



Inside this issue:

- Meet Impact 3
- Career Opportunity 3
- Product Hints & Tips 3
- Educational Opportunity 4
- Impact News 4
- Contact Information 4

BLIND SPOTS ELIMINATED IN VOIP NETWORK MANAGEMENT

VoIP networks have the promise of significant telecom savings for most organizations. However, capturing those savings still may not make you a corporate hero if the quality of the deployed network is not adequate. The question is: How do you know the quality and performance of your network, particularly without reinvesting all the savings you just captured?



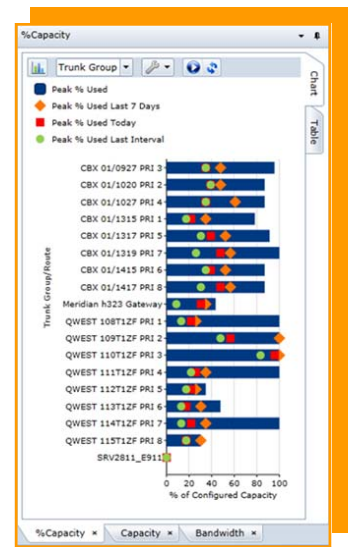
Traffic Analyst is the answer to provide complete visibility. Small to global enterprises rely on easy to understand metrics, charts and alarms to provide a comprehensive view of the capacity, quality of service and call processing issues for an entire voice network—without the expense and hassle of deploying specialized hardware.



STATE UNIVERSITY AND INT'L COMPANY LEVERAGE 24x365 VISIBILITY

Traffic Analyst gives a multi-campus university the latest network utilization information available. When data is collected from their Cisco UCM, the dashboard data tables and charts automatically refresh. For example, the %Capacity chart to the right highlights the percent of configured capacity for key trunk groups. With a single glance, the university can quickly see:

- Peak percent used today (red square)
- Peak percent used during the last data collection interval (green circle)



An international corporation relies on 24x7 visibility to verify if calls are going out the correct

(Continued on page 2)

HOSPITALS ELEVATE COMMUNICATIONS DURING WEATHER EVENTS



It is that time of year again. Blizzards, freezing temperatures, flooding and more. A northeast hospital has relied on DAKS to prepare and respond to blizzards, super storms and hurricanes. An Indiana hospital rolled out severe weather alerting, along with a new hazmat response alerting plan.

Are you prepared? To minimize risk and ultimately return the organization to a normal operating state requires crisis management to be adaptable and ready to work in a predefined or ad hoc fashion. DAKS is the key! DAKS will:

- ◆ Activate emergency conferences among crisis response personnel
- ◆ Automatically dial out to office, home and/or mobile phones with alert notifications and instructions



- ◆ Send pager, email or text alerts
- ◆ Track recipient acknowledgements and automatically escalate based on the number of responses

BLIND SPOTS ELIMINATED IN VOIP NETWORK *(continued from page 1)*

trunk groups as new gateways are deployed. Within 15 minutes, they validate routing instead of waiting until their next billing cycle and risk getting hit with a sizable unexpected expense.

GLOBAL ENTERPRISE UNCOVERS 40% SAVINGS POTENTIAL

Traffic Analyst’s usage profile charts highlight usage trends and capacity. They take the guess work out of capacity decisions by showing detailed histograms of network utilization.

A multinational corporation put Traffic Analyst to work to assure they were not spending money where no value would be received. They quickly discovered their North American Unify OpenScape Voice system had 35 of its 48 trunk groups with a peak usage less than 60%. Overall, their peak percent usage is 42.2%. Potential savings exposed! *“With Traffic Analyst, we clearly see our savings each week and we can build business cases for future sites and projects,”* stated an IT Network employee.



And, on the flip side, they will not be blindsided by blocked calls and poor quality of service. Instead, Traffic Analyst highlight deficient capacity conditions as traffic patterns change.

ABNORMALITIES & FAILURES CANNOT HIDE FROM THESE HEALTHCARE AND INSURANCE ORGANIZATIONS

Insight into dropped calls and QoS problems was a key driver for a large regional healthcare



provider. When a gateway failed, a quick report of abnormally terminated calls for the switch provided insight into the number of calls that were dropped based on the Clearing Cause codes recorded in the CDR. Traffic Analyst also provided information on how other calls were rerouted during failure. *“By seeing the latest trends, we can proactively manage our network and elevate service levels. When we see an anomaly, Traffic Analyst is the forensic tool that allows us to quickly drill into the problem and take action,”* claimed a Voice Project Manager.

And, when a large life insurance corporation thought they were experiencing ATB, Traffic Analyst uncovered the real problem was a requested circuit/channel was not available from their service provider (hello code 44!).

LET TRAFFIC ANALYST DO THE WORK

Even with a real-time dashboard complementing on-demand and scheduled reports, sometimes customers needed important alerts sent to them wherever they would be. With Traffic Analyst, enterprises can create alarms for proactive management of the network.

“For our SIP trunks, I have traffic alarms configured for peak periods to validate the trunks are working and quickly resolve issues when they arise,” a Network Engineer states.



Traffic Analyst distills usage, performance and CDR data into timely, actionable intelligence that is having a dramatic impact on the quality users experience as VoIP networks are rolled out across the globe. As we like to say at Impact, *“we make the complex simple.”* Put Traffic Analyst to work today and let it provide the visibility you need to simplify your complex network management challenges.

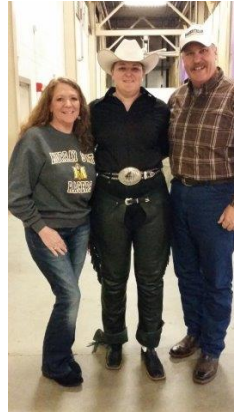


Traffic Analyst is like having an expert engineer analyzing the performance of your network on a full-time basis!

At Impact, we are always looking for the next thing to do. So, challenge us! Whether you purchase our products or engage our services, we promise you significant, positive results.

MEET IMPACT

Karen Belcher has been the Customer Service Manager at Impact for 20 years. She is married with two daughters. Karen and Matt enjoy Cardinals baseball, Rams football and NASCAR races when they can get away. Her oldest daughter is the family hockey fan so they get to work in a Blues games here and there. Karen’s youngest is currently completing a degree in Agriculture with an emphasis in Equine Science at Murray State. She is captain of the Equestrian team so Karen and Matt enjoy traveling to the competitions to cheer on the team.



CAREER OPPORTUNITY

Join the Impact Team where every individual makes a difference! We are seeking a Technical Applications Support Analyst. In addition to competitive benefits package and salary commensurate with experience, we offer significant, challenging personal growth potential and the opportunity to work with a talented team of individuals. Check out our website to learn more and apply.



TELEPHONE TRIVIA QUIZ

Match the event to one of years listed to the right

- A. First mobile phone call
- B. First commercially viable answering machine
- C. First 911 system was introduced in the United States
- D. First commercial Picturephone service debuted
- E. First coin telephone installed
- F. First long distance phone call without directory assistance

- 1889 1946
- 1951 1968
- 1970 1971



Answers: A 1946; B 1971; C 1968; D 1970; E 1889; F 1951

PRODUCT HINTS & TIPS – Traffic Analyst Reports (TARPT)



With TARPT, the user experiences interactive reports and charts right at their fingertips without requiring system credentials. When a report is scheduled or emailed on demand in the TARPT format, the recipient will receive an email with a link to the report. Clicking on the link will automatically open the report in the web browser. The user will be able to group, filter and sort the data in the web grid and view and drill into charts. This is the ideal option for users who need access to data, but you want to limit the data set they see. The links to TARPT reports are only valid for 30

days, but the user can save the report locally.

To email TARPT on demand:

- From the webgrid toolbar, click on the envelope icon.
- Select your format options, enter email address(es) and press “Send.”



To schedule a TARPT:

- From the standard “Schedule Report” window, define schedule, select TARPT as export file type, select your format options, enter email address(es) and press “Save.”

For more product information, Traffic Analyst User Guide is available under Help menu.



IMPACT
technologies

Impact Technologies, Inc.

16650 Chesterfield Grove, Suite 210
Chesterfield, Missouri 63005

Phone: 314.743.1400

Fax: 314.743.1401

e-Mail: Solutions@impacttech.com

Website: www.impacttech.com

Solutions With Impact™



IMPACT NEWS

Follow Us Online

Follow Impact on Twitter and LinkedIn. You will hear from us when we have timely, relevant information to impact your business.



Connect with Impact in Orlando!

If you are attending the Enterprise Connect conference, don't miss your chance to connect with Impact Technologies! We believe complex problems can have simple answers and hope you'll stop by to see just what we mean. Come say hello in booth #338.



EDUCATIONAL OPPORTUNITY

Complete Voice Network Visibility

Tuesday, March 3, 2015
11:00 AM ET / 8:00 AM PT

Whether you are trying to manage a VoIP and/or TDM network, join us to learn how Traffic Analyst offers a dramatically different solution to voice network performance management. Stop settling for a slice of the picture when you can have complete voice network visibility.

W 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 ...

Phone: 314.743.1420

e-Mail: CustSvc@impacttech.com

