

Effusia Business Messenger

Case Study: WCPSS



WCPSS: An Overview

Everyday, the Wake County Public School System (WCPSS) administrators and staff keep track of 103,000 students in the 24th largest school district in the United States. Housed in a large, multi-story building, keeping everyone on the same page is no simple task.

WCPSS' Technology Division knew they needed a real-time communication system to keep everyone connected. In addition to speed, they needed security, manageability and low maintenance overhead. With a deployment of Effusia Business Messenger, WCPSS got everything they were looking for.

Deploying Another Application: Complex Installation and Administration

With many employees already using an insecure consumer IM system, an internal IM system offering security was the logical choice for the Technology Division. In the initial effort to find a product that met their needs, they turned to a large internal IM vendor.

Vass Johnson, Director of Network Systems, had this to say about WCPSS' experiences using their first internal IM system, "Complicated installation and support issues made [the other product] less than desirable. It shouldn't take a Unix administrator to manage instant messaging."

After this experience, the Technology Division knew they needed to go in another direction to find a viable real-time communication tool that gave them everything they needed for a successful IM deployment at WCPSS.

Deploying Effusia: Simplicity and Security

Effusia Business Messenger met all of WCPSS' needs. Offering simplicity and minimal costs, Effusia still provided the necessary security and manageability.

"It shouldn't take a Unix administrator to manage instant messaging."

-Vass Johnson, WCPSS
Director of Network Systems

Effusia's cost savings start with its deployment hardware. The technology division could deploy the Effusia Server on older hardware they already had because of the minimal resource requirements of the Effusia Server.

Further reducing total cost of ownership is Effusia's ease of use. Extremely low maintenance overhead means the Technology Division spends very little of their time working

with the Effusia system. In fact, keeping Effusia up and running has proved just as simple as installation. Says Johnson, "With Effusia, installation was easy and maintenance has been virtually non-existent. The

Background

- Wake County Public Schools (WCPSS) is the 24th largest school district in the country with over 103,000 students and more than 15,000 employees.

Challenge

- Connect multiple departments within a large multi-story building in real-time while maintaining security
- Keep deployment time and maintenance overhead low

Solution

- Effusia Business Messenger delivers real-time instant messaging and presence with easy deployment, low maintenance and security.

Results

- WCPSS administrative employees in several departments use Effusia extensively to communicate when the phone and email are just too slow. WCPSS has extended deployments in the works.

software is very stable. Administration duties – creating user accounts and groups - are very intuitive. Our installation has operated continuously without incident.”

With private student information needing protection, security was critical to WCPSS’ plans. Effusia’s ease of use did not mean they gave up protection of their data. The deployment of the internal Effusia Server on their network already fully protected by existing security infrastructure such as a firewall and VPN helped meet the goal of IM communication without the security risks. Effusia’s ability to handle encrypted SSL connections also adds to the security equation. WCPSS is extremely happy with their control of their messaging data. “We have complete control of the communications stream and all aspects of data security,” notes Johnson.

The Effusia Effect: Communication Made Easy

Effusia use has enhanced the way administrators and staff communicate at WCPSS, helping to cut down on email and phone traffic. “Instant messaging is used extensively by various departments for quick communications that cannot wait for an email reply. It’s frequently easier to reach someone through Effusia than by telephone,” says Johnson.

The employees communicate using the Effusia Console collaboration tool. The Effusia Console offers powerful and easy-to-use features such as:

- Administrator Controlled Contact Lists – Users are immediately connected to the users they need without having to set up anything or search for other users
- Single Window Conversations – All one-to-one conversations with other users are grouped in a single window which saves desktop space
- MemoMessages – One to many messaging
- Meetings – Invitation-only discussion between multiple users
- Offline Messages – Messages sent to offline users are stored on the server for later retrieval
- Client-side Message History – Searchable archive of all messages sent and received

“The stability and user friendliness of the product have made it an easy sale to our staff.”

-Vass Johnson, WCPSS
Director of Network Systems

Effusia’s ease of use extends beyond installation and deployment. The Effusia Console provides powerful communication tools packaged in an extremely intuitive interface. The end-users certainly have enjoyed their new communication tool. Notes Johnson, “The stability and user friendliness of the product have made it an easy sale to our staff.”

Results: Present and Future

Summing up his experience with Effusia, Vass Johnson says, “Effusia gets five stars in my book for ease of use, deployment and support.” With administrators and staff now communicating in real-time using secure internal IM enabled by Effusia, WCPSS has ambitious plans to roll out Effusia to staff and principals.

About Effusia Business Messenger

Effusia Business Messenger is the easiest to use internal instant messaging system available today. Designed from the ground up with the small to medium enterprise in mind, Effusia provides secure, managed real-time communication via instant messaging and presence with simple installation and minimal upkeep.

About Liquid Communication Systems

Founded in 2001, Liquid Communication Systems is a software company dedicated to delivering powerful, easy-to-use communication software designed for the particular needs of small to medium enterprises.