

Did you know we sell and support all this?

Verint Audiolog Digital Communication Recording

- Impact 360 Express
- Recording Screen Capture
- Quality Monitoring
- E-Learning & Coaching
- Workforce Management
- Speech & Data Analytics
- Customer Feedback Management
- Performance Management
- IP & TDM Recording

Digital & Network Video Recording Solutions

- CCTV
- In-Car Video Recording
- Point of Sale Recording
- Portable Video Recording
- License Plate Recognition
- Mobile Watchdog -
- Video Surveillance Unit

Security Division

- Access Control
- FireTide Wireless Mesh

Other

- Video Conferencing
- VIQ - Court, Commission & Meeting Recording
- Time Synchronization Products



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SOUND BYTES

Winter 2010
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Workforce Optimization: The Evolution of Call Recording

Few industries create buzzwords and buzz-phrases as often as telecommunications and information technology. You may have heard of “workforce optimization” and thought it was just one more example of trendy terminology. At Sound Communications, we think there are some very important reasons why our customers should—really, must—understand workforce optimization (WFO) and what it can mean for their organizations.

Simply put, WFO is a strategy that helps to optimize people, processes and technology for improving service, sales and customer experience. While WFO concepts originated in the contact center world, public safety agencies can use WFO to facilitate implementation of NG 911...and both the public and private sectors share challenges like diminished budgets, shrinking staffs, growing workloads and rising expectations.

Every day, we engineer solutions for our customers that use call recording as a foundation for strong WFO strategy. The accompanying “wheel” shows the various components of a full WFO program, and the beauty of our solutions is that many of these WFO components can be added in a modular fashion. This enables you to start with a full WFO package, or build gradually by adding things like Workforce Management and Speech Analytics as your needs and budget dictate. Now is the time to find out how WFO can improve every aspect of your organization. Just contact us to learn more.



Digital Recording Solutions for
Voice, Video & Data

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Case Study: Licking County 911

Licking County 911 from the 20th to the 21st Century, with the help of SCI

1999 was a year of many important changes for the 911 Center in Licking County (OH). First, the entire operation was taken over by the county. Next, the decision was made to update their call recorder from cassette tapes to a computer-based solution. Delores L. McNamara, Operations Supervisor, was at first concerned that a computer system would be cumbersome and difficult to use, since she is self-described as “not a computer person.” However, the initial sales demonstration by Darin Cooper, Sound Communications’ CTO put her mind at ease. “The software is very easy to use,” remarked McNamara.

Over the last 10+ years, the capabilities of the 911 Center have been greatly enhanced by the use of the Audiolog system. Now the recording, playback, exporting and emailing of calls are a click away. According to McNamara, this not only saves her time, but it allows her to do things other 911 centers cannot do. She says the emailing is used “...at least a half dozen times a day,” and that it saves hours compared to the old way of copying cassette tapes. These upgrades increase productivity and ease of use when compared to the older system. “People are always surprised when I tell them I can email recordings to them...I don’t know of anyone else in the area doing this,” McNamara says. Even when copied, “the calls sound so clear.”

Over the years, when tech support was needed, Sound Communications was consistently helpful and professional, says McNamara. “I’ve never had a problem with anyone and when they needed to call me back about a problem it’s in a couple of minutes or hours, not days or weeks.” When asked if she was happy with Sound Communications, McNamara states “I’ve told other companies and agencies I will never change vendors,” adding, “the upgrade was 100% worth the money.”

When asked if she had any advice for a group looking for a call recorder and working with Sound Communications she stated the install and upgrades went smoothly and “...it was easy on our part.” The tech support is always “great,” and as for the software she really enjoys “the ease of using it.” It is the combination of all these things, and the team who makes them possible, that has made the partnership between Sound Communications and Licking County 911 a success from the 20th into the 21st century.

“The upgrade was 100% worth the money.”

NEW FACES...



Ed Pritchard

Ed joined our sales team this year following his retirement from the Cuyahoga Heights (OH) Police Department

after 28 years of service. He focuses on finding ways to help public safety organizations meet their needs with our full line of products and services. Ed has also served as a short-term missionary for seven years, doing construction work at an orphanage in El Salvador. He and his wife Donna are proud parents of three and grandparents of four.



Sean Carey

Sean joined the SCI sales team this fall after working as an account manager for Cincinnati Bell in the Dayton market, and

will focus on contact center recording solution product lines. An alumnus of The Ohio State University, Sean is a newlywed who currently resides in the Columbus suburb of Hilliard with his wife, Kate, and his bottle-cap fetching cat, Brutus.



Jim Jacobs

Our new Controller, Jim Jacobs, comes to us with more than 15 years of financial and accounting experience in both large and small

firms. He holds a BS in Accounting from Franklin University in Columbus. Born in California, Jim became a Buckeye at an early age and currently lives in northwest Columbus with his wife Sarah. Jim enjoys motorcycling, golf and ice hockey (go, Blue Jackets!)



Jim Little

Our third Jim joined SCI this fall, and currently is a System Specialist focused on our Audiolog product line. Jim has more

than 15 years of experience in IT, and holds A+, Network+, MCP and Audiolog certifications. He lives in the Columbus suburb of Westerville with his wife Shirley, daughter Cara, and canine family members Bear and Ray.



Darren Myers

Darren became part of our team this fall, and is also a System Specialist focused on Audiolog support. He holds a BS in

Computer Engineering Technology, and holds A+, Network+, MCSA and Audiolog certifications. Darren is originally from Findlay, and currently resides in the Columbus suburb of Galloway. In his spare time he enjoys paintball and video gaming.



Andrew Davidson

Drew joined the Audiolog support team this fall as well. He is a University of Dayton graduate with a degree in Computer

Engineering, and holds A+, Network+ and Audiolog certifications. Drew came to us soon after returning from Iraq, where he was deployed in 2009 as part of his service in the U.S. Army. He lives in the Columbus suburb of Gahanna.

Our Products In The News

In October, SCI's Garry Stephenson and Roger Huston attended the ASIS trade show in Dallas, Texas — in part to network with our DVR software partner GeoVision. After the show's opening night, theft was reported by more than 10 vendors.

GeoVision's Security NVR software & GV-FE110 360 degree Fisheye camera, which were being displayed at the show, caught the theft in progress and recorded the entire act. Geovision contacted the District Manager of the ASIS Security Services and provided the video clip for their investigation. They were able to recover over \$5,000 worth of stolen electronics the next evening, including items taken from ASIS as well as previous shows.

Features that were used to assist the video search (including Viewlog Object search, Snapshot, and save as AVI file) are all standard on the GeoVision software platform. The security team was surprised at how clear the image was and the multi-angled video view helped to correctly identify the facial characteristics of the two subjects within hours.

To learn more about SCI-DVR products, powered by GeoVision, contact our Security Division today.

Meeting the NG9-1-1 Challenge

Today's PSAPs face a difficult situation in which citizen expectations for the 9-1-1 system have far outstripped the ability of the legacy system to meet those expectations. Communication takes place using a wide range of devices that are wireless and/or mobile, and that support more than just voice. That's why NENA initiated planning for Next Generation 9-1-1 (NG9-1-1) in 2000...and it's why Audiolog is keeping pace to support that initiative.

The Audiolog public safety solution brings together functionality for voice and screen recording, quality assurance, analytics, scorecards, call taker training, and citizen surveys to create a flexible, easy-to-use, packaged offering. In addition to recording telephone and radio interactions, the Audiolog solution features:

- Multimedia Recording (voice, screen, and available call data like ANI/ALI)
- Quality Assurance to help ensure call taker proficiency
- Incident Reconstruction and Analytics for better investigative insights
- eLearning and Coaching to increase productivity and staff retention
- Performance Scorecards to allow staff to view personal performance in relation to agency goals
- Citizen Surveys for a proactive approach to building citizen confidence

Version 5 of Audiolog, slated for release in the next few months, will also offer Insight Center, a powerful, browser-based interface for accessing Audiolog's tools and functionality. To learn more about putting Audiolog to work in your agency, or upgrading your current Audiolog as part of your NG9-1-1 efforts, contact us today!

INTRODUCING

Body-Worn Video & Audio Recorder

- Video protection that goes with you and does not get in the way
- Has built in microphone and crisp wide-view lens
- Only 2.2" tall
- Can record 90 minutes on the supplied 2 GB memory card
- The memory card can be upgraded to provide more than 5 hours of recording time
- The built-in rechargeable lithium battery provides 3 hours of recording time between charges
- Begin recording by voice activation or by the press of a button
- Recording can be viewed or downloaded on any computer by plugging the unit into a USB port
- Now includes a watertight case & expanded bracket pack



Only \$149

Our Website Gets a New Look!

www.soundcommunications.com

Next time you're online, check out our newly revamped website. Designed to be both up-to-date and user-friendly, the site features information on all of our products and services plus interactive tools that allow you to:

- Configure a system
- Open a service ticket
- Download white papers and guides, and more.

Over the next few months, watch for training-oriented content to be added, including video answers for some of our most commonly asked support questions.

In addition, customers can create their own logins and access user manuals, tip sheets, codecs, and other support materials. The new look for our site is just one part of our expanded online presence... you can also find us on Facebook and LinkedIn, and follow us on Twitter.

If distance kept you from visiting our Open House, remember that we're as close as your computer. Stop by soon!

SCI's Open House

TITLE DEED
SoundCOMMUNICATIONS

From BROADWAY to PARK to RAILROAD...
We're on the **GO** again,
but have settled into
our new "Property"

SoundCOMMUNICATIONS

We've moved from Broadway to Park and now to the former Bimco Building next to the railroad tracks. Now we'd like to invite you to see our new office!

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Wednesday, October 27th, 2010

Open House & Reception 3-6pm

Ribbon Cutting 5:30pm

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Sound Communications, Inc.
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RSVP to Jacque Ramsey
jramsey@soundcommunications.com
614.875.8500 x 732

Thanks to everyone who attended our Open House! More than 150 people helped us celebrate our move to our new building, which gives us 3 times the space of our previous office. If you were unable to attend, you can check out some additional photos on our Facebook page, and we hope to see you at our next event!



Community Chest
Complete the entry form on the reverse side and register to WIN one of several door prizes!



SoundCOMMUNICATIONS

Chance
Please join us for ongoing Demos throughout the afternoon. (Schedule on back)



➔

