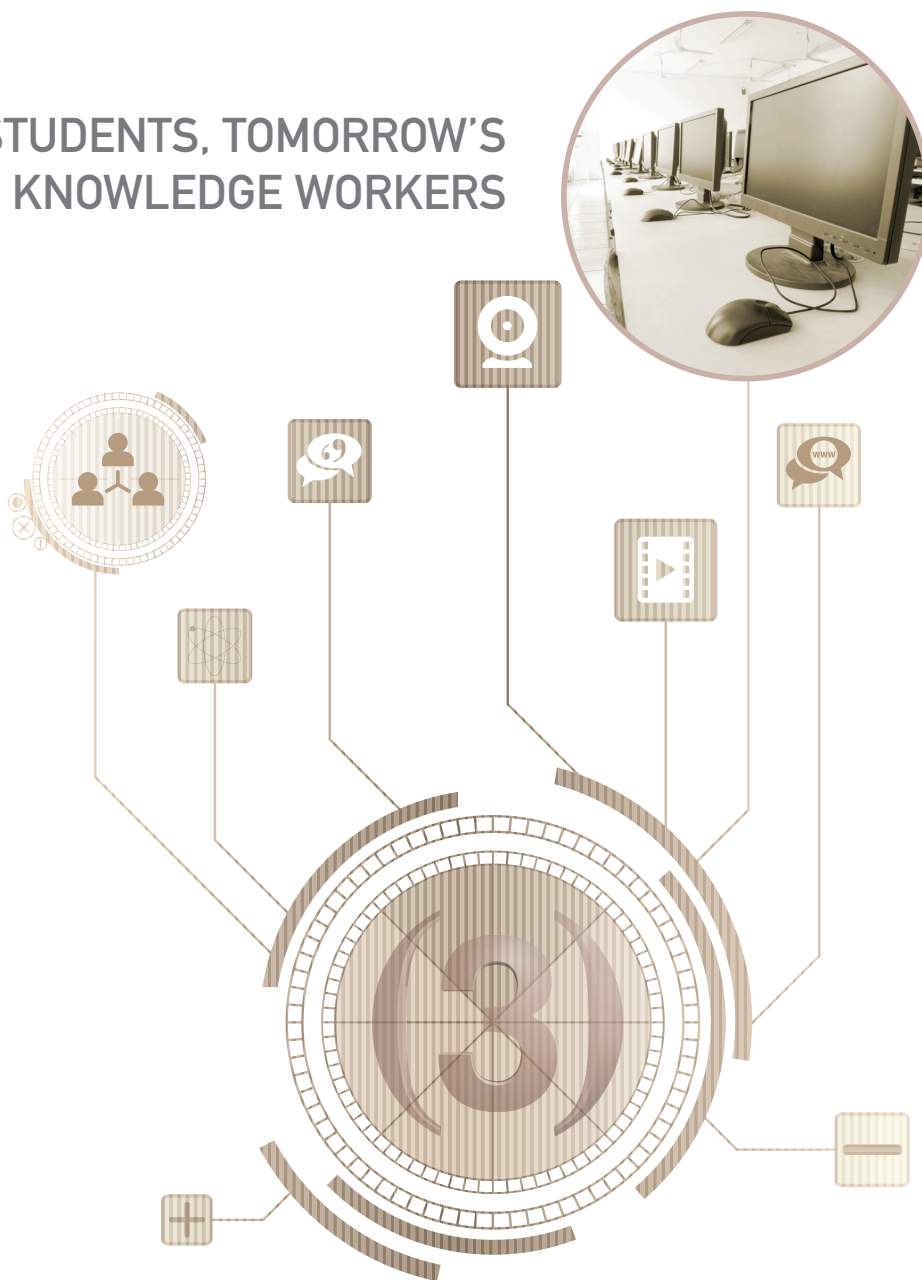
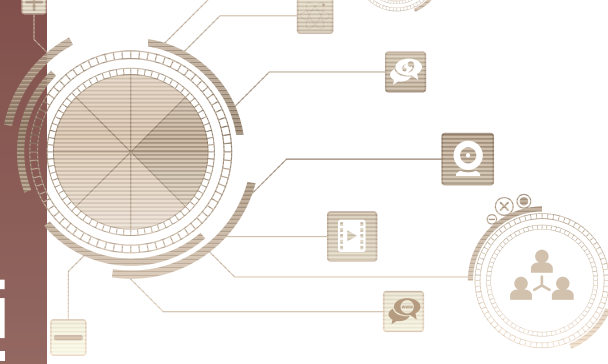


TODAY'S STUDENTS, TOMORROW'S  
KNOWLEDGE WORKERS





## Introduction

Universities are bastions of innovation. To support that, they furnish their students and staff with the collaboration technologies required to be as productive as possible.

Also, today's students are tomorrow's knowledge workers. The next step in their career could be into a private enterprise, government agency or start-up borne from university technology transfer programs. The way Gen-Y students work and how they use technology in that work will be carried to the next point in their career path.

In this application brief, we offer a scenario in which a leading university presents their strategy for enhancing collaboration to two other schools in their conference.

## Supporting Gen-Y Collaboration

To best illustrate the capabilities they have, the IT team from the university uses the very services that they brought to the campus to make their presentation. Using a combination of audio and video conferencing services, they begin by describing their first step: adopting SIP trunking and then incrementally building out their network to support collaboration services. Following that, they go on to discuss how they:

- Reduced costs for local and long distance voice communications using **Level 3<sup>SM</sup> Ready-Access<sup>®</sup>** audio conferencing for team meetings among faculty and staff
- Enable teams of students involved with the Technology Transfer program to work more closely, over distances using **Web Meeting**
- Expand their student base by using **Level 3<sup>®</sup> Videoconferencing** to broadcast lectures and support distance education
- Improve safety and address regulations — campus-wide notification and alert messages can be sent to each student, as required by Federal law, using **Level 3<sup>SM</sup> Nomadic E-911**

It's also important to keep in mind that collaboration can streamline accounting models and help the IT department run more efficiently. Campus services, such as the contact center, can become more functionally efficient.

The impact of Gen-Y workers is beginning to materialize. Technically savvy, team-oriented and preferring to communicate via electronic means rather than face-to-face, they represent the largest group entering the workforce. Forward-thinking agencies, enterprises and educational institutions can attract, nurture and retain the best talent for their organization by transitioning to communications and collaboration technologies that enable resources to work on the device of their choice, from where they choose to be, when they want to participate.

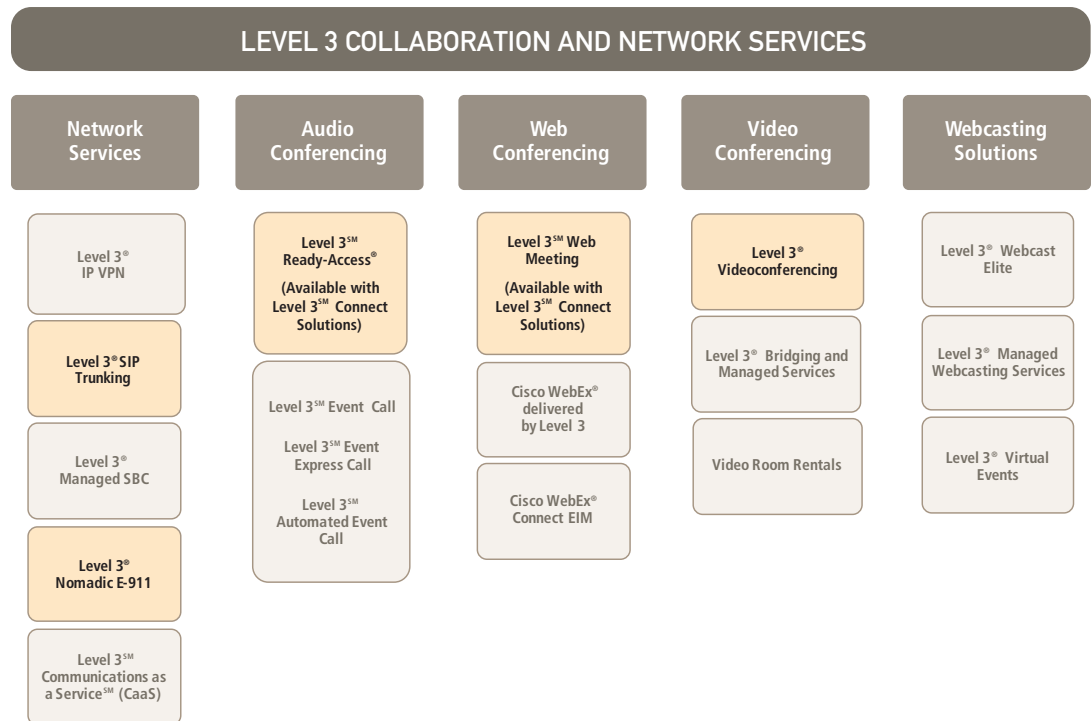
## Level 3 Collaboration Services

Organizations that can more rapidly build virtual teams and enable them to collaborate more effectively, in a secure environment, have an advantage in being able to drive growth. The Level 3<sup>®</sup> Network is a significant performance differentiator for UC deployments. Level 3's network, extensive telephone number coverage and global footprint combine to help reduce service delivery and management, simplify your network architecture and better control telecommunications costs. Level 3<sup>®</sup> SIP Trunking offers the flexibility to integrate with existing networks, supporting an economic transition to IP communications.

These advantages, along with our ability to align the services we provide to your business needs, can help your organization operate more efficiently and grow.

### Learn More

Find out more about Level 3's Collaboration and network services at [www.level3.com](http://www.level3.com).



Overview of Level 3's Collaboration and network services. In this application brief, a leading university presents the advantages they've realized by moving to VoIP and Level 3 Collaboration services.

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