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A MESSAGE FROM THE PRESIDENT'S DESK

It's ALL about IMPACT! Bob and I focused on delivering well-considered and well-built technology-based solutions that have a significant positive impact on our customers. While we sought to impact others, we have been blessed every step of our 25 year journey by the impact that others have had on us.



People trusted, stepped forward and took leaps of faith. Not blindly but considered.

- ◆ ROLM that was willing to listen to us before we had even incorporated. ROLM helped form the vision for the world's first identity management system we would call MAC-Ez. Then ROLM went to the market with us, providing the credibility we could not offer.
- ◆ Parents that provided initial startup capital. Knowing nothing about technology they simply trusted their son as they pointed out, "You know the country is in a recession, right?"
- ◆ Our spouses that put their faith and full support behind Bob and me.
- ◆ Investors that stepped in when our vision ended up four times the size of our wallet.
- ◆ Our first employees that left established companies to come work out of my home.
- ◆ Norstan that recognized early a bit of the genius behind MAC-Ez and made it a cornerstone of their new

system implementations.

- ◆ BYU that in fifteen minutes knew they had to be the first to buy MAC-Ez. Then walked along side us shaping MAC-Ez like iron in a fire, making it a world class solution. The thousands of companies that followed is a testament to that partnership and established Impact Technologies as a company with a future.

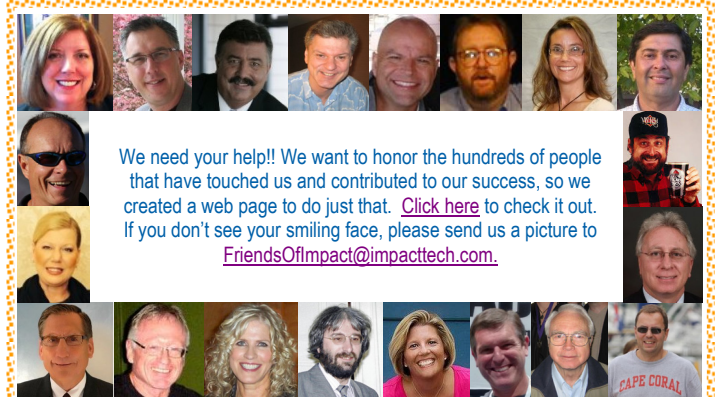
Some thought that MAC-Ez would be our "one-trick pony" and when it went away so would we. The road we have traveled and the place we are now in tells a very different story. (See page 3.) We built more products and helped others bring theirs to market. Heck, we even built a building along the way. New partnerships, new employees and new customers have shaped our journey...challenging, encouraging and supporting us every step of the way.

No 25-year journey is without adversity. We've seen our share. Starting in the recession of 1990, we knew if our solutions and business practices could stand that test, we should be able to flourish in strong economic cycles. Good times did come but the 2000 technical recession followed by

the tragic events of 9/11 created great strain. And just when things got rolling again, the financial crash of 2008 struck. I can tell you that love must be incredibly powerful because if it is greater than the faith and hope we and our families had to muster to get through that period, well wow!

Through it all we never lost sight of needing to have fun along the way. We played some golf, laid by the pool on beautiful Impact Technologies towels, howled at the horse races, watched in awe at Jai Alai and have memories that must remain in New Orleans and Las Vegas.

But it's NEVER been about companies. We've always known it's ALL about people; our employees, their families, our customers and our partners. We have been richly blessed with our extended Impact Technologies family. We appreciate the faith, trust and respect you placed in us and hope we have honored that.



We need your help!! We want to honor the hundreds of people that have touched us and contributed to our success, so we created a web page to do just that. [Click here](#) to check it out. If you don't see your smiling face, please send us a picture to FriendsOfImpact@impacttech.com.

PRODUCT NEWS



DID Number Management & Audit Log

The new Traffic Analyst 6.3 release provides insight into the state of DID numbers and supports number management, such as:

- ◆ Tracking status of each DID number including "In Use," "Hold," "Available" and "Reserved"
- ◆ Placing numbers on hold for a user-defined number of days, including a comment
- ◆ Indicating the next available number in a range
- ◆ Reserving numbers

You may now create an unlimited number of reports for your DID and non-DID numbers or leverage four new DID Numbers preset templates.

Audit Log Report

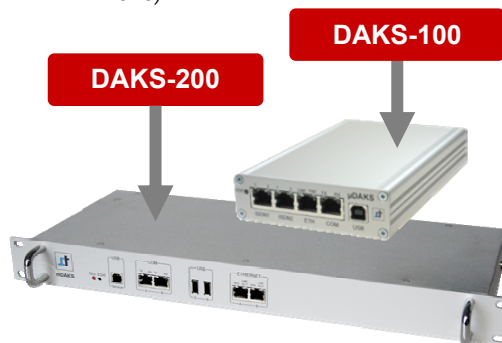
The new Audit Log report is available for administrators. It provides a journal of system activity such as logins, logouts, saving templates, changing passwords and more. Two new Audit Log preset templates are included.



DAKS-Eco 2.10 Coming Soon

Combining the cost-effective hardware platforms with a more robust feature set makes DAKS-Eco the right choice for your broadcasting and conferencing requirements. Choose your hardware platform (DAKS-100 or DAKS-200) and license only the broadcast and conferencing advanced software features you need.

- ◆ Scalability options with incremental channel capacity from 4 to 30 channels
- ◆ Ad-hoc announcements
- ◆ Email notifications
- ◆ Additional serial and ESPA-X interfaces
- ◆ MLPP for Cisco connections
- ◆ Launch broadcasts via e-mail (Mail-2-Phone)



"What can we do that will have a significant positive impact on our customers' success?"

We've never stopped asking that question!

IMPACT EVENT — "THE GERMAN INVASION OF ST. LOUIS"

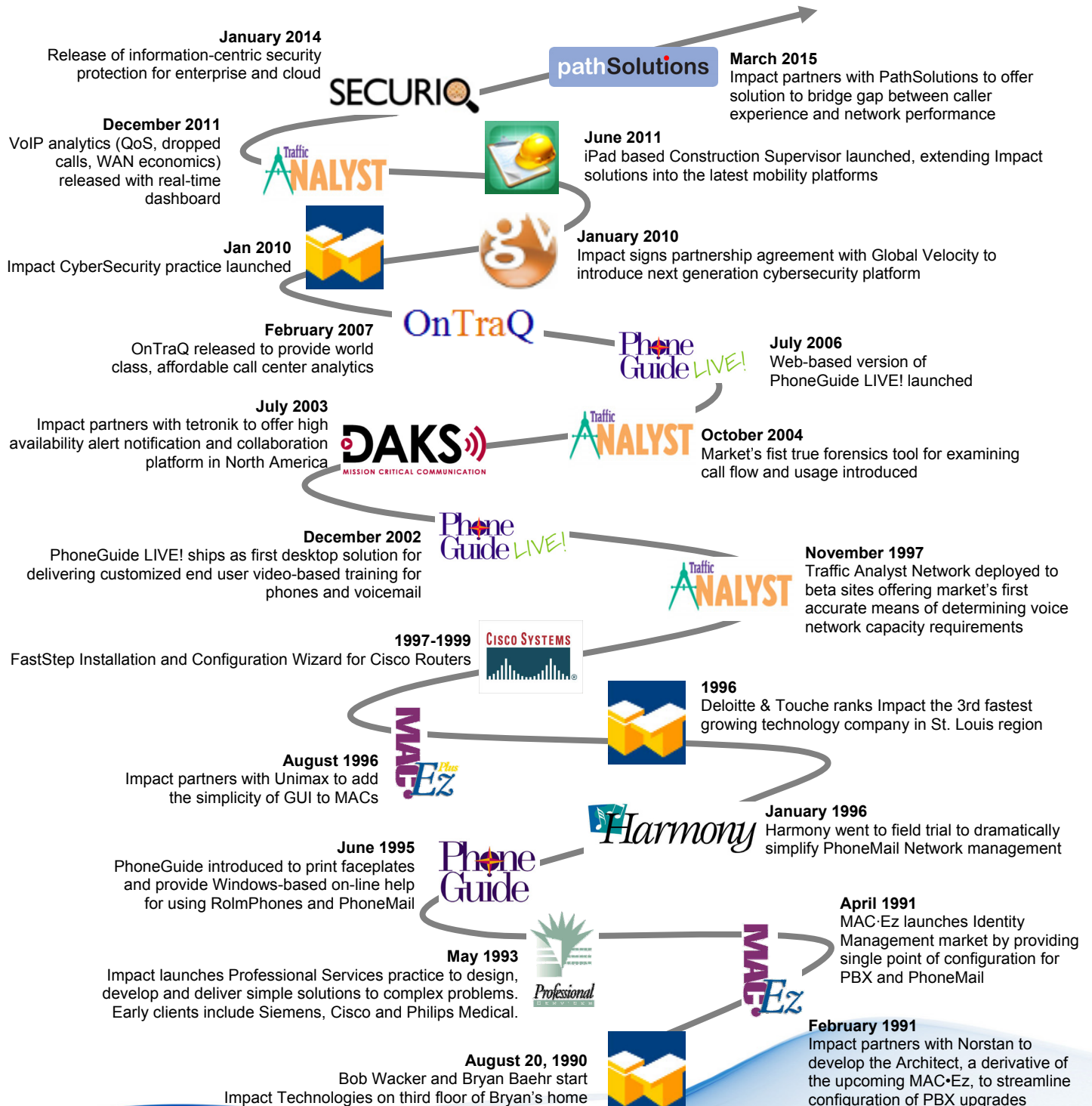
At the end of July, Heiko Trapp and Winfried Geutsch from tetronik participated in a three day workshop at Impact's office. Headquartered in Taunusstein, Germany, tetronik develops and distributes information technology systems worldwide, including DAKS. Impact is the exclusive North American reseller of DAKS. In addition to strategy sessions and product reviews, we made sure to introduce the Germans to some of the highlights of St. Louis, including a Cardinals baseball game and the Gateway Arch (of course!). The adventurous ones in the group spent Saturday on motorcycles touring the St. Louis River Road and beyond.



HAPPY 25TH ANNIVERSARY IMPACT TECHNOLOGIES!



As Impact Technologies celebrates 25 years in business on August 20th, we are taking a look back at some of our key milestones. For our long-time customers, we thought you would enjoy a walk down memory lane with us. For our new customers, we hope you learn a bit more about our history and what made us what we are today.



MEET IMPACT

Ken Cole is a new addition to the Impact team. As the Technical Solution Architect, Ken is focused on managing, developing and vetting Impact's growing solution portfolio. Ken has over 20 years in the IT/telecom space, including previous tenure with Unify Managed Services and Microsoft Corporation. Ken and his wife Cathy have been married five years. They are avid boaters, love the water and enjoy meeting people from around the world. Ken also enjoys restoring classic cars and motorcycles in his spare time.



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.

ON THE ROAD WITH IMPACT



Impact values the input and feedback of our customers and partners. That is the driver for our team to get on the road to spend time with you! So, whether at industry events, or at your office or a fun social event, we want to connect! Here are highlights of our recent travels:

- ◆ **Boca Raton, FL** — Executives Bryan and Bob headed south to meet with the Unify Product Marketing & Product Management teams.
- ◆ **Bedford, MA** — Becky hosted an onsite Traffic Analyst training session for MITRE.
- ◆ **Denver, CO** — Great to see some long-time customers and meet some new friends during our first time exhibiting at the IAUG CONVERGE event. Congrats again to all our 25th anniversary cash drawing winners.
- ◆ **Dallas, TX** — Mike Korneffel spent a couple of days working with the UTSWMC team in "Big D."
- ◆ **Columbus, OH** — Becky spent two days in "The Buckeye State" meeting with both prospects and customers.



PRODUCT HINTS & TIPS – Save Time with Copy Controls



When creating or editing Traffic Analyst report templates, don't forget about the copy controls. If you already have a template you like and want to create a new one that is similar, don't start from scratch! Click the "Save Template As" icon (📄) in the tool bar. Type in a new name, hit "OK" and start making your updates in the new template (including the charts).

In addition, within a template, there are two methods to copy a chart:

- From the web grid, click the Copy icon (📄), enter a new chart name and press "Save." To open the new chart, click on the Open Chart icon (📁) in toolbar and select the new chart.
- If you have the chart open that you want to copy, simply click the Copy icon (📄), enter a new chart name and press "Save." To open the new chart, return to the web grid or click the Chart Table tab, click on the Open Chart icon (📁) in toolbar and select the new chart.

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



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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.



Join the Impact Team

We are looking for new staff members. In addition to a 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.

Visit Career Opportunities page on our website to see postings.

EDUCATIONAL OPPORTUNITY

Call Forensics with Enhanced QoS Visibility

Friday, August 21, 2015
11:00 AM ET / 8:00 AM PT

Traffic Analyst starts by elevating traditional call accounting capabilities but then goes much deeper. And, now with the integration with TotalView, you can identify the root cause of a call quality problem in seconds with just a couple mouse clicks.

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

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