24-Port PoLRE switch
SP-PHYBRIDGE-48
48-Port PoLRE switch

Cisco IP Phones



went smoothly and before we knew it, the customer was moving forward with a Cisco solution”, said Fair from Phybridge. The network chief of the government institution mentioned that the PoLRE now allows them to adopt an all IP platform without having to compromise and retain old digital or analog endpoints. The all IP platform can now deliver all the Cisco UC applications they need thereby delivering a robust experience.

Aside from the easy deployment, another great feature of PoLRE is its ability to provide POE and Ethernet at four times the reach of traditional switches. The switch delivers POE and Ethernet to over 1200 feet instead of the usual 300. The long reach capability was the solution that Phybridge was able to bring to the customer where they have to migrate the phones to Cisco IP with minimal or zero disruption.

Result

The amount of time and money saved by the Phybridge PoLRE deployment is irreplaceable. “Migrating to Cisco UC in that sensitive part of the government campus without any disruption was critical for them in order to fully transform their voice network into IP. Phybridge was able to deliver the goods by using the existing reliable cables to provide POE and Ethernet to the Cisco endpoint”, says Fair. The customer said that they could not have moved to Cisco IP if it was not for the Phybridge PoLRE switch.

This resulted in Cisco winning several endpoints which equated to millions in revenue. The accelerated deployment also helped the customer save time and money as they didn’t have to design new configurations or add new closets that will house additional power back-up, cooling or power source. The huge savings brought about by avoiding new cable runs was also a huge driving factor for the customer in their final decision.

For More Information

The PoLRE switch is a Cisco part number that is part of the Global Price List. To find out more, go to <https://marketplace.cisco.com/solutionsshowcase/companies/phybridge-inc/products/polre> Or contact Jerry Lalic at jlalic@cisco.com