Alabama Department of Rehabilitation Services
## Maximizing Training Reach with Minimal Investment.

The Company

Alabama Department of Rehabilitation Services (ADRS) is a state agency devoted to assisting Alabamians with disabilities at home, in school, on the job, and in the community. Based in Montgomery, Alabama, the agency provides four major services: early intervention, children's rehabilitation, vocational rehabilitation, and independent living/homebound services.

Business Challenge

With a mission to deliver seamless assistance to children and adults, developing and retaining qualified staff is key to the organization's success. ADRS' 800 employees serve more than 66,000 residents annually through 33 community-based field offices. ADRS has traditionally maintained an active training curriculum for staff, which required employees to travel for critical face-to-face classes. As with many state agencies, budgets at ADRS have tightened, yet educational initiatives continued to be a top priority, causing the agency to investigate alternate ways of communicating critical information.

Since all employees had a PC, ADRS decided to leverage existing resources and create and deliver training content that could be easily consumed by employees – at headquarters, offices across the state, or at home offices down the road. The agency wanted to create a comprehensive video on-demand library, allowing staff to easily view training topics ranging from the latest HIPAA regulations to new case management requirements to agency-wide HR updates. The question was – how to make it happen?

ADRS is always looking for innovative ways to get information to key audiences when and where they need it. Video communications was identified as a solution to alleviate this pain point. ADRS had four primary requirements for a video communications provider. First, the agency wanted a solution that could go beyond video on-demand. Secondly, with offices located around the state, ADRS needed to provide training materials to employees without sacrificing video quality or impacting network performance. Third, ADRS wanted built-in access control and reporting functionality. Finally, the solution had to be cost effective, delivering immediate and long-term value agency-wide.
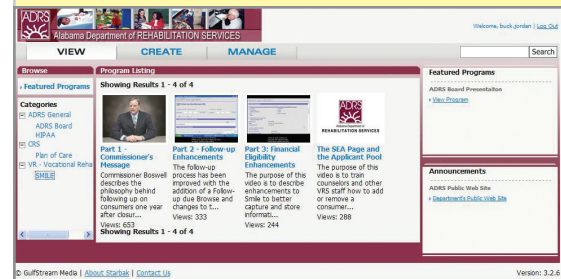
> "The BurstPoint VCP trumped other video communications solutions for four primary reasons – the ability to support communications beyond video on-demand, minimal impact on network resources, extensive access control and reporting, and cost effectiveness."
>
> H. Buck Jordan, IT Specialist, Alabama Department of Rehabilitation Services

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The Solution

ADRS evaluated several video communication solutions and the BurstPoint Video Communication Platform™ (VCP) met all of the agency's requirements, and more. Providing the ability to capture, create, edit, publish, and distribute high-definition video all from a single place set BurstPoint apart from other vendors. Implementing multiple point products was not a viable option, therefore the ability for ADRS to manage all communications via the BurstPoint VCP, including video on-demand, video conferencing, live streaming, and digital signage, made the decision to partner with BurstPoint an easy one.

BurstPoint's distributed architecture allowed all of ADRS' video traffic to be routed locally, rather than over the agency's WAN – freeing up network space. With BurstPoint VCP Delivery Nodes™ deployed in 24 locations, video delivery was easy, seamless, and transparent – whether for on-demand requests or live streams – and employees were guaranteed a high-quality viewing experience, regardless of location.

"We could not have implemented a state-wide video on-demand training curriculum if the content was not handled on a local network level," said H. Buck Jordan, IT Specialist with ADRS. "With the BurstPoint VCP, when an ADRS employee in Mobile, Alabama, hits 'play' on a training video, the delivery is instantaneous, without slowing down traffic at headquarters or elsewhere."

The BurstPoint VCP Manager™, the hub of the BurstPoint VCP, allows ADRS to manage all video devices, users, program creation, policies, and reporting capabilities. Through the platform's LDAP integration, the agency can easily manage access rights, maintaining confidence that users are properly authenticated. In addition, ADRS can see, at a glance, which employees have viewed content and when, as well as easily create distribution policies, such as sending non-critical communications during off-peak hours.

As ADRS traditionally relied on video conferencing to bring staff members together, the agency now uses BurstPoint's patented VCP Conference Point™ to capture voice and

> "With BurstPoint we have complete control over video content, access, and distribution. We now have content publishers all over the state, who can easily create, categorize, and push out training videos, allowing our library to grow and ultimately, providing better resources to the people of Alabama."
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> H. Buck Jordan, IT Specialist, Alabama Department of Rehabilitation Services

video, making the content available for future on-demand viewing and extending the usage and capabilities of existing video conferencing systems.

The Results

As a result of using the BurstPoint VCP, ADRS has made its educational materials more accessible to staff, reaching more employees faster and more effectively. The feedback from staff has been terrific, with users citing ease of use, high-quality of the video, and whenever, wherever access as the top benefits.

The agency plans to expand its use of the BurstPoint platform, leveraging live streaming and digital signage for real-time and customized communications. From legislative updates from the Commissioner to disaster recovery instructions for specific offices, ADRS can stream both live and recorded high-definition content to existing display units in agency lobbies.

"The bottom line is the BurstPoint technology works, and it works well," said Jordan. "With the BurstPoint VCP, we have a platform in place to power our statewide training initiatives today, as well as our communications needs of tomorrow."

About BurstPoint Networks

Headquartered in Westborough, Massachusetts, BurstPoint Networks is transforming the way organizations use video to communicate with employees, customers, partners, and other key constituents. Designed for high performance and scalability, the company's fully integrated, enterprise-class software platform brings together the capture, distribution, and management capabilities required to meet the complex anywhere and anytime viewing demands of a highly distributed audience while providing cost savings and ease of use. For more information about BurstPoint Networks, please visit www.burstpoint.com.