

Published from Time to Time

www.innovsys.com June 2008

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Upcoming Events

All events are held at the Innovative Systems office unless otherwise noted.

July 2008

July 15-16

APMAX Training

August 2008

August 26

Innovative Systems Golf Outing
Lakeview Municipal Golf Course
Mitchell, SD

August 27

Innovative System User Meeting
Highland Conference Center
Mitchell, SD

September 2008

September 9-10

APMAX Training

October 2008

October 7-8

eLation User Meeting
Highland Conference Center
Mitchell, SD

October 14-15

APMAX Training

November 2008

November 4-6

Advanced AP Training

100th APMAX Reaches the ILEC Market in Less Than 12 Months

Within the first 12 months of market deployment, Innovative Systems has orders for 100 of their new APMAX Application Servers shipping to service providers in the rural telecom market. The APMAX Application Server is provided with the Nortel Communication Server (CS) 1500, a next generation soft switch which debuted in March 2007.

The 100th CS 1500 was purchased by Buggs Island Telephone Cooperative in Bracey, VA. Buggs Island Telephone, General Manager, Mickey L. Sims stated, "Choosing a switch supplier with a long history of commitment to the IOC market was very important. Plus the fact that the CS 1500 has an embedded APMAX provided by Innovative Systems solidified our decision to go with these proven industry leaders."

"The fact that the majority of the IOC marketplace has been using our Application Peripheral platform as well as Nortel's DMS-10 for many years has allowed Nortel's CS 1500 to quickly become the dominant soft switch in the IOC market," said Innovative Systems CEO, Roger Musick. "The CS 1500 design allows the telephone company to retain their existing remotes and analog lines which saves money and reduces the conversion costs for long-time Nortel and Siemens customers. Another major factor is the reduced training and conversion costs when moving from a DMS-10 to a CS 1500."

"The rural telecom market is looking for stability and an integrated solution from their softswitch vendors," said Dave Jarzemy, Rural Market Product Manager, Nortel. "Rural service providers need a solution that allows them to evolve their existing network to meet growing customer demand for unified IP-based communications. They know they can get stable solutions from companies with a history of telecommunications experience, which is certainly the case with Nortel and Innovative Systems."

For more information about APMAX, please contact your Innovative Systems Sales Representative.



Innovative
Systems

APMAX Release 3 Preview



Since September 2007, APMAX Release 2 has been in the marketplace helping companies offer advanced services along with their Nortel CS 1500 softswitch. In Release 2 companies were deploying the following services and features:

- Announcements
- Calling Name
- Screen Pop Caller ID
- Call Logging
- Switch Service Control
- Single Number Service
- Unified Messaging
- Conference Calling

As the number of Nortel CS 1500 customers continues to grow, services for the Innovative Systems APMAX continue to be enhanced and new services developed.

We are excited to provide you with a preview of what Release 3 will have to offer.

Integrated Web Portal

An Integrated Web Portal will be available with Release 3 to allow management of services via Phone Central or the Web Portal or Both. The Web Portal will allow services to be ordered from anywhere the user has access to the Internet.

Unified Address Book

With a Unified Address Book, users will be able to import contact information from Microsoft Outlook/Exchange as well as manage information from Phone Central or the Web Portal. The Unified Address Book will be shared by other Services.

Voice Mail Enhancements

Release 3 Voice Mail will include Call Screening with Pickup so that users may pick up a call as someone is leaving a message, Unified Address book Integration, and Web Portal Integration.

Conference Calling Enhancements

Conference Calling will be enhanced to allow recording of conference calls. Users will be able to use a Quiet Mode (no entrance/exit beeps) and there will be Web Portal Integration for online management of conference calls.

Terminating Call Manager

The Terminating Call Manager service will essentially integrate Terminating Call Manager (Telemarketer Call Screening) and Do Not Disturb service into a single service for maximum call screening abilities.

Single Number Service Enhancements

Single Number Service will be integrated to work with Terminating Call Manager and Do Not Disturb, offering a robust call management system. It will also integrate with the Unified Address Book.

Automated Notification Service

The Automated Notification Service, as you know it today, runs on the AP to notify customers of pending non-pay disconnect. Release 3 will make it possible for more flexible scheduling and will have the ability to import lists/jobs so the service could more easily be sold to other users. There will also be extensive reporting available with the service.

Weather Announcement Service

Weather service will support multiple types of weather stations.

Enhanced Message Analysis

Real Time Monitoring and Trunk level Monitoring with drill down to call detail will be available with Release 3. A GUI Management interface will make the service user friendly.

APMAX Software Enhancements

In the management software, you will find versatile announcement builder capabilities as well as a flexible reporting process.

Platform Enhancements

The APMAX will include performance improvements with Release 3. It will be NEBS Level 3 Compliant and SNMP enabled.

Innovative Systems-Hosted Youth Panel

Opens Eyes at TOC

One of the frequently asked questions by rural telecommunications companies is, “How do we attract the youth market? Part of the answer to that question was exposed at last month’s Tri State Operators Conference in Fargo, ND. Before a crowd nearing 800 Telco representatives, five young people between the ages of 16 and 24 revealed their usage habits as they relate to communications products and services. These individuals ranged from high school to grad students to young working professionals.

The youth were all asked to respond to the same questions that covered phone service (wireless and wireline), Internet, video, devices and advertising influences. Some answers were not surprising. Others, like their relatively few hours spent watching television, signaled a change of their usage of visual technology. Probably the most talked about question after the session was, “If you were forced to give up two of the following three technologies phone, television or Internet because of economic hardship, which one would you keep?” Every one of them, without thinking for more than a second, said they would keep their Internet connection. A couple of them articulated that with Internet you can still have a somewhat similar version of technologies if they were to be forced into this scenario.

In the telephone segment, not surprising was that they all had cell phones and most had unlimited texting included in their plan. Midwest values prevailed when someone from the audience asked what they thought about using a text message to break up a relationship, to which all of them considered the idea to be rude and tactless. One of the most humorous responses came when one of the panelists said that he did have a friend who was rejected for a date offer by text message, but then quickly added that the person had used a text message to ask for the date in the first place. An encouraging response was the favorable reaction to wireline service that interacted with IP, such as voice mail to email and caller ID screen pop on both the television and the computer - certainly a plus for those of you who already have these services.

On the video side only a couple of participants had adopted measurable DVR/PVR viewing habits. The average time spent viewing television was around 1.5 – 2 hours per day. Though quite familiar with the practice, not many were using the Internet to download and watch previously-aired television programs. A couple of IPTV-related questions received very positive responses. They all said they would *definitely* order a pizza from the local pizza shop if they were given that option with their television remote control. They also said they would *definitely* utilize wireline telephone features through their television such as voice message screening and Caller ID.

As far as the Internet, average usage time was 4 hours and up to 10 for the college students doing research. Instant messaging has been replaced with MySpace and Facebook with traditional e-mail still being used as the more formal form of web-based communication. A member of the audience asked about usage of wireless broadband Internet and none had yet taken on a wireless Internet plan.

The influential advertising factor of friends and the Internet was 4-5 times more important to them than that of radio, television and newspaper. This certainly impressed upon session attendees that one must resort to different marketing tactics to effectively reach these young adults.

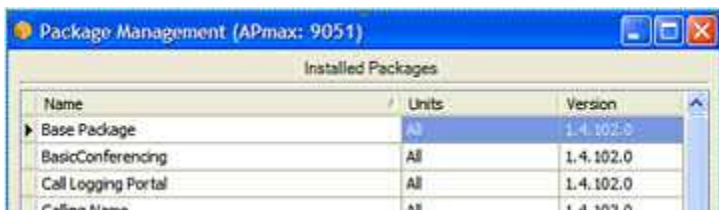
Anyone wishing to receive a copy of the questions that were asked during the youth panel feel free to send an e-mail request to scottm@innovsys.com.

Work More Efficiently Using These Tips:

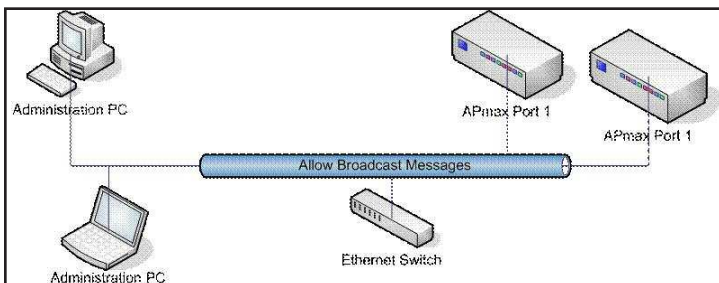
From the AP Technical Support Team:

APMAX Users: Release 2.0 of APMAX is available for General Release. If you are not at the latest release, contact AP Technical Support for assistance.

To verify which release you are currently running, check Package Manager. The Base Package Version should end with the number 2.0.



Users Turning Up APMAX: When you are first turning up an APMAX we all have to be connected to the same Ethernet switch. That means, the administration PC and the APMAX will be on the same Ethernet switch.



Assign Addresses to the DSPs

Be sure to assign all the DSP IP addresses when provisioning the APMAX –This enables customers to use the conferencing across the 2 units.

If you have questions regarding these tips, please contact AP Technical Support at 605.995.6120.

From the eLation Mapping Support Team:

An address that worked well before your upgrade to 3.1 may now give this warning when it is opened and closed, “Address in use elsewhere”.



You search for it in the exchange, but don't find it. What happened? It is probably just caused by a change in how the program works. In 3.0, all addresses had to be unique in an exchange, and mapping did not keep track of “cities”.

Suppose Mitchell and Loomis are both in the same telephone exchange and both have a 101 S Main St. Version 3.0 would not have allowed the two to exist in the same exchange. In 3.1, addresses are now associated with a city. If no city is identified in the address, then they are lumped together and you could possibly see the dreaded ‘Address in use elsewhere’ message when closing the house.

How do you solve this? In Mapping Admin, find Cities in the Company menu. Add all cities, states, and zip codes. Next, find the Exchanges in the Company menu and select the default city. This will populate new buildings created in Staking. In AutoCAD, open the map and select the default city in IS Map | Manage | Map Setup.

In Mapping, you can select all the houses to change and use the command ‘ISBulkCityAssign’ to assign the city to all houses selected. The command will not allow duplicates.

If you have questions regarding this tip, please contact eLation Mapping Support at 605.995.6120.

2008 User Meeting Registration Available

Mark your calendar!

The 2008 Innovative Systems User Meeting for AP and APMAX users will be held August 26-27, 2008 at the Highland Conference Center in Mitchell, SD. We are excited to host our meeting in the newly-constructed Highland Conference Center. **Complete meeting information and registration is currently available on our website.**

You'll find the Highland Conference Center located just off I-90 Exit 332. It's conveniently connected to the Hampton Inn with indoor access from the hotel. It is close to restaurants and the Cabela's store.

We have secured a sleeping room block with reduced rates at the Hampton Inn. You may begin making room reservations at any time.

For those of you interested in an afternoon of golf, we will again hold a best-ball tournament on Tuesday August 26. The evening social hour will include an outdoor BBQ and golf awards.

We look forward to seeing you in August!

Hotel Information:

Hampton Inn

(next to Highland Conference Center)
1920 Highland Way Mitchell, SD 57301

Phone: 605.995.1575

Ask for the Innovative Systems room block.
Reduced rates available until August 11, 2008.

Days Inn

(approx .75 miles North of Highland Conference Center)

1506 South Burr Mitchell, SD 57301

Phone: 605.996.6208

Ask for the Innovative Systems room block.
Reduced rates available until August 11, 2008.

Other Hotel Options:

Comfort Inn & Suites

(next to Highland Conference Center)
2020 Highland Way Mitchell, SD 57301

Phone: 605.990.2400

Kelly Inn & Suites

(across the highway from Highland Conference Center)

1010 Cabela Drive Mitchell, SD 57301

Phone: 605.299.4179

eLation User Meeting Attracts 150+ Attendees

More than 150 attended the first User Meeting held specifically for eLation users on April 2-3, 2008 at the Highland Conference Center in Mitchell, SD. People from 16 states and 43 companies were represented at this first meeting.

In sessions over two days, attendees learned of ways they could be more efficient by using the eLation products. Sessions revolved around 'best practices' and that point was driven home using a little humor and entertainment. A few of the eLation support staff members participated in skits that portrayed the different ways of assisting customers. The audience could relate to crying babies and honking car horns from outside the building!

The eLation User Meeting is a great way for users to connect with one another, meet support staff face-to-face as well as see what is on the horizon for eLation. It's a place to let your comments be heard.



MARK YOUR CALENDAR! The next eLation User Meeting is scheduled for October 7-8, 2008 at the Highland Conference Center. Hotel information can be found on our website. Registration and agenda information will be made available in August.