

CASE STUDY

ROUND ROCK ISD

Round Rock Independent School District (ISD) serves around 47,000 students in Round Rock, Austin, and parts of Cedar Park, Texas. The district covers 110 square miles, with 56 schools including 7 high schools, 11 middle schools, 35 elementary schools, 3 alternative learning centers, and 14 special facilities. With more than 6600 educators and staff, Round Rock's students, teachers, and leaders are recognized throughout the state and nation for excellence.

Round Rock ISD sits in the center of the high-tech hub of central Texas, including fortune 500 companies like Dell Technologies, Google, Apple, Tesla, Facebook, Oracle, IBM, HP, Expedia, and Amazon. The expectation from the community is to bring innovation and transformative technology to the district. And that's exactly what Round Rock ISD's Technology and Information Services Department delivers: world-class technology inspiring students to learn and empowering students for life!

Round Rock ISD's Technology and Information Services department prides itself on teamwork, transparency, and commitment. Their overarching goals include:

- Ensuring high availability of the district's network and application infrastructure.
- Maintaining integrity and cost efficiencies in the delivery of operations and support services.
- Developing procedures for managing technology changes and minimizing service disruption.



CHALLENGE

To promote and support student-driven, technology-enhanced, and iterative learning, Round Rock's technology staff embarked on taking their classroom instruction to the next level. They issued a request for proposal to select state-of-the-art, interactive flat panel displays for their classrooms.

An Interactive Flat-Panel Display (IFPD) is a large-format touchscreen display that is a game changer for the classroom. You can think of it as a giant tablet computer with a touch screen and next generation software to access, manipulate, and interact with electronic files and the internet.



Using an impactful visual prompt is a proven instructional practice. When educators are teaching subjects like, how do glaciers change the shape of the land? We want students to see a bright, beautiful 3D glacier underwater. This sparks transformational learning enabled by innovative technologies."

Robert Ye, Chief Operating Officer of Prime Systems

With many vendors hoping to partner with Round Rock, five finalists were selected by a highly qualified review team for further evaluation. After taking a deep dive into the technology options and implementation plans, Prime Systems was the obvious choice because of their innovative technology solutions, implementation planning with onsite project management and support, and value-added service.



Both from a hardware and software technology solution that Prime offered as well as the implementation and training, Prime System offered the best implementation plan, quality of services, at a fair price."

Mark Gabehart, Chief Technology Officer of Round Rock ISD



ACTION AND RESULT

The initial contract awarded to Prime Systems included 2128 Clear Touch® interactive panels with digital touch displays, to be installed in classrooms at all elementary schools. Just about the time the implementation began, the Covid-19 pandemic forced schools to close. This didn't stop Prime Systems staff, however. They continued working, and they worked as fast as they could to get into the classrooms, do their work, all before students returned.

*One of our core beliefs is ubiquitous access to technology **must be available 100%** of the time. That's why we worked fast and smart while schools were closed due to the Covid-19 pandemic. We used the most cautious measures to keep our staff healthy so we could get the job done without disrupting classroom teachers and students. Our staff performed exceptionally well under challenging conditions. We are so proud of our partnership with Round Rock ISD."*

George Allen, Senior Account and Project Manager at Prime Systems

Because Prime Systems was providing outstanding service at the elementary schools the decision was made to expand their contract and install the same technologies at the secondary schools and special facilities. This added an additional 1797 Clear Touch® interactive panels with digital touch displays 12 middle schools, 10 high schools, and 9 special facilities.

| | Number of Schools | Number of Clear Touch® interactive panels | Mobile Panels | Wall Mounted Panels |
|--------------------|-------------------|---|---------------|---------------------|
| Elementary Schools | 35 | 2128 | 92% | 8% |
| Middle Schools | 12 | 839 | 89% | 11% |
| High Schools | 10 | 942 | 93% | 7% |
| Special Facilities | 9 | 16 | 69% | 31% |
| Totals | 66 | 3925 | | |

Over time, Prime Systems has helped Round Rock ISD meet our timelines and expectations. Their team does a very good job at communicating with the Round Rock technology team. With a new campus opening, we trusted Prime Systems to move our technology from one campus to another and install new technologies at the high school. We weren't comfortable letting anyone else do it. We appreciate their attitude and commitment about being our partner. We plan to continue to partner with Prime Systems and solicit their help in the future."

Donnie Bruton, Director of Technology Infrastructure at Round Rock ISD

Additionally, as a further indication of Prime Systems staff excelling and exceeding expectations, they were asked to install Dell Technologies devices across the district.

Prime Systems customer service value proposition is they are a good partner, providing good customer service at a good price. Responsiveness is a big deal. Bigger companies aren't as responsive. Prime is very reliable. They do whatever they say they will do. They are a very good partner to work with. We would work with them again. When we had additional things that needed to be done, Prime Systems came back as a partner and did these things at a reasonable price and made recommendations to do what is best for students and educators. We only have good things to say about Prime Systems.

Mark Gabehart, Chief Technology Officer of Round Rock ISD



