



The George Washington University

Industry Focus: Higher Education

Employees: 6,419

Location: Washington, DC

Web Site: www.gwu.edu

PINNACLE Increases Efficiency for The George Washington University

Located four blocks from the White House, The George Washington University (GW) was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The university offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, public health, law, engineering, education, business, and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate, and professional students from all 50 states, the District of Columbia, and more than 130 countries.

Prior to implementing the PINNACLE application, GW's Division of Information Technology was struggling with multiple disparate systems, databases, and spreadsheets to manage the information and business processes required to support multiple campuses, over 25,000 customers with diverse requirements, a wide variety of services, and many vendors and carriers. The responsibilities of the Division of IT span the spectrum of information technology and telecommunications services and support for dozens of facilities for the University as well as a large teaching hospital. The Division of IT provides service management, cost management, physical asset and infrastructure tracking, and vendor and carrier relationship management, and also serves as the primary entity responsible for the validation and approval of invoices for the university.

The George Washington University was significantly limited in its ability to accurately track, manage, and provision their wide array of IT and telecommunications services due to a heavy reliance on manual processes, disparate systems, and the lack of an integrated data repository to support the business requirements. There were also significant deficiencies in the ability to produce metrics and analytics for management in the operational and financial areas of the institution.

THE GEORGE WASHINGTON UNIVERSITY

The PINNACLE Service Lifecycle Management suite has been implemented at GW in a “managed service” model, where PAETEC staff is responsible for the hardware, application, and database as well as invoice loading, processing, and dispute management for the TEM portion of the implementation. This project has generated soft-dollar savings through improved efficiencies across many levels of the University. These efficiency gains allowed the University to repurpose several personnel resources to focus on other important IT projects. In addition, hard dollar savings for the University continue to be generated through the proactive management of vendor and carrier invoices.

By centralizing the service management and billing for several facets of their IT and Telecom departments under one consolidated application, the Division of IT experienced significant improvements in data integrity as well as enhanced business intelligence through reporting on metrics such as Mean Time To Repair, Mean Time To Activate, and other Key Performance Indicators.

Through the PINNACLE application, both management and the end user community have visibility into detailed service usage and costs. The organization also leveraged PINNACLE to automate move, add, change, and disconnect requests through integrated provisioning of their large Avaya switch. Streamlined process flow enabled accountability at the departmental level, leading to an increase in savings through operational efficiency as well as significantly improved customer service.

GW’s Division of Information Technology was able to redeploy personnel in many areas due to the consolidation of data and automation of workflow processes which were once personnel intensive and time consuming. In addition, the reduction in resource requirements and improved processes related to IT cost recovery and operations management provided savings which allowed IT staff to concentrate on other IT projects without the need for additional FTE’s or contractors.

Contact a PAETEC Solutions Consultant to learn how organizations are using PINNACLE to:

- Consolidate the management of operations from several disparate billing, order processing, and infrastructure management support systems
- Provide value-added self-service to their customers such as electronic order fulfillment, electronic invoicing, and an array of powerful reports
- Automate cost accounting and chargeback activities for a variety of technologies such as: infrastructure-based voice, data, and video services, as well as all wireless-based communications
- Streamline the processing, reconciliation, and payment of vendor invoices, while also improving the effectiveness of managing disputes with carriers
- Automate the provisioning of PBX and Carrier service

About PAETEC Software Corp.

PAETEC Software Corp. is a subsidiary of PAETEC Holding Corp. (NASDAQ GS: PAET). Its award-winning telecommunications management software, PINNACLE, has been used for over two decades by large businesses, universities, and government agencies, and received the 2007 Product of the Year Award by TMC’s Communications Solutions for the PINNACLE v6 product.

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