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CASE STUDY: GOING BEYOND TRADITIONAL CALL ACCOUNTING

Founded in 1915 by auto pioneer Henry Ford and now one of the nation's leading health care providers, Henry Ford Health System (HFHS) is a not-for-profit corporation. It is comprised of hospitals, medical centers and one of the nation's largest group practices, the Henry Ford Medical Group, which includes more than 1,200 physicians practicing in over 40 specialties. With more than 23,000 employees, HFHS is the fifth-largest employer in metro Detroit, and amongst the most diverse.

CALL FORENSICS SOLUTION

Call accounting applications collect raw call detail records from communications systems and provide an interface for creating reports. And, for many

years the driver for such systems was cost reduction. However, HFHS needed to go beyond usage and costing reports. They needed a forensics tool to support a wide variety of operational support functions throughout a disparate voice network including a Unify OpenScape Voice platform, eleven Unify HiPath 4000s (plus 60+ IPDA access points) and a Nortel CS1000. They deployed Traffic Analyst Call Forensics in a Subscription model so they could benefit from the security of an onsite implementation but leverage the financial flexibility of a multi-year contract to fit their opex budget.

Call Tracing in a Mega Network

Given the size and complexity of the HFHS network, calls that enter the network will traverse



multiple switches and generate multiple call segments per call. For example, a patient calling to make an appointment will generate an average of 15 call segments per call. With 175,000+ calls/day, HFHS Voice IT Services team relies on Traffic Analyst to overcome the complexity and magnitude of data to pinpoint specific call



(Continued on page 2)

PRODUCT NEWS



Release 6.2 Now Available!

The latest release includes a wide variety of enhancements:

- Enhanced QoS analytics including new reporting fields such as Jitter Buffer Size, Packets Discarded, RTP port and many more
- New CDR reporting fields including Hold Duration, Queue Duration, Ring Duration, Bandwidth and more

- "Include Inactive Extensions" reporting option
- Excel export for embedded Call Segments
- New Network Utilization reporting fields including Calls Answered, Calls Busy, Calls RNA, Calls Busy Hour Call Attempts (BHCA), Max Hold Time and more
- Additional preset templates including QoS Scorecard by Originating Number, Packet Analysis by IP Address, Call Tracing, Hourly Call Statistics for Last Week and Usage for Last 14 Days



Push-to-Talk

Did you know DAKS-Pro supports Push-to-Talk (PTT) groups? The PTT feature can support one main group with a maximum of 50 members while subsequent groups may be up to 15 members. A single WL3 phone can support from one to 10 unique PTT groups. Members may have the option to "decline" an incoming PTT call.

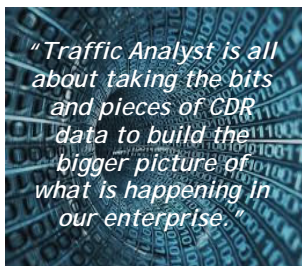


CASE STUDY – Going Beyond Traditional Call Accounting (continued from page 1)

events by leveraging key system features including:

- Tracing calls as they traverse through multiple switches and tying all call segments together in query results and reports
- Flexibility to select one or many switches for any report
- Comprehensive list of reporting fields
- Simplicity and ease-of-use of the interface

In the case of a threatening or harassing call, a quick on-demand query filtered on extension and time range provides all the details of the call and how it was routed through the network. In many cases, the site where the call is answered is not where it entered the system, so without Traffic Analyst's single report query across the enterprise, HFHS may be delayed or not be able to track down the originating number.



At times, a citizen contacts the help desk to complain because a fax machine is mistakenly calling their phone every few moments. Again, a quick query with the phone number promptly provides the extension of the rogue fax server and also highlights how many times the caller was bothered with a fax attempt. HFHS staff does not have to spend time tediously treading through raw CDR files. The

answer is a few clicks away in a web interface.

Recently, a customer complained that he was routed to a “we are closed” message announcement during the day. Thinking this should be an impossible call flow, HFHS staff dug into the detailed call segments within Traffic Analyst. By investigating each step in the routing, they uncovered a typo in the forwarding number within the logic.

Traffic Analyst also played a role in improving customer experience by discovering that complaints of unanswered calls during early morning hours were due to phones still being forwarded to voicemail system. Investigation of the call segments highlighted that the inbound calls “almost didn’t have time to even ring at the desk” because of forwarding. Mystery solved and customers’ calls are answered!

Outside the Box

Beyond traditional applications for call accounting solutions, HFHS leverages the deep forensics of Traffic Analyst for several “outside the box” applications.

HFHS uses the “Most Frequently Called Numbers” report not simply to validate call volumes and trends, but to optimize on-net routing. By examining the report, they can quickly identify if there is a routing problem or if callers are dialing 10-digit numbers that route over PSTN instead of on-net 6-digit numbers. They can then reeducate the callers on preferred dialing schemes or choose to update the switch to automatically route the 10-digit number to on-net number.

With a large distributed network, HFHS can be in the situation where they are getting low on ports at a site. By leveraging the “No Activity” report, they quickly discover devices that can be removed to recover capacity. Or, if they are making changes at a site, they can see if stations have been abandoned or have little to no activity. This allows for reclaiming ports and licenses and avoiding the cost of additional system capacity.

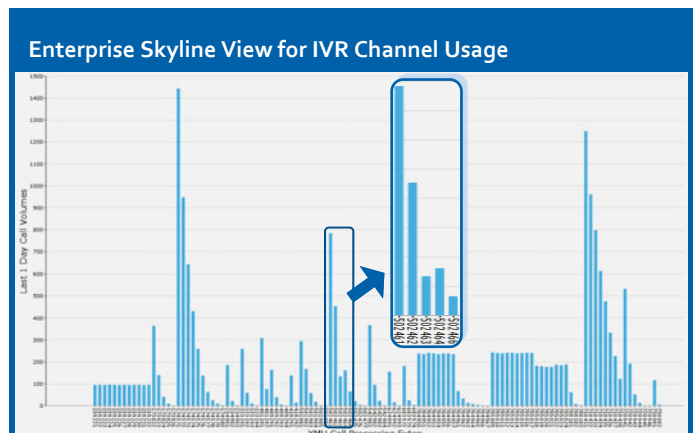
Would you think to use your call accounting solution for monitoring your IVR performance? That is exactly what HFHS does. By creating column charts for usage on IVRs, they can quickly understand the channel activity. Refer to the “Enterprise Skyline View” inset below.

In another example, HFHS deployed an IVR so staff and patients can “self service” to contact an employee instead of

talking to a live operator. With a “round robin” algorithm for IVR, this channel activity chart should show all channels with approximately equal usage. If not, they know to investigate an issue. Further, HFHS reviews the call duration for these calls. With expected average duration of 30-40 seconds, if the call durations are much longer or shorter, they can research if there is a system problem.

SUMMARY

The Traffic Analyst deployment is a true partnership between HFHS and Impact Technologies. HFHS has a valuable tool to support daily operations and investigate a wide range of topics and problems. Impact receives strategic feedback from a prominent customer that has been capitalized to enhance Traffic Analyst giving HFHS a tool honed to their specific needs and workflows.



With the “Enterprise Skyline” chart, an analyst quickly recognizes any abnormalities in their IVR usage pattern. For example, if an IVR has twelve channels with linear routing and only the first eight channels have traffic, capacity is fine. However, if there is traffic on all twelve channels, they may choose to add additional capacity. Or, if they spot a “distorted ski slope” pattern, as highlighted in graphic, where channel three has less traffic than channel four, this could indicate a bad channel that needs to be reset or requires further evaluation.

WHAT CAN WE
DO THAT WILL
HAVE A
SIGNIFICANT
IMPACT ON YOUR
SUCCESS?

PRODUCT HINTS & TIPS



No Activity Report

Have you checked out Traffic Analyst's new "Extension Activity" report. It is available at the Private Network node and for individual switches. From Explorer menu, choose "New Report," select "Inactive," enter the time interval, such as last 30 days, pick your report columns and hit "Display" button. Or, simply display the "No Activity Last 90 Days" preset report.

The "Last Date Used" column will display the most recent date for activity for extension. If no date appears, Traffic Analyst has never seen CDR for extension.

Microsoft Windows Updates

We recommend you be familiar with your servers' "Windows Update" policy. If Windows Updates are allowed, check the server after the update has been released. You may want to consider running updates manually on your Traffic Analyst servers.



For more product information, [Traffic Analyst User Guide](#) is available under Help menu.

IMPACT EVENT — "Take me out to the ball game"

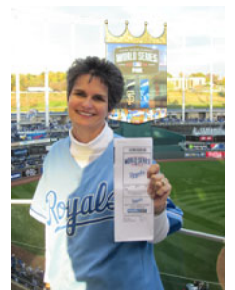
Impact Technologies always enjoys throwing a party. On September 9th, we hosted a great group of 17 fun-loving Tigers fans and one passionate but lonely Royals fan (that would be Becky, Impact's Director of Product Management).



We started the evening at the Hard Rock Café for some appetizers and refreshments before heading over to Comerica Park. It was a gorgeous evening for a ball game and we all had a



great time. Well, minus that poor losing Royals fan. The Tigers won 4-2. However, in the end, all worked out just fine for Becky as she enjoyed an October evening at Kauffman Stadium for World Series Game 6.



CUSTOMER SERVICE CONNECTION

Have you been putting off your end of year network analysis? Do you wish those reports could just be handed to you, no hassle involved? We can help!

We'll collect your data, conduct a detailed investigation into your network performance and model changes in your network usage. Plus, you'll



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.

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

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



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Solutions With Impact™



IMPACT NEWS

Holiday Schedule

As we approach the holiday season, please note the Impact offices will be closed on the following days:

Thanksgiving — Nov 27-28

Christmas — Dec 25-26

New Years — Jan 1



EDUCATIONAL OPPORTUNITY

Why Settle for Call Accounting When You Can Have Call Forensics?

Tuesday, December 9, 2014

11:00 AM ET / 8:00 AM PT

Stop being frustrated by call accounting packages! Traffic Analyst Call Forensics starts by elevating traditional call accounting capabilities but then goes deeper, much deeper, giving you definitive answers to even your most challenging questions.



To register, please visit
www.impacttech.com/events

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



Customer Service

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

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