



Inside this issue:

Career Opportunities

We are hiring. Are you the next to join our team? **2**

Product Hints & Tips

Get the most out of your Traffic Analyst charts **3**

On the Road with Impact

Where in the world has the Impact team been? **3**

Meet Impact

Ed Lanfer joins Impact as Technical Analyst **4**

Impact News

Subscribe to Impact's new YouTube Channel! **4**

DO YOU KNOW YOUR CALLERS' QOS?

VoIP networks have the promise of significant telecom savings for your organization. However, capturing those savings still may not make you a corporate hero if the quality of your voice calls is not adequate.



The question is: How do you know the quality of your callers' experiences, particularly without reinvesting all the savings you just captured? You have tools to tell you the quality from your network equipment's perspective, but what about caller experience? Where do you start? What metrics can you look at?

CALLER QoS ANALYTICS

Start with the basic QoS metrics. You will want to pinpoint specific devices (such as phones, phone gateways and network gateways) experiencing quality problems for individual calls based on metrics such as:

- MOS
- R-Factor
- % Packet Loss
- Latency
- Jitter

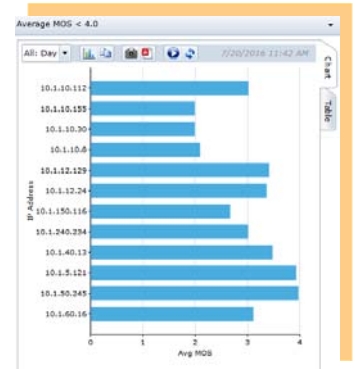
Build reports and charts to highlight devices that do not meet your defined thresholds. For example, the chart to the right displays the IP addresses of devices with an average MOS less than 4.0.

ABNORMAL CALL SETUP & TERMINATION

Another view into the quality



and performance of your caller experience is provided by Clearing Cause codes recorded in your CDR and available for reporting. Did you know that with VoIP there are over 100



(Continued on page 2)

PRODUCT NEWS – Number Management Available in Traffic Analyst!



Release 6.4 Now Available!

Impact is excited to announce that Traffic Analyst 6.4 includes a user-friendly, centralized solution for managing your DID and non-DID number inventory across your PBX platforms. You can now easily track and report number status, such as In Use, On Hold, Reserved, Available and Aging. Place numbers on hold for user-defined number of days, quickly determine the “next

available number” to assign and much more.

Put number management via Excel spreadsheets behind you.

Let Traffic Analyst do the work so you can have total voice network visibility – right down to the state of your DID and non-DID numbers. And, there is no additional charge! It's part of the core solution.

Other features in 6.4 include:

- New SIP Response Code reporting field and alarm.

- Option to import subscriber organization data directly from switch, such as Subscriber Name and Department.

- New Call Forensics reporting fields include Authorization Code Description, Authorization Level, Comment, Last Redirect Number and Pilot Number.

- Multi-entry selection for dashboard list boxes.

Call us at 314.743.1430 to learn more about 6.4 release and how to put number management at your fingertips.



WHAT'S YOUR CALLERS' QOS? (continued from page 1)

reasons why a call may not setup properly or later drop the connection? Abnormal call set up and termination trending analytics will quickly help you spot abnormalities you might want to investigate. And, associating these calls with SIP response codes will provide additional troubleshooting insight.

NETWORK SATURATION

And then, of course, if your callers can't get dial tone because all the channels are busy, you will hear about that! And, even more so when your customers are blocked and can't reach your sales team or support call centers.

For insight into your network capacity, consider a two-step approach. First, leverage a high level view that provides a quick snapshot of the current and historical performance of your network. For example, the %Capacity chart below displays the percentage of configured capacity used for key trunk groups and routes for various points in time—the



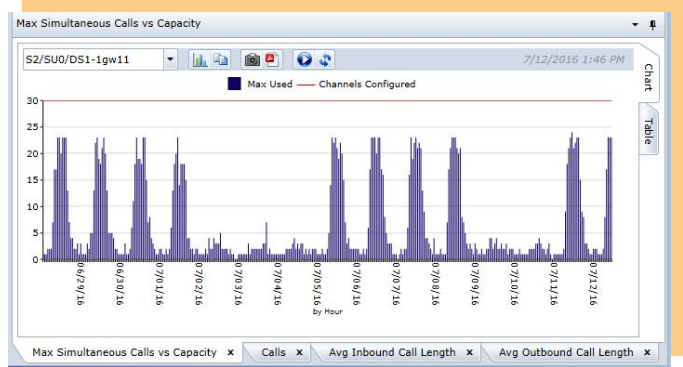
entire report interval, last seven days, current day and within the past 15 minutes. With this view, you can quickly discover saturated or near capacity circuits that lead you to step two.

With step 2, drill into the details to investigate the cause of the peak usage. Is usage trending up? Was there a spike in usage at a particularly point in time? If so, what caused it? With detailed histograms of network utilization as shown to the right, usage and abnormalities are clearly seen and compared to configured capacity.

Analytics like these take the guess work out of capacity decisions and keep you from falling into the trap of purchasing and maintaining excess capacity. Spending money where no value is received won't get high marks with your CFO.

PROACTIVE MANAGEMENT

Finally, you can't always be reviewing reports or sitting at your desk in front of a dashboard, so you need to be proactive. Determine your key callers, trunk groups and/or routes and build an alarming mechanism to keep you abreast and ahead of issues, knowing about problems and abnormalities almost as they



occur, sometimes even before. Alarm examples may include:

- QoS thresholds such as MOS too low or too much jitter for a call
- Clearing Cause codes for irregular call terminations
- Network saturation conditions such as bandwidth utilization greater than 90%



THE TRAFFIC ANALYST APPROACH

So after you have designed and implemented a best practices QoS policy throughout your network, how you do assure it on an on-going operational basis? That's where Traffic Analyst comes in! Rogue devices get attached to the network. Patches, upgrades and power resets can alter QoS settings, presenting a persistent operational challenge. Traffic Analyst lets you see deteriorating caller QoS before it may even be noticed by users, giving you a chance to fix the problem before a complaint is ever raised.

CAREER OPPORTUNITIES



Join the Impact Team where every individual makes a difference! Our passion and dedication is resulting in significant growth, so we are now 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. Current openings include:


- ◆ Software Development Engineer
- ◆ Technical Solutions Architect

Visit Career Opportunities page on our website to see more detail on positions.

PRODUCT HINTS & TIPS - Traffic Analyst Charts



Traffic Analyst charts offer almost unlimited options to tailor the chart to your requirements. Let's take a quick peak at a few customizations.

While your chart is open, always start by clicking on Chart Properties icon ().

- (1) To change the **chart colors**, click on General Tab and select a new "Chart Palette" and click Display button.
- (2) **Quick Filters** allow you to efficiently drill into specific data in your chart by a single column value. To add a quick filter, click on General Tab, check "Quick Filter" box and use the combo

box to select column. When you click Display button, your chart will add the filter to tool bar.



- (3) To change the text for the **axis labels**, click on Item Axis or Value Axis, check the "Axis Label" box, enter your preferred text and click Display.
- (4) To remove or edit **grid lines**, click on Item Axis or Value Axis. To have no grid line, set "Grid Line Thickness" to 0. You may also increase value for thicker lines and change color with the "Line Color" dropdown box.


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

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!

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. So, whether at industry events, or at your office or even a fun event like a baseball game, we want to connect! Here are a few highlights of our recent travels:

- ◆ **Capital Commuting** — In April, Mike Korneffel headed east to Washington DC area for roundtable discussions with Willis Tower Watson on the benefits of Traffic Analyst, plus meetings with Unify.
- ◆ **Motor City Meetings** — In May, Becky Maycock traveled to Detroit for product feature discussions with  Henry Ford Health System and also a few hours of Traffic Analyst training with Health Alliance Plan.

- ◆ **California Here I Come** — In May, Bob Wacker headed to the Golden State to attend the SIGNAL 2016 conference and meet with a few channel partners.



- ◆ **Summer Heat** — In July, Becky headed to hot and humid Tulsa for meetings with Fabricut and Saint Francis Health System. Even with temperatures near 100, she thought she was pretty cool in her hot little VW bug rental.



- ◆ **A Little BBQ and Blues?** — In July, President Bryan Baehr and Karen Belcher headed south to Memphis for customer meetings as we deploy OnTraQ in Cisco call centers spread across North America with 4,000 agents.



Upcoming trips are planned to Baltimore and Greensboro, NC. We would love to come visit you too! Call us to schedule a convenient time.

AT IMPACT,
"MAKING THE
COMPLEX
SIMPLE" IS NOT
JUST A COMPANY
MOTTO. IT IS AT
THE CORE OF
ALL WE DO.



Impact Technologies, Inc.

16253 Swingley Ridge Road, Suite 350
Chesterfield, Missouri 63017

Phone: 314.743.1400

Fax: 314.743.1401

e-Mail: Solutions@impacttech.com

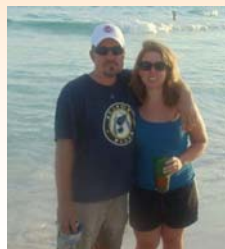
Website: www.impacttech.com

Solutions With Impact™



MEET IMPACT

Ed Lanfer joined the Impact Technical Support team in March 2016. Ed has a BS in Management Information Systems from Columbia College. You will often find Ed, along with his wife Jessica and kids Matt and Madison, enjoying the great outdoors. They are frequent campers, and Ed loves to spend time fishing and hunting with Matt. Ed is a passionate sports fan, particularly enjoying the St. Louis Blues. One of his most gratifying hobbies is coaching Matt's baseball team and assisting with his basketball team.



IMPACT NEWS

Impact on YouTube!

Impact recently launched our company YouTube channel. Now you can sit back, watch and learn about our  "Solutions with Impact" portfolio and keep updated on our latest news. Check out the posted videos and subscribe to our channel so you will be notified when new videos are posted. As we publish new videos, we will also announce on Twitter and LinkedIn.



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

