

Your inside look at...

# Solutions With Impact™



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Impact Technologies, Inc.

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## BREAKING NEWS!

*Have you noticed something different about the look of Impact Technologies?*

It started with the realization that our web site needed to be remodeled to better serve our customers and partners. And, we are excited to announce that we recently launched the new Impact Technologies website.

Check out [www.impacttech.com](http://www.impacttech.com) for the latest news and updates. But we aren't stopping there. We are carrying our new look into all Impact documents and presentations. You may even be looking at this newsletter and thinking, "Ah, I knew something looked different." We are

excited to share our new website and look with all of you and appreciate any feedback. For more information about what's new on our web site, turn to Impact News on page 3.



## PRODUCT UPDATES



### Enhanced Call Accounting Features and More Now Available in Traffic Analyst 5.2.1

The latest release of Traffic Analyst offers even more value:

- Trace calls with greater granularity with additional CDR fields now available – PIN, Trunk Number Primary and Trunk Number Transit
- Nortel Succession 5.0 support
- Faster report generation
- Enhanced organization file upload to support partial files and effective date
- Siemens Hicom 300 CDR alarms
- Maximum Queue Time and Minimum Queue Time fields for OnTraQ reports
- And more.



### Are Your Employees Safe?

Are you fully leveraging your communications capabilities to protect the safety and security of your staff and visitors? How easily and readily can a person communicate a threat? When an incident occurs does your company have access to the latest communication technology to coordinate first responders, alert threatened parties and inform key constituencies? DAKS offers:

- Silent Alarm Notifications
  - Panic Button Conferences
  - Emergency Telephones
  - Internal 911 Call Handling
  - Evacuation Alerts
  - Hazardous Worker Monitoring
  - Coordinated Crisis Response
- Call us to take the next step in protecting your campus.




### Xpressions Training at Your Fingertips

Are you in the process of deploying Xpressions and need a cost-effective and efficient option for employee training? PhoneGuide LIVE! is the answer. One server, one installation and your entire enterprise has access to web-based Xpressions voicemail training from their desktop.

**PRODUCT SPOTLIGHT**

Find out how to optimize your network without risking service levels.

*(See page 3 for details)*



CUSTOMER NEWS

Welcome **City of Miami Beach!** They just installed Traffic Analyst Call Accounting.

**American Imaging Management** rolls out Traffic Analyst Network for their Nortel Systems.

**Centrastate Medical Center** deploys PhoneGuide LIVE! to assist their users in training with the HiPath 4000 and Xpressions.

**Lake Hospital** implements PhoneGuide LIVE! for user training in their

new phone system.

**FedEx Freight** adds Traffic Analyst licenses at three locations.

**Sky Harbor Airport** in Phoenix expands the use of DAKS Emergency Conferencing.

What can we do that will have a significant positive impact on your success?

EDUCATIONAL OPPORTUNITIES

**Cost Effective Call Accounting for Siemens Platforms**

Thursday, May 28, 2009  
12:00 PM ET / 9:00 AM PT

**Ineffective call center analytics got you down?** Join us to discover how to turn CDR data into valuable, actionable information – at a price point that fits into your budget.

**You Really Can Save Money in Your Voice Network**

Wednesday, June 10, 2009  
12:00 PM ET / 9:00 AM PT

**Over-trunked, by how much!?** Register to learn how Traffic Analyst Network provides the data and a methodology to hone your Avaya, Nortel and/or Siemens voice network now and keep it honed.

**Elevating Safety and Security with DAKS**

Tuesday, June 23, 2009  
12:00 PM ET / 9:00 AM PT

**Get ready for a mission-critical resolution.** Register to learn more about DAKS and fully leveraging your communications capabilities to protect the safety and security of your staff and visitors.



To register for any of our upcoming webinars, please visit [www.impacttech.com/events](http://www.impacttech.com/events).

MEET IMPACT

Margaret Baumann is the latest addition to the Impact staff, joining the team as Administrative Assistant in February. She recently graduated from the University of Wisconsin-Green Bay, where she studied English Literature. Margaret works with Marketing and Sales, updating brochures and presentations. She also was a key player in the launching of Impact's new web site. In her free time, Margaret enjoys taking road trips with her husband.

CUSTOMER SERVICE CONNECTION

Interested in learning more about how to use one of our products after you've purchased it? Call us today to find out more about our training opportunities. We'd be happy to help you get familiarized with our products, or even just answer one or two questions you may have.

Call Customer Service at 314.743.1420 for more information, including training pricing.



PRODUCT SPOTLIGHT – Traffic Analyst Network

Traffic Analyst provides the tools you need to get the answers to questions about your performance. You get the right answers and you get them fast!



Traffic Analyst Network provides a simple, more reliable alternative to the industry’s traditional methodologies to manage your telecommunications expenses and network engineering. Traffic Analyst provides easy-to-understand performance metrics and graphs that not only tell you where you’ve been (trends) but also help you understand where you may be going. And with today’s tough economic environment, Impact lets you choose which of four deployment models best fits your business requirements and budget.

**24x365 VISIBILITY**

You don’t need to try to guess what time intervals to use for your studies. You will get all the data and use all the data to create an accurate analysis of the state of your voice network. Traf-

fic Analyst provides two options to eliminate the risks of limited data samples from limited time ranges.

**Hosted** – Is the option to minimize your upfront investment and on-going maintenance but leverage the long-term benefits of Traffic Analyst attractive? In the hosted model, Impact maintains all the hardware at our location and assures that you are always benefiting from the latest software enhancements. We communicate with your switch(es) to collect the data. Your employees simply use their web browsers to access the reports they want and define their alarms.

**Premise-Based** – Do you prefer to own and operate the solution on your site? Purchase a license and Impact’s Technical Support team will ensure a smooth, effective onsite or remote installation process so your employees can enjoy the same great reports and

alarms from behind your firewall.

**PERIODIC REVIEWS**

Curious to see the insight that Traffic Analyst will provide for your network but don’t want to make a long-term commitment?

**Traffic Study** – Have data collected from 5 to 90 days and leverage Traffic Analyst Performance, Usage and Capacity Analysis reports for that period plus 30 days to conduct a detailed investigation into your network performance and model changes in your network usage.

**Network Analysis** – Enjoy the benefits of the Traffic Study, plus receive an inventory of routing plans and trunk groups, what-if modeling options with alternative routing plans, and optimization recommendations to improve performance and/or reduce costs.



IMPACT NEWS



**A Fresh Look at Impact**

Consistent with our commitment to deliver world class solutions—on time, on budget and of superior quality—we have redesigned our web site. The

new layout simplifies navigation to our expanding portfolio of solutions. Take a few minutes and surf the variety of solutions and products now available from Impact. Did you know that Impact offers safety and security solutions? Have you read the latest on OnTraQ’s cost-effective call center ana-

lytics? We also have new customer and partner resources pages with the detailed information you need to best leverage your Impact products. Don’t hesitate to contact us for more information.

**More IMPACT NEWS**  
Industry Events  
(see page 4 for details)



**IMPACT**  
technologies

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Solutions With Impact™



## IMPACT NEWS

(continued from page 3)

### Open Minds Summits

Impact will be exhibiting our exciting lineup of products, including Traffic Analyst, DAKS, PhoneGuide LIVE! and Ensemble, at the Chicago and Santa Clara JUST-US events. Make sure you stop by our booth if you are attending. And, don't

miss Impact's breakout session on Elevating Safety and Security.

### Thanks for Stopping By!

Impact recently exhibited at HIMSS 2009 in Chicago and the World-wide Command Post Conference in San Antonio. It was great to see existing customers and to meet many new folks.



## For Specific Inquiries and Comments...

### Product Information & Sales

For additional information on our product and service offerings, including pricing and availability, or to place or track an order, contact one of our Sales professionals ...

Phone: 314.743.1430

e-Mail: [Solutions@impacttech.com](mailto:Solutions@impacttech.com)

### Customer Service

For help with products you already own or to learn more about Impact's customer service programs, contact a Technical Support representative ...

Phone: 314.743.1420

e-Mail: [CustSvc@impacttech.com](mailto:CustSvc@impacttech.com)