Creating a Brighter Future

UK College unveils new commercial model and technology showcase for delivering 21st-century education.

EXECUTIVE SUMMARY

Customer Name: Bournville College

Industry: Education

Location: UK

Number of Employees: 450 staff and 15,000 students

Challenge
- Build greenfield college that will help develop talent and get people back to work
- Get best return from central funding and limited budgets

Solution
- Cisco Borderless Network Architecture
- Cisco Collaboration Applications
- Cisco Capital Financing Solution

Results
- Anytime, anywhere access to people, tools and information
- Easier to attract lecturers and grow revenues from UK and international students
- Improved cash flow management with earlier delivery of benefits

Challenge

When the MG Rover plant in Longbridge was closed in 2005, it marked the end of an era for UK car manufacturing. Around 6300 workers lost their jobs, with several thousand more affected in the supply chain. The scale of the job losses in an already economically disadvantaged region had a profound effect on the local community. With the manufacturing industry in general decline, many people struggled to find alternative employment.

Several years on, a spectacular transformation is under way. At the heart of this bold regeneration program is Bournville College, a brand new £66 million campus and springboard for developing talent and helping people to get back to work.

Norman Cave, principal for Bournville College, says: "We saw a fantastic opportunity to consolidate three existing campuses and relocate to an inspirational learning environment. This 21st-century education facility would provide the skills and knowledge required by businesses, the local community, adults and young learners."

Partnership was a central part of this strategy. To help bring its vision to life, the college worked closely with the Learning and Skills Council to secure government funding for the redevelopment. The next step was to acquire state-of-the-art technology, while obtaining the best possible value for money and commercial terms.

"Cisco was an obvious choice," says Taz Hussain, IT manager for Bournville College. "Our previous IT estate was built on a Cisco networking foundation, and we always found their technical support to be excellent."

Solution

Working closely with its Cisco account manager, Bournville College was able to tap into a vast pool of technical and commercial expertise. Faced with a very aggressive timescale (the new campus had to be up and running in just 12 months) the college's IT team accelerated the planning process, using validated architectural blueprints for delivering what Cisco refers to as Connected Learning.

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Taz Hussain
IT Manager
Bournville College

Based on the design principles of a Cisco® Borderless Network, the solution provides a secure, reliable wired and wireless platform from which faculty, staff, and students can instantly access information and learning tools.

The college has taken advantage of Power over Ethernet (PoE) functionality embedded within the IP network to power and centrally manage over 400 doors and associated security card readers. "Using the Cisco Borderless Network and integrating it with Cisco Physical Security solutions helped to consolidate security systems and endpoints, which was a massive advantage," says the college's IT consultant, Darren Hill.

Building on the core foundation, the college has introduced various collaboration tools to build out the connected learning vision. These tools include Cisco IP Telephony, WebEx®, and Show and Share®. Bournville are also leading the way in further education by being the first UK college to deploy Cisco TelePresence®.

By utilising Cisco Capital®, the college made budgets stretch much further. "Our account manager introduced us to Cisco Capital," says Hussain. "They helped to develop a finance solution that covered everything: hardware, software, and implementation costs. This effectively allowed us to fund much-needed video and rich media solutions, along with essential learning aids such as whiteboards and Moodle software."

By selecting a financial lease from Cisco Capital, Bournville benefits from an attractive interest rate and the ability to spread costs over a number of years.

Results

Bournville College has created a connected and mobile learning environment where students and staff can thrive.

Cisco WebEx provides a natural fit with e-learning. Lectures can now be broadcast to hundreds of students, wherever they are located, as well as recorded for future playback. In addition to delivering targeted video content and enabling students to showcase projects, Cisco Show and Share provides a central repository for educational videos and recorded lectures and a forum for class discussion on this content.

The Digital Media Signage, another component of the video media suite, has also improved communications with staff, students, and visitors by using digital signage to deliver up-to-the minute campus information and details of emergency procedures.

"Lecturers have greater choice in how they can deliver educational content," says Paul Bristow, assistant principal, Learner Services for Bournville College. "It's easier for students to get online to upload and download information and materials, or share problems and learning outcomes. They can also use their mobile devices to store and re-play lectures, or to work outside the classroom."

As well as supporting collaboration with other institutions and partners, Cisco TelePresence offers a potential revenue stream from local businesses that cannot afford their own high-definition video conferencing facilities.

Formal recognition of Bournville's achievements has been acknowledged by a recent OFSTED report: "The college's collaborative work with the local community, specialist agencies, schools, the local authority and employers is highly successful. Through a wide range of productive partnerships, provision is arranged to meet most learners' needs. In particular, the college works closely with partners to ensure that learners can acquire appropriate employment skills in new areas of work following significant changes to the traditional structure of local industry."

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Norman Cave
Principal
Bournville College

This success owes much to brilliant foresight, backed with sound business acumen. "Cisco Capital helped us to realise many benefits from day one," says Cave. "We were able to acquire the technology we needed, when we needed it, using the most beneficial commercial terms possible."

Compared to the previous situation, the new campus has tighter security and lower running costs. "Using PoE to power up security cameras and door access systems has saved a small fortune on cabling," says Hussain. "We have a more standardized and centralized approach for managing IT, and we expect to see a financial upside here as well."

Next Steps

In the future, operating costs, along with the college's carbon footprint, could be reduced further still. Embedded within Cisco Catalyst® switches, EnergyWise allows IT and facilities management to power-down networked devices, reducing energy consumption and giving the management team the ability to measure and report on energy usage of these devices. "Using the network to help 'green' the campus offers huge cost savings, for example, by powering down monitors, PCs and wireless devices at night, or putting PCs and IP phones into sleep state during the day when users are away from their desks," says Hill.

To help develop tomorrow's IT professionals, the college is exploring the possibility of setting up a Cisco Networking Academy®. This global education program enables students to develop the foundational ICT skills needed to design, build, and manage networks.

For More Information

For further information on Cisco architectures and solutions for education, please go to: www.cisco.com/go/education

Details of Cisco Capital financing solutions are available at: www.cisco.com/go/ciscocapital

To find out more about Bournville College, please go to: www.bournville.ac.uk

Product List

Physical Security

· Cisco Physical Security solutions, including Access Control

Routing and Switching

· Cisco Catalyst 2960-S, 4948E, and 6509 Series Switches

Security and VPN

· Cisco IronPort® S370 Web Security Appliance

· Cisco ASA 5585 Adaptive Security Appliance

· Cisco IPS 4260 Security Sensors

Video

· Cisco Show and Share

· Cisco Digital Media Manager

· Cisco Digital Media Player 4400G

· Cisco Pro 100 LCD Screens

· Cisco MXE Media Experience Engine

Voice and Unified Communications

· Cisco Unified Communications Manager 7.1

· Cisco IP phones 97911G, 7965, 9971, and 7925G

· Cisco 2821 Voice Bundle

· Cisco Show and Share

· Cisco WebEx

Wireless

· Cisco Context Awareness

· Cisco Aironet® 1142 and 1262 Series Access Points

· Cisco 4400 Series Wireless LAN Controllers

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