

CASE STUDY

# Heart of Los Angeles Scales Up to Offer a Hand Up

In neighborhoods often overrun by poverty, crime, and a feeling of hopelessness, Heart of Los Angeles (HOLA) invests in youth to build stronger communities. HOLA provides some of the city’s most vulnerable youth with exceptional programs in academics, arts, and athletics.

HOLA has achieved measurable results by tracking the success of each student. Not only do HOLA students matriculate to the next grade level with notable achievements in language arts, math, and science, but over the past three years, 98% of HOLA’s seniors graduated from high school and over 95% are now attending college.



**At a Glance**

Heart of Los Angeles was founded 25 years ago with just a handful of kids in a dilapidated gym. Today, HOLA serves over 2,300 youth, ages 6 to 24, in a safe and supportive environment on a four-building campus in and around LaFayette Park.

To learn more about HOLA, check out [www.heartofla.org](http://www.heartofla.org).



## Background

HOLA faced significant challenges with the phone systems in all four of the buildings on its campus. As a non-profit organization, HOLA operates on a limited budget, leaving limited funds for infrastructure investment. As a result, the original phone setup left much to be desired. The main offices are located in the basement of



an affordable housing apartment building. The phone system in that building was antiquated and relied on wiring that was installed back when the building was renovated, making reliability a concern.

Abraham Orozco, IT Director at HOLA, expressed his doubts about the organization's old system. "We needed a solution that allowed us to bypass rewiring the main building's existing phone system, while also guaranteeing reliability and consistent quality."

On campus, each of HOLA's four buildings had its own phone network and lacked centralized management capabilities, making campus-wide changes a struggle to implement. It didn't help that each of the existing phone systems was missing several key mobility features and that user management was nonexistent.

"In talking to other organizations, it seemed like VoIP was the way to go," Abraham said. "With a dedicated Internet connection for the upgraded system, we wouldn't have to rewire the main building. VoIP also offered versatile use and management, and an overall pleasant user experience."

## Solution

HOLA determined that Jive's solution met all their needs as a VoIP provider, including:

- **Multi-site connectivity.** HOLA needed the ability to connect all four buildings without expanding services or infrastructure. Jive's hosted solution has proven to be an ideal fit for organizations spread across multiple locations, like school districts, multi-location libraries, and government buildings.
- **Easily deployed system management.** With Jive, all system and phone settings are visible and can be changed through an intuitive, browser-based administrator portal. End users also have access to an online portal allowing them to modify their phone settings in real time.

Like many Jive customers, HOLA enjoyed a smooth, easy transition. When asked if the switch to Jive ever hit a snag, Abraham replied, "Aside from figuring out solutions to integrate with our existing

### Quick Facts

HOLA boasts three core academic programs and a wide variety of enrichment activities, including:

- A comprehensive music department
- A robust visual arts program
- Premier sports leagues and activities
- Leadership and healthy living classes
- A cutting-edge scientific arts program

overhead speaker system—which was a relatively easy solution—we hit no major issues with the change. It was nearly flawless, and deadlines for setup were easily met.”

Abraham boiled down their success to three critical factors:

- 1. Excellent customer service.** Jive is ranked #1 in the industry for customer service and reliability. All support is 24 hours a day, seven days a week, 365 days a year. Abraham had this to say about Jive’s support: “Whenever we had any issues, Jive support was able to diagnose and provide solutions to our issues. Their use of remote assistance took the confusion and initial guess work out of the issues we had.”
- 2. Helpful training resources.** Jive provides customers with several training options, including online videos and documents. Abraham said, “Jive also provided very informative and intuitive training to our IT department and access to their support wiki allowed us to research and reference without needing to place a trouble ticket.”
- 3. Intuitive user portal.** Abraham was also impressed by Jive’s browser-based user portal. “The intuitive design and workflow of the phone management system made it easy to implement and modify the system as needed.”

All these improvements came with a surprisingly seamless system deployment. Abraham reported, “The transition for us was as smooth as a system

overhaul could get. Quality has definitely improved, and our ability to control the way our phone system is implemented and managed is a huge plus on its own.”

HOLA also noticed savings in their telecommunications expenses. Although costs for the dedicated Internet connection increased, it was easily offset by the removal of the individual phone systems from each of the buildings. In general, Jive’s monthly VoIP services offer a drastic reduction in cost from non-hosted competitors.



The biggest advantage, Abraham explained, was how easily his team took to the new system, and the new mobility features they now had at their fingertips. “Our users had no difficulty switching over to the new system, and with the forwarding option, we don’t have to worry about availability or being trapped in the office. It’s nice to have a phone system that is modern and meets the needs of our organization.”