



PRODUCT UPDATES

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Get the Analytics You Need Now with Minimal Upfront Investment

Given the tough economic times, balancing your budget constraints while striving to provide adequate network service levels is a true challenge. Traffic Analyst Hosted is the answer:

- Low upfront cost
- Critical analytics to optimize your network by reducing surplus capacity
- Capacity planning tools to maximize future investments
- Key call forensics to spot improper and fraudulent network use



A Customized, Web-Based Multimedia Training Solution

From simplifying a new switch cutover to providing a cost-effective option for refresher or new employee training, PhoneGuide LIVE! is the solution for training employees on how to use their phones and voicemail boxes. It eliminates the hassle and costs of scheduling instructor-led training and puts quality instruction at your employees' fingertips.

IMPACT NEWS

Watch for additional information on the Spring industry events where Impact will be exhibiting – including HIMSS 2009.

CUSTOMER NEWS

Great Lakes Health Plan is one of the first companies to install the new Traffic Analyst Call Accounting for Hicom 300.

University of Houston-Clear Lake leverages PhoneGuide LIVE! for their HiPath 4000 rollout. They are also deploying OnTraQ for their call centers.

Guardian Life Insurance of America relies on PhoneGuide LIVE! for Xpressions training for their dispersed workforce.

Halifax Health and **Union Hospital of Cecil County** purchase DAKS to enhance the mobility of their staff and improve communication.

Saint Francis Hospital expands their Traffic Analyst Network license for additional trunks and also increases the number of call center agents monitored by OnTraQ.

Texas Association of School Boards installs Traffic Analyst Call Accounting for advanced rating of HiPath 4000 CDRs.

MEET IMPACT

Larry Meek officially joined Impact as a Software Engineer in 2000, after seven years as an Impact consultant. Larry has worked on PhoneGuide and PhoneGuide LIVE!, and now specializes in DAKS projects, including integration to third party systems. Larry enjoys turkey and deer hunting with his two sons, boating and wake boarding at his house at the Lake of the Ozarks.

CUSTOMER SERVICE UPDATES

Impact Technical Support hours are 8:30 AM to 5:00 PM, Central Time, Monday – Friday. Call 314.743.1420 or email us at custsvc@impacttech.com.

EDUCATIONAL OPPORTUNITIES

Don't miss the opportunity to learn more about Impact products and how they can positively impact you and your business. Attend one or more of our *free* educational webinars. Register now by email to solutions@impacttech.com.

Keep Your Call Centers OnTraQ

Date: Friday, February 13, 2009
Time: 12:00 PM ET / 9:00 AM PT
 Looking for a HiPath 4000 call center analytics package that fits into your budget? Join us for this webinar.

Cost Effective Call Accounting for Siemens Platforms

Date: Thursday, February 19, 2009
Time: 12:00 PM ET / 9:00 AM PT
 Are you looking for a CDR solution? Paying too much for your current solution? Is your current call accounting package just too difficult to use?

Elevating Safety & Security

Date: Thursday, February 26, 2009
Time: 12:00 PM ET / 9:00 AM PT
 Discover how DAKS will protect your employees from a variety of safety and security threats.

SOLUTION SPOTLIGHT

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Provide Communication-Based Safety Lines to People in Duress or Facing a Threat

DAKS improves personal safety and security and mitigates crisis events and their impact. DAKS delivers mission critical collaboration and alerting solutions that will protect your employees from a variety of threats.



ADVANCED ANALYTICS FOR HIGH PERFORMANCE VOICE COMMUNICATIONS

Traffic Analyst provides critical answers to every day operational questions:

- Am I maximizing the business value of dollars invested on network resources? How much money are we wasting each year on excess capacity?
- What are my service levels?
- When is our busy hour? Do all our trunk groups experience their busy hour during the same period?
- Is there improper, fraudulent or careless use of our network?
- Are we prepared for the migration to next generation technologies?

Traffic Analyst is available as a premise-based or hosted solution. Do you prefer to own and operate the solution on your site? Or, is the option to minimize your upfront investment more attractive? You choose the model that works best for your organization to keep your network on target.

Hosted Traffic Analyst

Impact's 24x365 Network Analysis provides you with the necessary information you need to manage your capacity and service levels.

We will communicate with your switch on a daily basis to collect the raw data. From the collected data, we will create analytics that will help you quickly identify key opportunities to improve your network's performance. Such opportunities may be simply recalibrating the number of trunk

circuits in a given trunk group, rebalancing trunk circuits between trunk groups or changing routing plans inside and across switches.

Network Analytics

Traffic Analyst provides easy to understand performance metrics and graphs. Reports that are available via the web include:

ATB graphs the total time, measured in seconds, that all circuits in a trunk group or route plan were busy.

Peak Utilization shows the maximum trunk circuits used and spare trunk circuits as a percentage of the total trunk circuits in the trunk group or route.

Calls Blocked shows the amount of calls that would have arrived and been blocked based on the interarrival rate of the other calls during the data collection period.

% Calls Blocked shows calls blocked as a percent of the call attempts.



Trunks plots the maximum number of trunk circuits that were used during the study period and the

number of trunk circuits that were never used (spare).

Total Utilization charts the percent of total bandwidth that was used and unused by voice traffic during the study period.

Spare Bandwidth converts the unused bandwidth on the voice network into the average IP bandwidth it could carry.

Calls and Usage provide a look at the incoming and outgoing network usage, in terms of calls and hours.

Simple to Use Call Forensics

You can create an unlimited combination of CDR reports, allowing you to quickly track down the detail about a subset of calls or a single call event.

Traffic Analyst lets you select one or many switches for any report. And, you can trace calls as they traverse through multiple switches and are transferred inside a switch. Tracing calls to the source is never more than a few clicks away.

Reports are available on-demand and can also be pre-scheduled and automatically e-mailed. You can stay abreast of issues and know about problems and abnormalities within minutes by defining alarms for calls based on duration, originating number or terminating number. Alerts are sent to pager and email.



A WEB-BASED MULTIMEDIA TRAINING SOLUTION

PhoneGuide LIVE! is the web-based training solution for all your OpenScope Voice, HiPath 4000 and HiPath 3000 users. The multimedia instruction includes:

- Getting Started videos to introduce users to basic phone operation and features
- Feature tutorials including step-by-step instructions
- Customized training based on user's optiset or optiPoint phone
- Detailed instructions for setting up and using Xpressions voicemail
- Helpful online documents including Quick Reference Guides, User Guides, Feature Step-by-Step Instructions and Decision Tree documentation.



The severity, location, magnitude and visibility of every safety or security incident are unique. An organization's planning and preparedness determines its ability to respond, directly affecting the impact such an incident will have. To contain the incident and ultimately return the organization to normal operating state requires a communication infrastructure that is adaptable and ready to work in an ad hoc fashion.

DAKS delivers mission critical collaboration and alerting solutions that protect your employees from a variety of safety and security threats.

Internal 911 Call Handling

Organizations often struggle to respond efficiently to 911 emergency calls placed within their campus. Fire trunks, rescue personnel or police arrive on campus and the internal security team is unaware of the situation and cannot assist in directing the resources. And, since internal security was not aware of the situation, they have not been able to potentially dispatch assistance (internal resources) quicker. Internal 911 call handling with DAKS will assure that your internal resources are notified when an emergency call is initiated.



Silent Alarm

In the event someone makes a verbal or physical threat to your employees that interact with the public, a silent alarm provides a mechanism to alert security of a potential problem without bells and alarms sounding to make a situation more dangerous. The employee can press a speed dial key on their telephone and, with no audible dial tone or ring tone, DAKS alerts security personnel of the problem and location.

Emergency Telephone

Emergency telephones deployed throughout a campus are used when someone feels they are in danger or to report an emergency. Phones are configured to ring down to initiate a conference between the caller and a local security office agent.



Panic Button

A panic button provides a mechanism to alert security of a potential problem and also allow them to hear what is happening at the location by establishing a conference call with the security officer. Based on the sounds from the site, the security personnel will be able to glean additional insight into the situation and dispatch appropriate resources to the location.

Evacuation Alerts

Evacuation alerts are required for a variety of reasons – fire, weather, hazardous material spills and more. Intelligent, timely, certain delivery of a message with accurate instructions is key to protecting the well being of staff and visitors to the area. The risk of human error is minimized as evacuation alerts are pre-configured in DAKS so they can be launched by the touch of a button or the dialing of a phone number. Evacuation alerts can include optional or required responses from the targeted parties. Evacuation alerts leverage the campus communication infrastructure, minimizing the risk of time delays as others in the affected area overwhelm the public network.

Hazardous Worker Monitor

Monitoring the safety and security of workers in potentially dangerous work environments is critical for some organizations. A worker beginning a hazardous work assignment registers with the DAKS personal security application or a supervisor activates monitoring for a selected staff member. Calls are dialed to the worker at regular,

specified intervals. At the monitoring team's discretion, the worker may be asked to:

- simply answer the call and disconnect after listening to a short announcement
- answer the call and acknowledge with a key press
- answer the call and provide a current status/location update

If a monitored worker fails to answer the call, an alert is automatically sent to specified personnel.



Crisis Response

Weather alerts, fires, mass casualty events, security threats and other crisis events require a coordinated response via DAKS:

- Activating emergency conferences among crisis response parties to assure the right experts, resources and decision makers are in communication quickly to minimize the magnitude and length of a crisis
- Assuring receipt of critical information by the highest percentage of endangered persons possible
- Posting dial-in status messages honed to various constituencies to keep them informed while keeping critical resources freed up to manage the crisis.

Communications is the single most important component in how an organization responds to a crisis. Real time collaboration among incident response personnel is a critical first step to an intelligent and swift response. Whether small or large, the unique aspects of each crisis require a unique response.

DAKS will improve personal safety and security, in addition to mitigating crisis events and their impact within your organization.