



www.innovsys.com
November 2009
Published from Time to Time

Innovative Systems Debuts Subscriber DVR Control via the Web at Telco TV

In an effort to provide advanced functionality to its IOC middleware subscribers, Innovative Systems previewed for the first time its online DVR customer care feature to attendees at the 2009 Telco TV Expo in Orlando, FL. Innovative Systems IPTV Middleware solution will provide IPTV subscribers control of their DVR through a Web Portal.

Utilizing the redundant built in web servers on the APMAX; service providers in the IOC space will now be able to offer their customers an option that has, until now, only been available with major providers such as Dish Network. "This type of feature option for small market video providers levels the video playing field, and in many cases will surpass the feature offerings of their competitors." According to Ryan Tupper, Director of Voice and Video services for Innovative Systems, "The ability for us to offer multiple enhanced video and telephony features as well as quality monitoring, ad insertion and real time encryption through our IPTV Middleware on one redundant system, gives our customers significant flexibility without increasing their carbon footprint."

Upcoming Events

December 15, 2009
Report Writer Tool Webinar

December 25, 2009
Closed - Christmas Day

January 1, 2010
Closed - New Year's Day

January 12-14, 2010
APMAX Training

February 9-10, 2010
eLation Staking & Mapping
User Meeting

February 9-11, 2010
APMAX Training

April 6-7, 2010
eLation Billing & Financials
User Meeting

August 31-September 1, 2010
AP/APMAX User Meeting

The new service allows customers to go online and set up their DVR with a full suite of control features equal to what they can do at home with their remote control. Additionally, subscribers can access and administer their telephony services through the web portal.

By leveraging years of Telco experience, the Innovative Systems IPTV Middleware solution provides a carrier grade option that allows the provider a one call option with all STB software, encryption and middleware supported by Innovative Systems. With a fully integrated subscriber management system, service providers will be able to utilize tools such as the virtual remote and the one click flexible report writer to reduce service calls and improve administrative efficiency.

Web control of the DVR is planned for general availability in 2010.

Inside this Issue...

Subscriber DVR Control via Web ... Page 1
AP & APMAX User Meeting Highlights ... Page 2
Silver Star Communications Implements eLation ... Page 3
Ringgold Telephone Implements eLation ... Page 4
eLation User Meeting Highlights ... Page 5
APMAX Minute ... Page 6
Additional APMAX Services Available ... Page 7
Steve Garrow Joins Innovative Systems... Page 7
IPTV Middleware Progress Report... Page 8

AP & APMAX User Meeting Highlights

This year's Annual AP & APMAX User meeting was held August 25-26, 2009 at the Highland Conference Center in Mitchell, SD.

New at this year's event, attendees participated in a product showcase. Stations were available to give small group live demonstrations of different services available on the APMAX. Attendees moved through areas on IPTV Middleware, Voice Mail to eMail, Single Number Service, Notify Plus and Web Portal.

Attendees were updated on the status of IPTV and APMAX development. They also heard about upcoming Release 4.0 features. In addition Madison Carter of Palmetto Rural Telephone shared their company's experience with the Notify Plus service.

In the Marketing Breakout session, attendees were able to hear directly from the future of telecommunications in a live youth panel. Participants ranging in age from 16-30 provided uncensored feedback regarding topics ranging from their use of landline and wireless phone service to their perceived value of those services. Some of the responses were quite interesting and eye-opening getting the group to really think about where the focus needs to be going forward. We heard several comments like this one from attendees, *"the Youth Panel was awesome."* We're happy you enjoyed it.

There were over 125 attendees from 16 states and 60 companies. Attendees had the option to golf before the meeting and enjoyed networking social time as well as great meals.

Attendees leave comments like these:

"enjoyed the showcase concept very much"

"great user meeting. It was well designed and covered everything I wanted to see".

So, come see what they are talking about. Join us August 31-September 1, 2010.



Ryan Tupper demonstrates the IPTV Middleware system.



Josh Gillen demonstrates the APMAX Services.



Youth Panel participants answer questions about their use of telecommunications services.



Silver Star Communications to Implement eLation OSS System

Silver Star Communications, headquartered in Freedom, Wyoming, recently purchased the eLation OSS system from Innovative Systems. Silver Star offers voice, video, data and wireless services to a large area covering the Teton Valley of Wyoming and Idaho as well as the Jackson and Star Valley areas of Wyoming. A system conversion is a huge undertaking; one not approached lightly. So, what does a company such as Silver Star consider important in the search for a new OSS system?

Silver Star's position today is one where they have different applications from different vendors for specific areas of their business. "Integration is difficult and the systems don't talk to each other very well," says Sharon Urbanik, Information Systems Manager, Silver Star Communications.

Silver Star reviewed many providers and systems in their search process. After initial review, six companies remained serious contenders. What ultimately helped Silver Star choose eLation was visualizing the direction eLation could take them in the future. Silver Star's team was impressed by Innovative's approach to using the latest in software development technology to build eLation. "We feel that Innovative's commitment to keeping with new technology will give us flexibility that we need going forward as we add new products and change along with the industry," says Urbanik.

As Silver Star began their search for a system it wasn't necessarily a requirement that .NET be the underlying development technology or even that it be a Windows-based solution. As their search progressed, they began to see clear advantages to eLation's design. "Employees today generally already have PC and Windows experience coming on to the job," says Urbanik. "When we saw how intuitive eLation is, we could see that as a Windows-based solution eLation would be easy for our staff to use."

Silver Star expects that eLation's integration will allow information to flow seamlessly from one area to another. They are excited about advanced reporting capabilities that they anticipate will help them make more informed business decisions.

Overall, Silver Star feels that eLation will give their company added flexibility and efficiency that they desire. "Was there a specific list of requirements we were looking for in our search for a new system? Not necessarily specific task-oriented requirements," says Urbanik. "Rather, we were interested in a solution that would enhance what we already have going on and allow us to move forward with new technology. As an example, we expect that a new system will have complete service order functionality. The most important piece is that it integrates with other areas and that we gain reporting capabilities and gain efficiency from it. Those are the areas that were ultimately the basis of our search."

"We want a system that will allow us to take on new products as the future unfolds. We're confident that eLation will do that for us," says Urbanik.

Silver Star Communications... *at a glance*

Headquarters:
Freedom, WY

Service Area Includes:
Star Valley, Soda Springs, Irwin,
Swan Valley, Teton Valley, and
Jackson

Offerings:
Voice, Video, Data, Wireless



Ringgold Telephone Company Implements eLation Financials & OSS System

For Ringgold Telephone Company (RTC) located in Ringgold, Georgia, 2009 has been a year of change. RTC provides a triple play offering and serves 11,000 customers. In the first quarter they implemented the eLation Financials system. Then, with their August billing, they implemented the eLation OSS system and SDP the Innovative Systems plant and automated provisioning system.

Steve Scharf, Ringgold Telephone Company's Vice President for Information Technology relayed that their billing conversion was one of the smoothest conversions he's ever been part of. "I have been involved in several conversions in my career and this was by far the smoothest. The Innovative staff worked well with our employees showing competence and professionalism throughout the entire process," says Scharf. "The conversion was a combined team effort between the two organizations and really was a great experience."

With eLation, RTC now enjoys automated provisioning of more of their network elements which has helped improve many of their day to day business processes. Automated provisioning allows orders to flow easier between departments and helps remove the possibility of human error.

RTC has also implemented Field Communicator, an application allowing users access to timesheets, service order/trouble ticket information, and more while totally disconnected from the network. Users may work away from the office and synchronize throughout the day when they reach a Wi-Fi hot spot or return to the office. For RTC, Field Communicator has taken them from a paper passing system to being virtually electronic. As an example, their dispatch center is able to plan and execute operations in a much more organized and paperless manner.

In terms of Financials, RTC's Human Resources staff has been pleased with how Field Communicator is used to make timesheet entry easier and more convenient for employees to enter their time and materials used. Using the Field Communicators task based assignment Individual users are not expected to know an extensive list of accounts to bill time and materials to and the system edit checks the data on input.

Recently, RTC began their first budgeting process using the eLation Financials system and is enjoying the ability to manipulate their data and use the spreadsheet integration with Excel.

"If there's any one part of eLation that has really put users in the driver's seat, it would have to be Advanced Search," says Scharf. "When users are self-empowered to retrieve data they need to do their jobs and are not dependent on someone else for the information they need, they can work more efficiently." The Advance Search feature is Innovative Systems' adhoc reporting tool that provides users with an easy to use reporting solution.

Ringgold Telephone Company... *at a glance*

Headquarters:
Ringgold, GA

Service Area Includes:
11,000 customers

Offerings:
Voice, Video, Data

See 'Ringgold' continued on page 8

eLation User Meeting Draws Representatives From 42 Companies

Innovative Systems hosted the eLation User meeting October 13-14, 2009 at the Highland Conference Center in Mitchell, SD. There were 42 companies represented at the 2-day meeting.

Attendees heard presentations regarding upcoming enhancements to various areas of the eLation software. They also had the opportunity to discuss specific issues in order to provide feedback to Innovative Systems regarding development for specific needs. Specific topics were held for eLation Financials as well giving accounting staff the opportunity to breakout into specific topic areas of interest.

Roger Musick, CEO of Innovative Systems delivered the SDP Presentation. He explained how companies can create barriers inside their company by allowing work to be done in silos where information is not shared from one group to the other. Performing this way hinders business growth and efficiency. For Companies to be successful, they need to create processes and use tools effectively.

User Meetings are your opportunity to experience eLation applications, network with other users and to get that valuable one on one time with support staff as needed.

The next eLation meeting will be held April 6-7, 2010. The agenda will include 1 ½ days of billing related topics, ½ day of Financials related topics as well as opportunities for advanced search hands-on training. Dates and registration information will be made available in early February.



Roger Musick, Innovative Systems, welcomes attendees to the eLation Fall User Meeting.



Nancy Larson, James Valley Telecommunications Coop, explains a point during the Panel Discussion.

Upcoming eLation Events

Staking & Mapping User Meeting

Highland Conference Center
February 9-10, 2010

eLation Spring User Meeting

Highland Conference Center
April 6-7, 2010

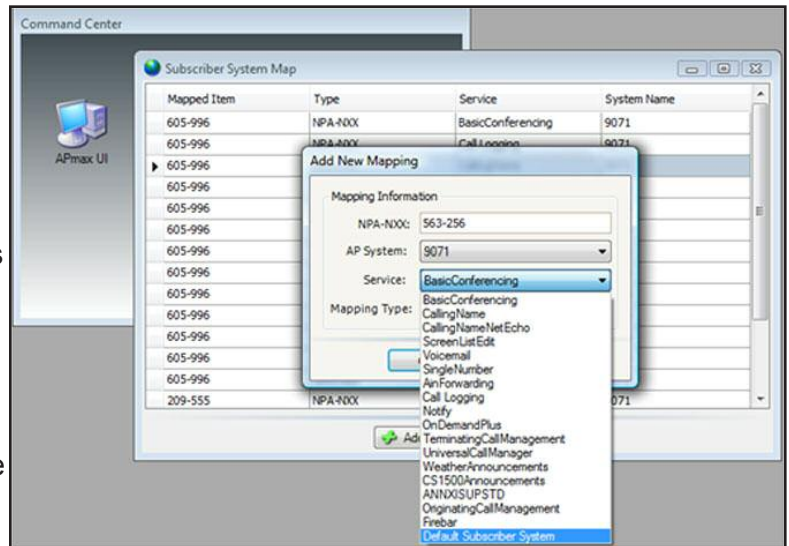
APMAX Minute - Subscriber System Map

APMAX Minute is a monthly newsletter distributed via email for APMAX Customers. It provides quick tips for your technical staff regarding the use or maintenance of the APMAX system and services. If you are not currently receiving the APMAX Minute newsletter and would like to, please send an email request to support@innovsys.com and you will be added to the distribution list.

Following is the November issue of APMAX Minute:

The subscriber system map is used by the UI to Map NPANXX's to the appropriate APMAX. If you don't have a specific NPANXX mapped to a service when trying to add a subscriber to the service, you will receive an error indicating that you do not have the NPANXX mapped to this service. You may individually enter the NPANXX in the window, or you can load a list of NPANXX's to a specific Service.

To add this NPANXX to the Subscriber System Map, right click on the APMAX UI icon in the Command Center and enter the NPANXX to the service. You will need to enter the NPANXX in the Default Subscriber System, as well as all the services this NPANXX will be allowed in this system.



You may also load a list of NPANXX to a specific service. The drop down menu from the Add button will allow you to select a file that has the NPANXX to add to the service. The window will then ask you to select one service to add to these NPANXX.

The NPANXX's must be in this map in order to add subscribers to these services.

For a complete view of the APMAX Minute, log on to the AP/APMAX Support area of our website.



2009 Pheasant Hunt

Hunters participating in the annual IS Pheasant hunt, held November 17-19, prepare to do some 'field work'.

Additional Services Available for APMAX

Customers have been inquiring about what the future holds for feature migration relating to the AP services they currently have, but aren't presently available on their APMAX. The Innovative Systems development team has been working long hours to be sure that existing AP services of significance are enhanced and included in future release plans for the APMAX.

As we receive additional feedback from customers, other services will be considered for the APMAX. If you would like to make a suggestion, please contact your APMAX Account Manager or send an e-mail to sales@innovsys.com.

Recently Released Services:

Originating Call Manager, Account Code Plus and Budget Toll (combined into a single service)

Firebar

Unified Message Release 4.0

STD/CLASS & CNA, ANA Announcements for EWSD

Lucent 5ESS Announcements

Future Service Plan with anticipated GA:

Base APMAX Package 4.0 with Performance enhancements, Expanded Conferencing Support, Dedicated Provisioning API and Branding of Services

1st Quarter 2010

Currently Available Services:

Announcements - Standard

Calling Name Database – Standard on CS-1500

Unified Messaging

Single Number/UCM

Conferencing

Calling Name

Screen Pop

Weather Plus

Notify Plus

Web Portal

Terminating Call Manager and Do Not Disturb

Call Logging Portal – Only on CS-1500

Switch Service Control – Only on CS-1500

Steve Garrow Joins Team as APMAX Account Manager



Increased customer activity for the new APMAX hardware platform has made it necessary to add an additional Account Manager to our team. Mr. Steve Garrow of St. Louis, Missouri is now responsible for servicing new and existing customers in the states of Kansas, Nebraska, Missouri and Arkansas. With over 27 years of experience, Garrow, a graduate of Southeast Missouri State, has served customers as a Systems Engineer as well as a manufacturer's representative.

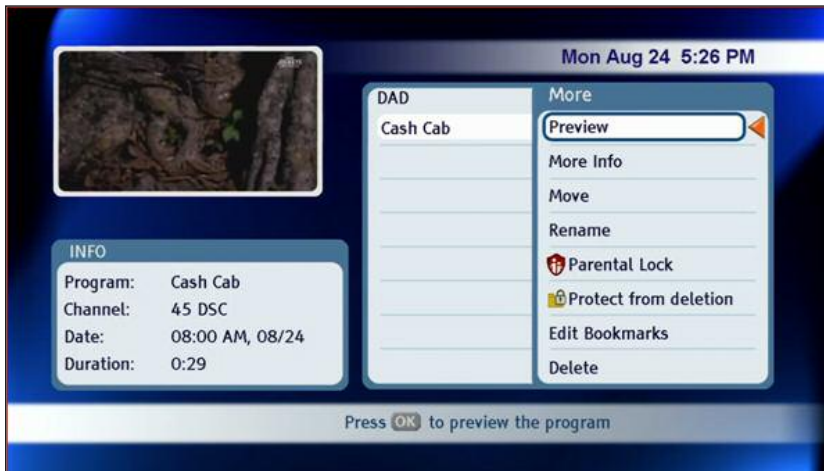
According to Ryan Tupper, Voice and Video Products Manager, "Having experience with Telco accounts in the same territory made Steve an ideal candidate for this new position. We are extremely pleased to have him on board with customers who already know of his abilities." Tupper adds, "This territory adjustment gives Steve's predecessor, Randy Kee, more time to assist customers in the Dakotas, Minnesota, Iowa and Wisconsin."

When not representing Innovative Systems at tradeshow and calling on our customers, Steve will more than likely be calling on turkeys at his 100+ acre hunting farm in Central Missouri.

Steve can be reached at 605-999-8407 or by e-mail: steveg@innovsys.com

IPTV Middleware Progress Report

We have surpassed the 6000 set top box mark and progress continues toward full market release of Innovative Systems IPTV Middleware solution. Several major accomplishments are creating an industry buzz about this solution being a differentiator not only in features, but also in advancement of customer support tools.



The DVR functionality is now moving through the beta testing and is the final step toward general availability.

“We feel that once this segment of the product line has withstood our critical testing standards, the entire solution will provide IOC customers a solid reliable IPTV delivery medium.” Ryan Tupper, Voice and Video Manager also adds, “We have incorporated some really practical functions into our DVR such as trick play, individual recording folders and bookmarks.”

Channel Guide Videos and Brochures

From a support perspective, a series of professionally produced end user channel guide videos have been receiving solid reviews from existing customers. Many have placed them on their channel lineups or on their website. Trifold user guide brochures are also available and are being well received

Administration Capability

Another area of great benefit is the ability to easily manage subscribers set tops from a single administration screen. Reporting is also enhanced with one click memorized reports as well as one click report exports to Excel.

To schedule an online presentation detailing the latest progress and functionality, please contact Ryan Tupper at 605-995-6120 or iptv@innovsys.com.

FREE Webinar Join us!

Using Your APMAX Flexible Report Writer Tool

Tuesday December 15, 2009

10:30 AM - 11:00 AM CST

Presented by: Josh Gillen

Space is limited. Reserve your
Webinar Seat Now at:

<https://www1.gotomeeting.com/register/470144585>

This 30 minute webinar will show you how easy it is to create customized reports using your APMAX administrative software. Josh will include a live demo of the report writer tool. He will discuss procedures and create reports relating to APMAX telephony and IPTV Middleware services offered by Innovative Systems. This is a must-attend webinar for department managers and APMAX system administrators.

Ringgold

...Continued from page 4.

For RTC subscribers, eLation is making e-bill an option to receive statements online. When CSRs are working with customers on a daily basis, the unspoken benefit has been the ability to answer questions immediately by the very extensive drill down ability right from the bill. As customers ask questions, it has been a great tool for customer service staff to have information immediately accessible.

Scharf says, “Conversion projects like this can easily make either friends or enemies – we count this vendor as a friend. Innovative Systems has remained open to our suggestions and have taken many of our ideas for enhancements. We are excited to see our suggestions implemented in different parts of the system. eLation has been a good fit for our needs, and in this case, Innovative Systems has truly lived up to their name.”