INSIDER

IMPACT technologies

Your inside look at…

Solutions With Impact™

Volume 9, Issue 4   December 2015

Impact Technologies, Inc.

RING IN THE NEW YEAR WITH COMPLETE VOICE NETWORK VISIBILITY

Whether your boss appreciates it or not, you know that managing a voice network is a complex job providing a daily dose of challenges. Balancing technology migrations, service levels, user demands and budgets is tough enough in a TDM environment. IP-based voice communications only adds more complexity. Unfortunately most tools for managing voice networks are antiquated, only making an already tough job more difficult. Call quality is too often managed after-the-fact by reacting to caller complaints. And service levels are only assured by blindly oversubscribing network capacity.

The metrics for indicating the health of a voice network and the methodologies for maintaining a healthy voice network have changed dramatically. You need analytics and modeling tools that fit your metrics for success while complementing and building upon your methodologies for achieving success.

Impact Technologies is passionate about just that. We

UNTIL NOW FORECASTING AND NETWORK PERFORMANCE MANAGEMENT WAS A GUESSING GAME. THERE IS HOPE FOR A BETTER WAY.

design, build and deliver voice network management solutions that you can hone to your metrics and methodologies. So there is hope.

HIT YOUR MARK

From the beginning, Traffic Analyst was built as a powerful tool to maximize the business value of dollars invested in network resources. From small city governments to

PRODUCT NEWS

OnTraQ

Real-Time Life of Call

Affordable call center analytics does not imply a minimal feature set. OnTraQ is a fraction of the cost of other systems but offers a robust feature set, including real-time, step-by-step Life of Call.

Life of Call is available for individual agents and entire ACD groups and queues. You see a summary row for each call and then can drill into the chronology of each call's activity, as highlighted in the blue box below. Follow each call state such as In Queue, Talking, On Consult Hold, Transferred and more. Quickly filter the calls based on date, time range or activity.

And, Life of Call is not just historical. Each step is available for calls in progress. A manager can see a call has been put on hold four times and understand why the caller is upset and escalated the call. Life of Call is another tool to keep your call centers OnTraQ!

Start	End	Elapsed	Service Group	Agent	Activity	Connected Party	Calling Number	Called Number
10:02:25 AM	10:02:38 AM	00:13		1425 Belcher	Forwarded 2nd	1404	4122881059	1425
10:15:00 AM	10:32:33 AM	17:33		1425 Belcher	Completed Normally 2nd		4122881059	1425
11:22:16 AM	11:22:59 AM	00:43		1425 Belcher	Transferred To	1477	6103515440	1400
11:22:16 AM	11:22:16 AM	00:00	Administration		In Queue		6103515440	1400
11:22:16 AM	11:22:16 AM	00:00	Administration		Sent To Agent	3501	6103515440	1400
11:22:16 AM	11:22:23 AM	00:07	Administration	3501	Ringing	3501	6103515440	1400
11:22:23 AM	11:22:59 AM	00:36	Administration	1425 Belcher	Talking		6103515440	1400
11:22:42 AM	11:22:59 AM	00:17	Administration	1425 Belcher	On Consult Hold	3501	6103515440	1400
11:22:44 AM	11:22:44 AM	00:00	Administration		Dialing	1477		
11:22:44 AM	11:22:59 AM	00:15	Administration		Consult Call		3501	1477
11:22:59 AM	11:22:59 AM	00:00	Administration	1425 Belcher	Transferred To	1477	6103515440	1400
Start	End	Elapsed	Service Group	Agent	Activity	Connected Party	Calling Number	Called Number
12:08:04 PM	12:09:33 PM	01:29		1425 Belcher	Completed Normally 2nd		1411	1425

## COMPLETE VOICE NETWORK VISIBILITY *(continued from page 1)*

huge global enterprises, Traffic Analyst is the unique solution. It is the market's most comprehensive view of voice network utilization and performance plus call forensics.

♦ A customizable dashboard provides a real-time snapshot of the most critical information in a single glance with interactive experience to drill down, filter, group, sort and more.

♦ QoS visibility to root cause determination pinpointing specific devices experiencing quality problems with quick identification of the source of the problem!

♦ Clearing Cause analytics providing insight into when and why VoIP calls terminate unexpectedly.

♦ VoIP Economics identify and harvest VoIP savings by leveraging WAN to avoid PSTN toll charges.

Keep On Keeping On

But with technology changes and dynamic networks, the target continues to change. And so does Traffic Analyst! Traffic Analyst is loaded with new features, many of them driven by our customers and partners – like you! Examples include:

♦ DID Number Management

♦ Virtual Trunk Groups to highlight SIP traffic

♦ Zero Activity Extension reports
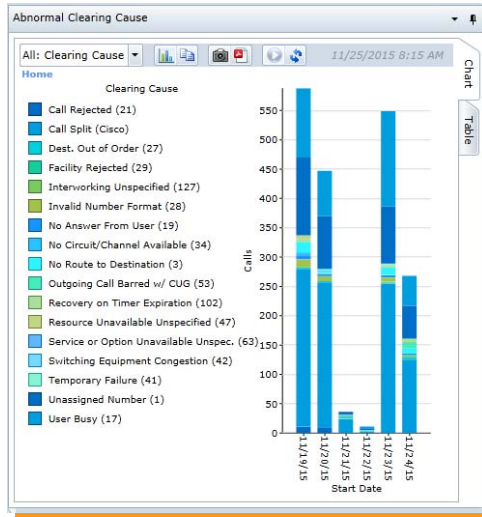
♦ Organizational Bulk e-mails

♦ And so much more!

New Year, New Game

Traffic Analyst isn't just another "me too" network management and call accounting option. It is a game changer! At Impact, "Making the Complex Simple" isn't just a cute slogan. It is at the core of our products and services. Traffic Analyst will make your job easier and put you on a direct path to achieving your network goals. So, you can dramatically simplify the challenges of managing your voice network while aligning its performance with your company's objectives. Bottom line, 2016 can be different!

> Traffic Analyst provides a simple, more reliable alternative to improve the service and cost performance of your voice network.

IMPACT NEWS

Upcoming Holiday Schedule

Please note the Impact offices will be closed on the following days:

• Christmas: Thursday, Dec 24 - Friday, Dec 25

• New Years: Thursday, Dec 31 - Friday, Jan 1

CONNECT WITH IMPACT

Follow Us Online

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

Save on Enterprise Connect Registration

If you are planning to attend the Enterprise Connect conference, save $500 on the Entire Event or Tuesday-Thursday Conference pass when you register with Discount Code IMPACT.

ON THE ROAD WITH IMPACT

Impact values the input and feedback of our customers and partners. We want your opinions on how our products are working for you. And, we love to have you challenge us with how to expand and enhance our product suite. That is the driver for our team to get on the road to spend time with you! Here are a few highlights of our recent travels:

♦ **Arkansas Travelers** — Bob and Mike were off to Little Rock in August for meetings with Veterans Health Administration discussing strategies for DAKS and Traffic Analyst to streamline voice operations.

♦ **Black & Gold All Around** — With the kickoff of NFL season and the Pirates in the MLB playoff chase, Pittsburgh was all about sports. But Becky did squeeze in a few Traffic Analyst sessions with Federated Investors and Peoples Natural Gas back in September.

♦ **Windy City Here I Come!** — Becky enjoyed a Traffic Analyst meeting with Illinois Tool Works and a DAKS session and lunch with TTX in Chicago in late October.

♦ **Bryan Back Among Friends** — As a proud Michigan grad, Bryan loves to return to Detroit to meet with Henry Ford Health System, Flagstar Bank and Unify friends as he did recently.

♦ **Iowa Hawkeyes or Cyclones?** — In November, Becky spent three days in Iowa for meetings with City of Des Moines, Athene, Wellmark and Black Box in Des Moines and a quick trip to meet with the City of Ames. Lots of college football talk!

Upcoming trips are planned to Detroit and Memphis. We would love to come visit you too! Call us to schedule a convenient time.

## PRODUCT HINTS & TIPS - *Traffic Analyst Web Grid Operations*

Traffic Analyst web grids present report data in a tabular view that allows you to interact with and drill into the data. Here are a few helpful tips:

• Columns can be re-ordered by left clicking mouse and dragging a column to its desired location.

• To create groupings, click and drag a column header into the Group Row section, shown in the red box below. A grouping creates a summary row that may be expanded by clicking on the plus "+" sign.

• Sort with a left mouse click on a column header. To add subsequent sorts, hold down the "Ctrl" key and left mouse click on additional column headers.

• Add a filter by hovering mouse over column header and clicking on the arrow on the right side of column. The filter options will vary based on the type of field (numeric, date/time, string).

• Columns can be renamed via a right mouse click on a column header.

• Mouse over text is available for each column. Place mouse arrow directly over column header name. The text includes the column name (not the alias) and field definition.

WHAT CAN WE DO THAT WILL HAVE A SIGNIFICANT IMPACT ON YOUR SUCCESS?
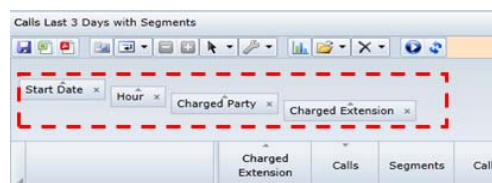
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Solutions With Impact™

IMPACT EVENT

The Impact team has always loved a good party. And, this year's Christmas party was extra special as we gathered at President Bryan Baehr's home to enjoy an evening of wonderful food and friendship with our co-workers, families and special guests. As Impact has celebrated our 25th anniversary this year, several of our "legacy" employees came back to celebrate with us.

For Specific Inquiries and Comments...

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