

# SOUND BYTES

Fall 2012  
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## Announces our New Video

If you're like many Sound Communications customers, you're probably most familiar with only one of the product lines we carry. Maybe you record calls with Audiolog, or protect your facility with cameras and video recording from our Security Division. Or maybe you've just met us at a trade show and you're not sure exactly what we offer. For these reasons and more, we've partnered with Quick Square Consulting to produce a short video that tells the SCI story.

### Our Mission Is

To protect the assets  
your business can't do  
without: your property,  
your customers and  
your employees.

Early in June, the video production team from BMG spent a day shooting our staff in action at our corporate headquarters. "The actual shooting was a lot of fun," says Service & Projects Manager Gina George. "It's amazing how much footage is needed to create the end product. I'd heard the rule of thumb was one hour of shooting for every minute of finished video, but I think we shot more than that!"

After the headquarters shoot, the team moved on location thanks to several SCI customers, including a police department, a 911 center, a call center and a courtroom.

"This introductory video will be featured on the homepage of our website," says Toni VanHorn, SCI's Vice President. "We're really excited to show not only our products in action, but also how using our products can make a real difference in the way our customers protect assets...including their customers, employees and property."

Watch your email for the official video launch announcement!



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## NEW FACES...



**Tim Minton**  
Our newest Account Manager at SCI, Tim Minton, has worked with telephony and communications in some form for

more than 25 years. He is based in Hamilton, OH, and will be primarily focused on accounts in KY, TN, GA and Ohio.

He and his wife Cindy have been married for 27 years and are parents to Bob and Meghan (both of whom are completing Master's Degrees). In his spare time, Tim enjoys fly fishing.



**Andrew Warner**  
Andrew (Andy), new to the Audiolog team, is a Navy veteran who worked on radar and identification

equipment. He is an alumni of Bowling Green State University and is originally from Norwalk, Ohio. Andy enjoys golfing, baseball, live music and brewing his own beer. He currently lives in Columbus.



**Bobbi Brown**  
Bobbi Brown has joined SCI as our Director of Corporate Affairs. Bobbi holds a degree in Business Administration

from Franklin University and has a strong background in corporate administration, human resources and financial management. She lives in Grove City, Ohio, and in her spare time enjoys scrapbooking, reading and spending time with family and friends. We welcome Bobbi to our management team!

# Are You Prepared for the Next Natural Disaster?

The first week of July this year brought more than Independence Day. To many of us, it provided another opportunity to put our business continuity and disaster preparation plans in action. Powerful storms barreled through the Midwest and East Coast, killing more than a dozen and leaving hundreds of thousands without power—some for more than a week.

At SCI, we operated on partial power for several days. Fortunately, we were able to keep all critical systems running per our business continuity plan (except the air conditioning). But the experience reminded us of how much we take for granted in our day-to-day operations. Here are some suggestions for keeping business afloat in a disaster (no pun intended):



1. Think about different types of disasters and how you'd handle them. What if your phones go down? What if you lose a couple of key servers? How about a fire that destroys your entire building? Or what if your infrastructure is still there, but half of your staff is out with the flu? What if an employee suffers a heart attack while at work? The more scenarios you consider, the better prepared you'll be.
2. Once you've considered the possibilities, make sure you communicate to your employees how each should be handled. All the planning in the world does no good if it's not implemented when disaster strikes.
3. Talk to your insurance agent and make sure he/she understands your business. You also need to understand what your insurance covers and what it doesn't. For example, normal hazard insurance does not usually cover floods.
4. The Small Business Administration recommends that vital business records should be stored on paper and computer, with copies and electronic backups at an offsite location at least 50 miles from your main site.

For more information, visit the U.S. Department of Homeland Security's site, — there's a special section for business planning. One final tip from our experience: make sure your supply of batteries never falls too low. They go quickly when you suddenly need to power multiple flashlights, small fans, and other devices not normally in use!

# Ask the Expert: AET

In this issue, we thought we'd bring you a closer look at one of the advanced applications you can use to increase the value of your Audilog recording system. Desktop and Process Analytics (DPA) from Verint is a family of applications used to monitor and analyze PC desktop activities. The DPA application known as Application Event Triggers (AET) can be used with Audilog Version 5. To tell you more about it, we turned to our Technical Trainer, Melissa Key.

## What is AET?

Specifically, AET is a program that allows you to define events or actions to either trigger a change in the recording status of your Audilog Server for that interaction, or to store information collected during the interaction with the recording. For example, an executed trigger can tell Audilog to stop a recording temporarily or permanently.

## How does AET work?

AET is a client/server application. The triggers are defined and maintained on a dedicated server, and then pushed out to the AET client. The AET client is run from your employees' desktops and can be set to either visible or invisible. It can also automatically restart if turned off. AET is very easy on bandwidth, using less than 1 Mbps per agent.



## Can you give some examples of triggers?

One trigger might result in a recording being stopped, paused or muted when the agent navigates to a credit card number field in his/her desktop application. This would be an application alert trigger. Another trigger might result in the agent's name or ID being stored when the agent logs in. That's an example of a system alert trigger. The third type of trigger is called a threshold trigger, and can activate based on the amount of time a screen is open.

## How can AET help with PCI compliance?

This is the area where we're seeing the most interest in AET. Because companies that accept credit card payments are prohibited from storing sensitive authentication data, AET enables them to stop recording when the credit card transaction begins, and resume recording when the transaction is completed. This happens without the agent's intervention.

## How can I learn more?

For more information on AET, just reach out to us in whatever way works best for you (phone, email, website). We'll be happy to help.

## In the News

### Webinar Series Continues

If you're an existing SCI customer, and you haven't yet taken advantage of this free training opportunity, why not join us for one or more of these upcoming topics?

#### September: *AIQ Template Design*

One of the most critical components of an effective evaluation system is a template that asks the right questions.

#### October: *AIR: Browser Based Playback*

During an Audilog implementation, we review in detail how your Audilog functions as a Windows server in your environment.

#### November: *AIQ Security & Calibrations*

Audilog Interaction Quality (AIQ) is Audilog's robust agent/dispatcher evaluation tool.

To register, please contact Jacquie Ramsey, Sales & Marketing Coordinator, at [jramsey@soundcommunications.com](mailto:jramsey@soundcommunications.com).



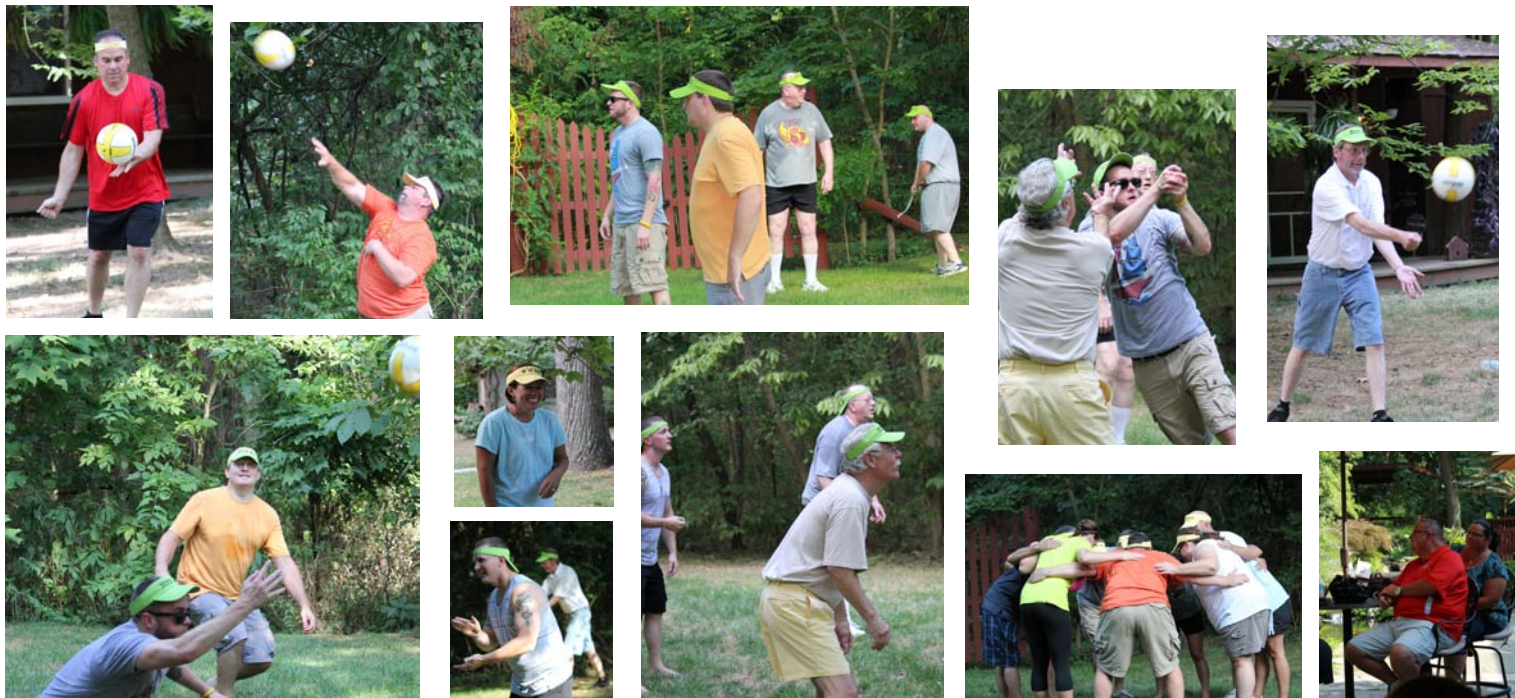
Please join us in congratulating Security System Specialist Jeff Lackey on achieving 10 years of service with SCI. We truly appreciate his hard work and dedication, and know he has made a difference for many, many of our customers. Thanks, Jeff!

# SCI Volleyball Tournament

A few weeks ago, Sound Communication's employees participated in a hot, grueling and fun volleyball rematch. "In Yo Face", led by Captain Darin Cooper beat "Deuce's Wild". Fun was had by all!



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