



### KEY POINTS

- Having a single telecommunications supplier, TelstraClear, simplifies Pinehurst School's support arrangements.
- A fibre-optic network gives the school fast internet access and a sophisticated voice over IP phone system.
- TelstraClear's usage-based internet charging is affordable and simple.
- Attentive account management means issues are dealt with speedily.

## Putting the fibre into Pinehurst

Pinehurst School uses TelstraClear as a one-stop shop for cutting-edge internet and phone services

At not yet 20 years old, independent Pinehurst School on Auckland's North Shore is one of the country's youngest. With youth comes a major advantage — as the school has grown up, a range of exciting new technologies have also been maturing.

As the New Zealand Herald described it at the time, the school was begun by a group of parents whose dream was a low pupil-teacher ratio, close involvement in their children's education and educational excellence.

While they successfully brought their dream to reality, going from a roll of 34 pupils in 1991 to 850 today, another group of visionaries was turning the internet into a powerful tool that would have

uses in most parts of our lives, but that would revolutionise education.

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Andre Wardenaar, ICT Director, Pinehurst School

Many schools are just beginning to see the educational benefits of broadband internet access, but at Pinehurst, says ICT Director Andre Wardenaar, the internet is indispensable.

“It's very important. It's one of the three services,



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along with email and the student management system, that we couldn’t do without.”

It’s in daily use by many of the school’s students, Andre says, with Mathletics, a website where maths whizzes from all over the world pit their skills against each other, just one example of what they are doing online.

“It’s an internet application that lets them play maths games against kids from South America, Europe, the United States, Australia. You sign in and away you go.”

### Online whizzes

Pinehurst kids do so with great success, too. A Year 5 class — the school teaches children from Year 1 to 13 — was second-highest in the Mathletics New Zealand hall of fame at the time of writing, and 25th in the world rankings.

They’re undoubtedly helped by the fibre-optic cable that carries all the school’s communications at blinding speed. With optical fibre throughout the Albany campus, something most schools and many businesses, even, can only fantasise about, Pinehurst’s voice and data traffic races around on the same shared network.

“It’s very fast,” says Andre of Pinehurst’s internet connection. It’s also priced very conveniently, with the school able to buy access in 20 gigabyte chunks.

It wasn’t always that way. For the past three years, Pinehurst has been a TelstraClear customer for all its communications services — internet, landlines and mobiles.

But until TelstraClear entered the picture, a result of former Account Manager Katrina Lennox making a convincing case for the simplicity of a single point of contact and bill, the school was dealing with several different suppliers.

“It was a real mess,” Andre says, which was a legacy of the school’s establishment phase, and which newly appointed Business Manager Peter Chamberlain wanted to tidy up. When TelstraClear came in we found all sorts of lines we were paying for but weren’t using. It was a good exercise.”

### Time was ripe

It wasn’t an overnight conversion to TelstraClear, though. Over a couple of years Katrina got to know Pinehurst’s communications set up. Then, when it was ready to reduce the number of suppliers it was dealing with, while also upgrading its phone system and internet service, she found the school was receptive to

what TelstraClear had to offer.

“The school was anxious to simplify its communications and make it cheaper and we were able to supply it, something that made life easier,” Katrina says. “Because the fibre-optic network was already in place, we had a lot to play with.”

Pinehurst opted for an Avaya voice over IP Office in a Box phone system that extends across the primary school and junior and senior colleges, each of which is in its own building. The benefit of VoIP is that it uses the same cabling as the school’s data network so moving, adding and changing phones is as simple as plugging into a wall socket.

The phone system has a valuable security feature which allows a message to be broadcast to every handset, or particular groups of handsets, in the event of an emergency.

The phones can also be integrated with a user’s PC, so voice messages are displayed on-screen and calls can be made by clicking on a name in a contact list.

### Eye to the future

Future developments for the school’s communications set up are an upgrade of its wireless network to boost speed and coverage, and virtual partitioning of the fibre and wireless networks to improve security, speed and reliability of data, voice and video transmission.

Katrina has handed the baton to new Account Manager Bryan Johnston, who says staying close to the school — through frequent contact with Andre and regular but less frequent meetings with Peter — is important. “I think that’s a really big factor in keeping the relationship strong and positive. Andre is very forward-looking and has taken the school to a cutting-edge technological level.”

Peter, meanwhile, takes a higher-level view, ensuring the school’s technology spending makes financial sense. Leading-edge, reliable communications are a priority.

“As a private school we want to go the extra mile in customer service so communications between parents, teachers and students is very important — we don’t want to miss calls,” Andre says.

A key part of keeping the lines of communication between the school and its community open is being able to quickly fix faults. Dealing with TelstraClear is a vast improvement on the multiple supplier relationships Pinehurst used to have, which could degenerate into an unhelpful blame game if there was an issue to solve.

“Now, whenever I have a problem, I call Bryan, and he will sort it out, and we like that,” Andre says.

To discover how TelstraClear can provide the right solution for your business, simply call **0508 BUSINESS (287 463)** or visit **www.telstraclear.co.nz**

## Pinehurst School

- A premier independent school for students aged 5 to 18, based in Albany on Auckland's North Shore.
- Capped at 850 students, Pinehurst educates its students to the highest level following the world class Cambridge curriculum.



# Why TelstraClear?

Telecommunications is one of the world's fastest changing industries.

In New Zealand, TelstraClear has developed its own network and range of leading edge voice, data, internet and mobile solutions for New Zealand businesses. Many of the largest organisations in New Zealand rely on TelstraClear to provide their national and Trans-Tasman communication solutions. For these organisations, and many more, TelstraClear has shown it is adept at understanding the complexity of its customers' operations and designing relevant and reliable solutions. Our relationship with New Zealand businesses is based around four fundamental core offerings:

## 1 SERVICE

We understand and respect the needs of your business.

## 2 TECHNOLOGY

A complete range of services that are scalable to your business's changing needs, and organisational complexity.

## 3 TRUST

A company that you can rely on to deliver on the most challenging requirements

## 4 VALUE

Market Competitive solutions designed for your business.

When we combine these four elements we develop long term relationships with our customers. We can then ensure that our customers have the right products and plans to support their success with their own customers.

We also support the communities that support us. As part of our corporate social responsibility programme we work with children and young people, to help them develop the confidence they need to succeed and ensure a brighter future for all New Zealanders.

With TelstraClear, you are joining forces with one of the most dynamic communications companies in New Zealand that is backed by Australasia's largest and most progressive telecommunications company, Telstra Australia.

**We have the right technology, the right people and the right attitude.**