

THE REPLAY scenario



MULTIMEDIA MESSAGING:

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Send, Receive, Store, Replay, Respond.

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In previous years, Reverse 911 has been the main emergency notification system employed throughout the United States. This system utilizes reserved phone lines to send voice, text and/or fax messages to phone numbers found through commercial telephone databases and commercial mapping programs.

Recent years have seen improvements in this system by using web databases that are updated on a semi-regular basis. This process may work well for land-line phones and numbers listed in the phone book, but it is not beneficial for unlisted numbers and cell phones. Since increasing numbers of people are using cell phones exclusively, Reverse 911 is quickly becoming archaic and needs a major facelift to bring it into the next generation.

That is where **Cell Broadcast** or **Short Message Service – Cell Broadcast** comes in. It is the next generation solution and it is available today.

CELL BROADCAST

Cell Broadcast pushes urgent messages out to every cell phone in a specified geographic area. This means that everyone in a specific area, including news agencies, would receive real time notifications with applicable instructions direct from their local EMS agency. Cell phones receiving messages are not charged for receiving the text message, so there is no cost to the citizens.

Cell Broadcast technology was used successfully in the July 7, 2005 London bombings, and in Sri Lanka during the Asian Tsunami, warning people of additional waves, flooded areas, the location of supply and distribution centers, and to arrange for donations from those wishing to contribute to the relief. Use of Cell Broadcast during these incidents proved that the technology can work during heavy load periods on the cellular network.

Solution Spotlight

NICE PERFORM

NICE Perform provides sophisticated, easy-to-use tools and applications that get the right information to the right people at the right time.

Built to facilitate the needs of Contact Centers large and small, NICE Perform is a powerful solution that can improve customer retention and solve business issues.

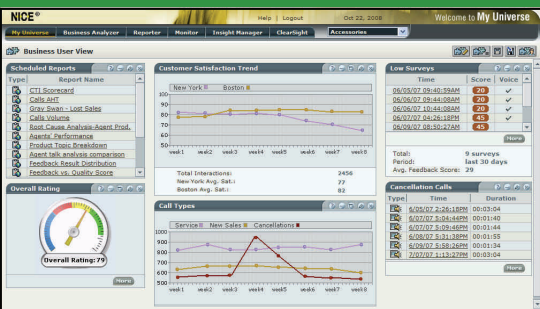
This state of the art solution provides a complete set of Web-based tools to extract, process, analyze and effectively visualize information.

Using sophisticated mining rules, analysis engines, call flow events, agent screen-activity and customer surveys NICE Perform allows Contact Centers to:

- Flag calls from customers "at risk"
- Help in analyzing campaigns' effectiveness
- Identify inefficiencies in contact center operations
- Enable organizations to take proactive measures to improve overall performance

Solution Benefits:

- NICE Perform can capture and store all calls as required, and the unique NICE technology stores digitalized voice recording for rapid identification and simple and inexpensive retrieval .
- NICE Perform is fully integrated with Microsoft .NET client-server technology, reducing overheads, improving response time and easing the installation of updates and new versions.
- NICE Perform's audio analysis capabilities are the most advanced and accurate available, allowing word spotting, emotion detection, and voice analysis.
- NICE Perform works in traditional, hybrid and VoIP environments.



Multimedia Messaging Continued.

Only two companies in the United States are licensed to provide the Cell Broadcast service, and **Replay's** partner, **Cell Phone C.O.P.S. (Concern Over Public Safety)**, is one of those companies. Cell Phone C.O.P.S provides Cell Broadcast technology in addition to their main service of providing Communication Centers with the ability to receive, send and/or forward and store images, video (with sound) and text.

Using Cell Broadcast and Cell Phone C.O.P.S, the following scenario is now possible:

A 911 caller reports that a tanker truck has overturned on a busy stretch of highway, and something is leaking out onto the road. The caller takes a picture with their cell phone showing the sign on the side of the trunk, this image is forwarded to fire-rescue and law enforcement teams so they can begin to identify the spilled liquid before arriving on the scene.

The liquid turns out to be hazardous so a message is immediately forwarded to responders via their mobile data terminals and/or cell phones. The Fire Chief notifies 911 that everyone within a mile needs to be evacuated or shelters put in place. 911 utilizes Cell Broadcast to inform every cell phone in the area of the accident, and the need to evacuate or avoid the area. All this takes place as the first units are arriving on the scene and setting up their command post.

Cell Broadcast and multimedia messaging are the next generation of 911. Take advantage of this amazing technology today. Contact us for more information.

MEARS TRANSPORTATION

Saving Money and Providing Better Service with the Click of the Button

Solution -
VPI Activ! Voice Recorder with Instant Recall Application

Operators -
Approx 50 between two Call Centers



Founded in 1939, Mears Transportation provides shuttle services, luxury sedans, taxi service and charter bus service to residents and visitors in the Orlando, Florida area. They are the largest transportation provider in the Orlando area and the company's single largest client is Walt Disney World, Florida.

Until November of 2007 the company employed an older legacy recorder and found it increasingly cumbersome. Channels kept breaking down and there were numerous calls for service to fix them. Plus, the old solution did not identify agents by ID. If anyone had to look up a call from a previous day, they had to try and recall where the agent was sitting when the call was taken and then review every call from that position in the hopes that they would find the one in question.

Once the company replaced their aging solution with VPI's Activ! Voice recorder they recognized the benefits right away.

Mears Transportation Continued.

can look back through previous calls using agent ID, date, time, or other customizable variables. It saves hours of time for the person searching for calls.

Another benefit is the instant replay function. "With our old logger, there was only two places to look up recordings," said Gasco, "now we can just add the instant replay client to each individual pc." This saves the company countless dollars in employee time. If a call comes in for taxi service and the call taker has a question about the correct street address, they can play back the previous half hour of calls directly from their workstation with the click of a button.

"It's all about how quickly we can get information back so that they can dispatch the drivers to the correct locations - the VPI recorder has sped up this process and allows us to provide better customer service," said Gasco. The VPI recorder allows Mears Transportation to stay true to their mission of providing 'customer first' service in all areas of business.



RHEA COUNTY TENNESSEE

Population: Approx 31,000
Number of Dispatchers: 2 - 3
Number of Radio Channels: 8
Average Calls per Month: 5,800

Solution: VPI Priorti Voice with ANI/ALI, Instant Recall, Scenario Recreation, and Live Monitor.
Installation: February 2006

Rhea County is located in Southeastern Tennessee. It is mostly rural and is comprised of three different municipalities. The 911 Center was formed in 1992 when all three municipalities and the Sheriff's department consolidated into one center. They currently record all incoming and outgoing calls for the Rhea County Sheriff, PD and fire department. The County switched from using a Dictaphone recorder to a VPI recorder in 2006 after Director Shane Clark came to the Center.

"We were using a Dictaphone Freedom" explained Clark. "It was very limited. To make a recording, we had a standard cassette player that we would plug into the system. While the call was recording I had to sit there the whole time and listen to the whole call to make sure that it was recording what I needed. Then, I would either have to mail that tape out or someone who have to pick it up."

"On my new VPI recorder, everything is digital. I can copy a call from the recorder in no more than 10 minutes. Then, I can either burn the recording onto a disk for someone to pick up, or I can transform it into a wav file and send it out via email- instantly. It has transformed our way of doing business here as far as recordings go."



1st Discount Brokerage

**Connecting Offices Across the
Country with Security,
Convenience and Ease.**

1st Discount Brokerage (1DB) is an Independent Broker/Dealer with over 80 offices nationwide. They have 125 independent account reps across the country, a head office in West Palm Beach, FL as well as an IT department in San Francisco, CA.

In 2007 the company replaced their aging recorder with a Cybertech recorder from Replay. The role of the recorder is primarily used to resolve disputes.

"Think about it," explains Dolores Strauss, Managing Director for 1DB, "Someone calls in and says 'I want to buy a hundred of ABC' and the trader hears ADC - you have to have it recorded."

"We also use the recorder for surveillance purposes" said Strauss, "to make sure that everybody is saying the correct thing and that they're not misrepresenting themselves."

Due to the nature of their business, 1DB maintains tight security on the recorder. They have security measures in place to ensure that only certain people can pull and review calls. This is easy to do with their Cybertech recorder because of the administrator/user functions that can be designated.

Strauss' favorite part about the Cybertech recorder is the ease of pulling a call and emailing it to the appropriate people "It is terrific," explains Strauss. "I'm in New Jersey, the traders are in Florida, and the IT Department is in California. A call can be emailed anywhere with the click of a button. We can review it and make a decision quickly about what action, if any, needs to be taken. It is a very convenient system."

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Visit us on the web at
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REPLAY: COMPANY NEWS



Replay Unveils New Company Logo

In August of 2008 Replay unveiled a new company logo that signifies the company's evolution into a multi faceted recording and software analytics provider.

The new logo maintains the feel of the previous logo but with increased color vibrancy. The icon has been upgraded from the 'play' button to a circle around the company name. This circle represents the company's ability to service all of our client's needs; from consulting, through to the sale, installation, training and on-going maintenance of a solution.

"Replay has transformed over the past 11 years into a business that connects closely with our customers," said Scott Hurley, President and CEO of Replay. "Our new logo reflects who we are, the markets we serve and our commitment to total customer care."

Congratulations Ken Partlow and Tom Laherty

North Florida Service Manager, Ken Partlow and Georgia Service Manager Tom Laherty were named 'Service Star of the Quarter' for Quarter II and III respectively. Both Ken and Tom go above and beyond in providing customers with the highest quality customer support. Congratulations to you both!

Welcome Sheila Potter!

Replay is excited to welcome Sheila Potter to the team as Contact Center Sales Manager. Potter comes to Replay with over 17 years of Channel Management experience at companies like Hall-mark Computer, BEA Systems, and Witness Systems. Originally from Rochester, NY, Sheila currently resides in the Tampa/St. Pete area. We are excited to add Sheila's proven Contact Center expertise to the team and know that she will be an asset to all of our clients looking to maximize the value and quality of their Contact Center environment.