



Case Study:

The Success Story of Magic Apple and Brentwood Academy's Collaborative Journey

Imagine you're running a school that's been around for over 50 years, and your trusty phone system, which used to work just fine, starts acting up. Calls drop, connections are iffy, and it's not cutting it anymore. That's the situation Brentwood Academy (BA) found itself in.

BA decided to upgrade to a modern VoIP phone system, hoping for clearer calls and more reliability. Just as they were about to start the search for a provider, a trusted expert at their current phone company left to start his own VoIP company called Magic Apple. Without a second thought, BA made the switch, trusting that Magic Apple would go above and beyond what they needed. And they did!

The Company

Brentwood Academy (BA) is a coed college prep private Christian school for grades six through twelve that's been in operation for over 50 years. Its goal is to nurture each student's body, mind, and spirit by providing a quality education, clear communication, and a secure environment for them. For a while, their meridian-based phone system supported that goal - thanks, in large part, to Jeremy Apple.



"I've known Jeremy for 20 years now, and he has always been my right-hand man," says Chris Allen, the school's Technology and Robotics Director for over 23 years, "If the network goes down or anything like that, and I'm on vacation, I can trust him to take care of it," Chris recalls, "It's hard to find people like him anymore."

However, as the school evolved and technology advanced, the flaws in their existing system became evident.

The Problem

Their previous phone system began breaking down more frequently, providing unreliable connectivity and limiting how the school communicated. Chris found himself calling on Jeremy multiple times to help get the phones up and running again.

Finally, Chris decided it was time to upgrade Brentwood Academy to a VoIP-based phone system. It would allow all phones to operate on one ethernet cable, making the calls clearer and the system more dependable. Because of that ethernet connection, their system could stay online despite power outages.

But before Chris started looking for better providers, Jeremy announced he was leaving to start his own VoIP company, and Chris didn't hesitate. Brentwood Academy transitioned all its communications to Magic Apple without exploring other options.

The Solution

Magic Apple stepped up with a truly comprehensive solution. Not only did they seamlessly transition Brentwood Academy to a new-and-improved VoIP phone system that was packed with helpful features, but they went above and beyond by:



Programming and installing over 200 VoIP handsets.



Integrating their phone system with a customized school bell and emergency alert system.



Designing a purchase order system BA could use for years to come.



Each system ran on top of a server Magic Apple installed on-site, ensuring Chris had the infrastructure to keep everything running smoothly. The impact of Magic Apple's solution was immediate and noticeable.

The Results

- ✓ Magic Apple improved ease of management and provided added security, ensuring that critical systems remained operational even during power outages. The custom solutions developed by Magic Apple, including the purchase order system and the bell system, contributed significantly to BA's smooth operations for over 20 years.
- ✓ The emergency alert system, integrated with Magic Apple's SIP-based phones, allows instant responses during critical situations. This security boost has become a differentiator for Brentwood Academy, playing a pivotal role in attracting parents who prioritize the safety and well-being of their children.

BA's Future Plans:

Looking ahead, Chris plans to transition to Magic Apple's cloud-based management system rather than relying on the on-premise server, *"Moving to a cloud-based management system was an ease of use and management decision more than anything,"* He states, *"It opens up a lot of new options for us to manage phones remotely, easily deploy new ones, and make changes to extensions."*

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Conclusion

Magic Apple's partnership with Brentwood Academy has addressed the school's immediate technology needs and significantly contributed to the safety and security of students and staff. By prioritizing the safety of students through innovative solutions, Magic Apple has become an integral part of Brentwood Academy's success.

As BA continues its journey of providing quality education, Magic Apple will remain a key ally in its pursuit of excellence. See, when you partner with Magic Apple, you're not just getting a great phone system. You're getting a technology partner that's as committed to your success as you are. We not only fix what's broken but also go the extra mile to ensure your communication is personalized, secure, and ready for the future.

**Ready to Enjoy a
Fruitful Partnership?**

Magic Apple's here for you! With our innovative products, strong work ethic, and growing track record of stellar support, we can be the partner you need to succeed! Schedule your one-on-one with our team today to see how you can get started.



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