

# Impact Case Study:

## Texas Association of School Boards



**Rick Tillotson**  
Assistant Department  
Director Information  
Technology –  
Telecommunications

**Lalo Aldape**  
System Administrator –  
Information Technology

The 60-year-old Texas Association of School Boards is proud to have a membership that includes all 1,035 Texas school districts, in addition to many regional education service centers, community colleges, tax appraisal districts and shared service agreements. TASB radiates its mission to “promote educational excellence for Texas schoolchildren through advocacy, visionary leadership, and high quality services to school districts” through its various services.

### Sharpen that Pencil!

In 2008, TASB had a call accounting system in place, but it wasn't working out; analysts were spending more time modifying “convoluted” reports than they could spare. This system needed to be replaced. The question was, however, what product could easily help them reconcile their service provider bill to their actual usage without being time-consuming and confusing like their last call accounting system?

Traffic Analyst's Call Accounting module was just what they needed to create monthly reports to reflect the proper costs and call counts. TASB leveraged Traffic



Analyst's true call counts (not call segments like other systems) and six second increment rates. According to Lalo Aldape, TASB's IT System Administrator, “We went from numbers that weren't even close to accurate reports that we could pass along to Finance for reconciliation and departmental bill back.”

Each month, TASB generates a summary report that ties long distance charges for each of their 1,000+ extensions to the appropriate department using Traffic Analyst's Organizational billing capabilities. As the organization changes, Aldape simply uploads the changes into Traffic Analyst via the web browser. A new employee this month? No problem, add their extension, name, department and cost center to the file and upload. Calls will automatically be applied to the appropriate department.

In addition to the monthly reports, TASB relies on Traffic Analyst for on demand queries and call forensics. They can quickly respond to a manager's request for an employee's call log for a given time range. Or, they use Traffic Analyst's pinpoint accuracy in tracing calls to track down specific call events, such as accidental 911 calls or threatening calls. The flexibility of the interface, in addition to the comprehensive list of reporting fields not available in other solutions, provides TASB extensive search capabilities to drill down into the data to find the information they need.



When reflecting on TASB's use of Traffic Analyst Call Accounting, as compared to their prior call accounting system, Rick Tillotson (Assistant Department Director Information Technology – Telecommunications) says, “It's a joy!” No more hours of trying to mold reports into something that make sense; all TASB does now is run the reports and see the results.

