

Your inside look at...

Solutions With Impact™



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Impact Technologies, Inc.

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CUSTOMER CASE STUDY: Texas Association of School Boards

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.

On the Move

In 2006, TASB made the move from a campus environment to a single headquarters building. With this move, they upgraded their Siemens 9751

switch to a new HiPath 4000 platform, which enabled them to utilize IP bandwidth and phones, rather than TDM. TASB knew that they would be too busy moving to have time for new phone training. That’s when they discovered Impact’s PhoneGuide LIVE!—a web-based, interactive phone and voicemail training solution.

(Continued on page 2)

PRODUCT UPDATES



5.2.2 Release

Here’s a sneak peak at what’s new to Traffic Analyst for version 5.2.2:

- New Call Accounting reporting fields include Wait Duration, Originating Party and Manager
- Dramatic speed improvement with database upgrade
- New Nortel system reports available—IP Phone Zone Traffic and DSP Peg Count
- "Reindex Now" and "Backup Now" buttons provide on demand reindex/ backup
- Siemens OpenScope Voice V4.0 now supported
- Automate creation and updating of Organizational file from an Active Directory



7.3 Release

What’s new in DAKS 7.3?

- Enhanced VoIP support including up to 480 SIP or SIP-Q channels
- VoIP and TDM in parallel
- Capacity enhancements:
 - Up to 20 Operators or 20 Administrators in parallel
 - Up to 20 simultaneous conferences
 - 30,000 broadcast assignments
 - Up to 100 Client Groups
- Visualization of Personal Security monitoring
- Ascom i75 WiFi handset support
- Two LAN interfaces in bonding-mode for redundancy and higher capacity



3.0 Release

New hardware platform and expanded capacities available with Ensemble 3.0 release:

- Platform is based on cPCI and H.110 bus architecture
- Linux operating system
- Expandable from 4 to 480 voice channels
- Up to 160 simultaneous active conferences
- Speaker recognition to indicate conferee who is currently speaking

PRODUCT SPOTLIGHT

Keep your call centers OnTraQ, with easy-to-use, cost-efficient analytics.

(See page 3 for details)



CUSTOMER CASE STUDY: TASB Continued

TASB implemented PhoneGuide LIVE! before their move even happened, so their employees could start training in advance. With a link to PhoneGuide LIVE! on their internal web site, TASB employees learned about basic phone operation and features before, during and after the move. In a recent interview, Rick Tillotson, Assistant Department Director Information Technology – Telecommunications, stated “PhoneGuide LIVE! delivered operational efficiencies and cost savings to TASB because we didn’t have to pull employees away from their desks to train them. Instead, employees could learn at their own individual pace, and they always have the option to look back at PhoneGuide LIVE! when a question arises.”

“PhoneGuide LIVE! is Google for the phone.”

When employees use PhoneGuide LIVE! as a reference, they become more comfortable exploring and learning other phone features. According to Tillotson, “People are now using functions that we paid for in the first place.” He also expressed relief in knowing that employees could find answers on their own, from their desktop, and avoid feeling embarrassed to ask for help. And

this keeps calls to the help desk to a minimum. When questions arise, the help desk directs employees to PhoneGuide LIVE!. Recently, for instance, employees had questions about how to complete conference calls. In response, the telecom department sent out an e-mail including a link to PhoneGuide LIVE! to view the video on how to initiate conference calls. “PhoneGuide LIVE! is Google for the phone,” Tillotson proclaims.

Sharpen that Pencil!

Skip ahead two years. TASB had a call accounting system in place, but analysts were spending more time modifying “convoluted” reports than they could spare. The question became was there a product that could easily help TASB reconcile their service provider bill to their actual usage without being time-consuming and confusing?

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 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 gener-

ates 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.

In addition to the monthly reports, TASB relies on Traffic Analyst for on demand queries and call forensics. They 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 (based on a comprehensive list of reporting fields not available in other solutions) to track down specific call events, such as accidental 911 or threatening calls.

When reflecting on TASB’s use of Traffic Analyst Call Accounting, as compared to their prior system, Tillotson says, “It’s a joy!” No more hours of trying to mold reports into something that makes sense; all TASB does now is run the reports and see the results. And, given the system’s ease of use, the next step is to hand the system over to the Finance team and let them generate reports as they need them.

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

PRODUCT SPOTLIGHT – Traffic Analyst OnTraQ



If a customer calls your business, make sure that call is answered. It doesn't get much more basic than this.

Lost calls represent lost revenue opportunities, and calls that spend too long in queue represent unhappy customers. But what is simple to understand isn't always easy to manage.

By offering a unique approach to keeping your HiPath 4000 call centers on track, Traffic Analyst's OnTraQ module dramatically simplifies managing call centers.

Stop Operating in the Dark Because You Think You Can't Afford Management Tools

You no longer have to operate any of your call centers blindly because the price of HiPath 4000 call center solutions is too high. OnTraQ price points are less than a third of other solutions.

Don't choose between no analytics and breaking your budget. With OnTraQ you can afford to put real-time displays and historical reporting at the fingertips of your call center staff.



Continuity When Your Other Solution Fails

For companies with another HiPath 4000 call center solution, a continuity plan is necessary if your primary solution fails. OnTraQ is your insurance policy when HiPath Procenter, Genesys, the CAP Server or the CAP Link to the HiPath 4000 fail. With OnTraQ you will know the calls in queue at the time of failure and be able to manage incoming calls using the basic HiPath 4000 ACD call routing (a.k.a. Switch Only ACD).

OnTraQ is also the perfect solution for call centers on survivable IPDAs.

Support Multi-Site Centers

Spreading calls across geographically dispersed call centers accesses labor in different time zones and mitigates the risk of weather interruptions. OnTraQ, along with distributed HiPath 4000s and/or IPDAs, provides a highly cost-effective means to reliably and effectively manage teams spread across multiple sites handling calls from the same queue or multiple queues.

A Clear Look Into Your IVRs

OnTraQ eliminates the risk of limited IVR availability because it allows you to see the real time status of IVR ports, including how many are available and how many have been taken out of service. OnTraQ can provide alarms when the number of available IVR ports drops below desired thresholds. You can also see Life of Call detail for IVR traffic.

"Even if you're on the right track, you'll get run over if you just sit there."

Will Rogers

MEET IMPACT

Sean Noonan is celebrating five years as a Network Engineer at Impact Technologies this August. He is a graduate from Minnesota State University, Mankato, with a degree in Computer Information Science. Sean manages all of Impact's IT infrastructure, as well as performing engineering projects, such as integrating Siemens OpenScape Voice with DAKS. Originally from Green Bay, Wisconsin, Sean goes to at least one game at Lambeau Field every year. *Go Packers!*

CUSTOMER SERVICE CONNECTION

Did you know that there is a special section on the Impact web site dedicated entirely to our customers? This section is available only by login, and contains exclusive resources that we release only to our customers. To obtain a login ID and password, contact Customer Service at 314.743.1420. Note: You must

be a customer with an active service agreement to obtain login credentials.

Customer Service Help Hours are 8:30AM CT to 5:00PM CT Monday — Friday.





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Solutions With Impact™



IMPACT NEWS

New CyberSecurity Solutions Coming Soon!

The ongoing announcements of data breaches are forcing executives to rethink their security architectures. Security strategies designed to defend the perimeter are failing. In addition to the regulatory requirements to protect confidential personal and financial information,

the need to protect the enterprise from espionage and “information extortion” is very real.

Impact Technologies has entered the market with the GVS2000, a next generation cybersecurity solution. The GVS2000 provides visibility into activities on the network and the control to block both application usage and content exchange at true wire speed.

Look for more information coming soon to our website and future editions of the Impact Insider.



EDUCATIONAL OPPORTUNITIES

Keeping Call Centers OnTraQ

Wednesday, August 26, 2009
12:00 PM ET / 9:00 AM PT

Looking for an easy-to-use, customizable call center analytics package? Join us to find out how OnTraQ will exceed your expectations—starting at less than \$100 per agent!

Elevating Safety and Security with DAKS

Thursday, Sept. 10, 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.

You Really Can Save Money in Your Voice Network

Wednesday, Sept. 23, 2009
12:00 PM ET / 9:00 AM PT

Are you ready to save 40% or more? 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.



To register for any of our upcoming webinars, please visit www.impacttech.com/events.

