

Your inside look at...

Solutions With Impact™



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Impact Technologies, Inc.

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EXPANDING PORTFOLIO

There are some exciting things going on at Impact. While other companies are tightening their belts and pulling back, Impact is stepping forward to bring new innovations, expanding our portfolio of high impact solutions. In fact, we recently announced two new partnerships to do just that.

AtHoc—Our clients depend on Impact to provide market-leading safety and security technology. We are proud to add the AtHoc brand to our solutions portfolio. AtHoc is the pioneer and recognized leader in providing enterprise-class, network-centric emergency notification systems to military, government, education and commercial organizations. Impact has integrated AtHoc's IWSAlerts™ with DAKS to create the market's most comprehensive mass notification system.

(Learn more on page 3.)

Global Velocity—Organizations need to inspect, analyze and control network traffic, not only to secure critical data, but also to reduce their network operating expense. To be at the forefront of security in the cyber world, Impact has partnered with Global Velocity to introduce the GV-2010. The GV-2010 offers innovative information security solutions that protect critical data and manage risk. *And*, these solutions are based on the first true wire speed content filter.

(Learn more on page 2.)

PRODUCT UPDATES



Cisco, Avaya, Nortel w/ Enhanced Data Visualization

We're adding additional platform support to Traffic Analyst. Coming soon:

- Call accounting and network traffic analytics for Cisco
- Call accounting for Avaya
- Call accounting for Nortel



Impact will also be introducing a new web-based data visualization layer later this quarter to sharpen insight into network performance and CDR analysis. You'll be able to drill down to call records from network performance reports,

graph any data element, use a collapsible grid to efficiently peruse thousands of call records and create a multi-pane dashboard of key performance indicators and alarm monitors that automatically updates whenever new data arrives. *This is the best thing that has happened to telephony management since... well ever!*

PhoneGuide LIVE!

OpenStage phones added to PhoneGuide LIVE!

We've recently added OpenStage phone support to PhoneGuide LIVE!. Training for OpenStage phones includes all the things our customers have always loved about PhoneGuide LIVE! (customized My Phone page



for each user, step-by-step instruction for 40+ features, Getting Started video support). *Plus*, the videos have been recorded in HD and are clearer than ever! This OpenStage training solution is for you if:

- You are getting ready to rollout new OpenStage phones on your OpenStage Voice or HiPath 4000.
- You want your OpenStage users to know how to use "that circular wheel thing" without your help desk having to tell them "That's the navigator. Use it to navigate the menus."

GV-2010 — AN IMPACT CYBERSECURITY SOLUTION

Impact CyberSecurity—a division of Impact that was officially introduced in January—will be working closely with Global Velocity to offer the GV-2010 and related services. By combining an application-aware firewall with deep packet inspection

and control, the GV-2010 network appliance offers unprecedented awareness and control of the information moving across the network in order to block applications and prevent data leakage. Its multi-protocol inspection and enforcement includes all flows using Internet pro-

ocols such as HTTP, VoIP, web-based e-mail, FTP and SMTP. In addition, the GV-2010's flexible policy creation allows easy definition of security policies via an intuitive web-based admin tool.



EDUCATIONAL OPPORTUNITIES

Keeping Call Centers OnTraQ and in Budget

Wed., February 24, 2010
11:00 AM ET / 8:00 AM PT

Looking for an easy-to-use, customizable HiPath 4000 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

Thurs., March 11, 2010
12:00 PM ET / 9:00 AM PT

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

PhoneGuide LIVE! Training at Your Fingertips

Wed., March 24, 2010
12:00 PM ET / 9:00 AM PT

Looking for a simple, effective phone training solution? Discover why PhoneGuide LIVE! is the only effective web-based solution for training employees on how to use their phones and voicemail boxes.



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

MEET IMPACT

Tom Rohlfing is the latest addition to the Impact staff, joining the team as President of Impact CyberSecurity. He has 22 years of experience in sales, marketing and revenue management. Tom joins Impact from Pinnacle Press, a company he recently sold after a decade-long run as the owner and president. He holds a BS in communications from the University of Missouri, Columbia and an MBA from the Olin School of Business at Washington University, St. Louis. Tom and his wife Libby have three beautiful girls - Paige, Lily and Audrey.

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.



SOLUTION SPOTLIGHT — UNIFIED MASS NOTIFICATIONS

With a world of new technology, communicating should be simple and certain – especially during critical times.

In 2004, Impact introduced DAKS to provide mission critical communications. As a telephony-centric solution installed on premise, DAKS provides the most efficient, trusted means of reaching large on-campus populations for emergency notification and collaboration. Now we've added AtHoc's IWSAlerts, a network-centric multimodal emergency notification system, to our portfolio. Most importantly, with our intelligent Integrated Services Manager application, we've integrated DAKS and IWSAlerts to create the market's most comprehensive mass notification and emergency collaboration solution.

IWSALERTS

IWSAlerts incorporates enterprise-class capabilities to manage the emergency notification process across the entire organization.

Contact Management – The Personnel Data Integration Module (PDIM) ensures accurate and updated personnel contact information is available by continuously and automatically synchronizing with multiple organizational user directories.

Unified Notification – From a single web-based portal, you can define notification processes to support both enterprise-wide and individual facilities' needs and then activate multiple simultaneous alerts to virtually any device. Notifications are sent as screen pops on computers, voice recordings to telephones, text messages and e-mail to mobile phones and PDAs, messages to pagers, and more. Alert recipients are presented with multiple response options for selection and acknowledgement. Additionally, IWSAlerts integrates with other in-house solutions easily – such as PA systems, digital signage, radio and sirens.



Accountability – The delivery, receipt and responses of the alerts are tracked in real time, providing operators with both aggregated overview summaries as well as detailed delivery information for each alert recipient.

IMPACT INTEGRATION

Impact's Integrated Services Manager (ISM) provides a bidirectional telecommunication gateway between IWSAlerts and DAKS. Now you can leverage the best of

both products for a seamless implementation of an enterprise-wide notification and collaboration solution that is scalable and secure. In addition to the IWSAlerts console, you can launch notifications from any telephone. And, go beyond notifications and instantly dial out to first responders, decision makers and response coordinators, putting them into a conference call to assess the situation and assure the next steps are the right steps.

DEPLOYMENT FLEXIBILITY

By implementing our Unified Mass Notification solutions on premise, you leverage your own network infrastructure, offering integrated, high quality services and full control of costs and security. Our solutions sit behind your firewall, mitigating the security risks. In addition, you are assured you can communicate with your local staff since you're not dependent on availability of limited public network access facilities.

Those PSTN resources are, in turn, available for other critical inbound and outbound communications.

Hosted and hybrid deployment models are also available, to speed implementation, eliminate the need for on-site hardware and provide redundant telephony resources. *In the end, it's about making best use of all your communication resources.*

Fully leverage all of your communication capabilities.

Certain, simple communication when you need it most.



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Solutions With Impact™



CUSTOMER NEWS

Guardian Life Insurance Co. is the first to rollout the new PhoneGuide LIVE! to support their new OpenStage phones on an OpenScape Voice switch.

Pall Corporation rolls out Traffic Analyst Call Accounting for 10,000 stations in the United States, Europe and Asia.

Susquehanna Bancshares Inc. installs Traffic Analyst Network, Call Accounting and OnTraQ.

Akerman Senterfitt deploys Traffic Analyst Network and Console to optimize trunk and IPDA resources and gain critical visibility into IPDAs. They also recently migrated to our web-based PhoneGuide LIVE!

IMPACT EVENTS

Impact will be at the following Spring industry events:

HIMSS 10
Atlanta, March 1-3

Impact Technologies will be showcasing DAKS as the cornerstone for reliably driving urgent information to mobile clinicians and healthcare staff. Stop by Siemens Enterprise Communications Booth #2615 and see how DAKS streamlines workflows.

EDUCAUSE—Security Professionals Conference
Atlanta, April 12-14

Impact will be in Atlanta a second time this Spring, showcasing our Safety & Security and CyberSecurity solutions for colleges and universities. Come learn more about what we're doing for safety and security in higher education!



Check out the latest info at
www.impacttech.com/events.

