

THINKING OUTSIDE THE BOX  
IN CUSTOMER SERVICE

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ODT VISION Voice Response Unit Receives  
Award at Fall Common in Orlando

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Terry Rogers, President of Ohio Data Transfer, accepted IBM's magazine, "eServer iSeries Honor Roll" award at the 2003 Fall Common Conference at the Gaylord Palms in Orlando on behalf of the ODT VISION Voice Response Unit.

The award was the result of a review featured in the November 2002 entitled, "Let Your Fingers Do the Walking Throught Your AS400." This article was written by Don Rima as a part of their product Spotlight section. *Not only did the review give us a 3.805 out of 4.0 but contained the following quotes:*

- "I think this is one of the nicest and potentially most useful additions to AS/400 technology since fax cards"
- "This product works nicely, and it's as easy to use as they say it is—maybe even easier"
- "Multilanguage support is another cool product feature"

eServer Magazine is a family of publications serving users of IBM eServer business computers. The bimonthly IBM user publication, which debuted in April 2002, features coverage of recent announcements, technical tips and in-depth articles designed to help midrange users get the most from their systems. U.S. and Canadian residents may qualify for a free subscription. To obtain free subscription, go to:

<http://eservercomputing.com/subscribe/>.

- "It was simple to learn and use"
- "I believe that most of the functions for which I'd need a terminal connection or a person at the other end of the line to answer most of my questions can be handled interactively through this voice unit."
- "Support folks knew the product really well"
- "Yes, This is a really neat product. Want to save some customer-service phone time? Take a look at this product"

We would like to extend thanks to eServer iSeries Magazine & IBM for the award and their regognition. ■

Greetings from  
Fall Common in  
Orlando

It was a little bit larger than usual at the Fall Common Conference. This year's conference pulled 1,929 attendees, including 422 "first-timers," according to Bob Boyson, COMMON's president. We were among the Eighty-five exhibitor booths filling the Expo Hall. COM USA UMS is a ODT VISION VAR which sells the DocGate interface combined with iXware software. These products allow their clients to send & receive faxes, e-mails, or even spool files from their iSeries/AS400, Lotus Notes, Exchange, or Groupware systems. The ODT VISION VRU can be combined with this product to integrate "Intelligent Voice Response" into those applications. Ohio Data Transfer has established a number of third-party channel relationships where the ODT VISION VRU is an option which adds functionality & features to the Var's offerings.

(cont. next page)

We were please to add our support to [COM USA UMS](#) and suggest that you review the article about their products and services found in this month's newsletter.

Although we had IVR competitors within the arena, it was hard for them to compete due to our dynamic "test mode" feature. As they told potential customers what their product could do, we were demonstrating our product live. At one point, a competitor asked me if we were getting any leads? My response, we are beyond leads and are actually working on flowcharts and the customization code for future client's applications. One of the more unusual projects that was discussed regarded a large New York retail appliance chain. Their delivery truck had satellite tracking systems already installed. With this system, the progress through the daily delivery route would be know by the AS400 within fifteen minutes of actual delivery time. With our unit, the customers could obtain current delivery times by calling the ODT VISION with any phone and entering the salesbill number.

We used an unorthodox method to get conference participants into our booth on Monday afternoon when the vedor arena had slowed down. To appreciate this, undersand that fellow booth members hailed from Michigian. I proudly placed a championship Ohio State University National Champship hat on. Bob Burch, President of COM USA UMS, said "he could take the OSU socks that I was weraring but the hat was just in his face." Needless to say, it increased traffic within our booth as you either love the Buckeyes or hate them but it seams that everyone enjoyed the Fiesta Bowl last year. On Tuesday morning, the conference participates had to evacuate the hotel when emergency signals went off and I met an individual with Computer Associates who was originally rased in Columbus. He was impress with our ODT VISION Unit and a relationship was established. I turned to Bob and said, "See, the hat works." ■

## COM USA UMS

COM USA UMS, Inc. is a Michigan based company with over twelve years experience in the area of telecommunications. Formerly known as FAX USA, they have been in the business of offering quality fax solutions for AS/400s, RS/6000s, Mainframes and Networks. The day of the fax server in our marketplace is declining and we need to offer our customers a change. The change came by offering the same ability to send fax and e-mail but by giving them the option to upgrade to a Advanced Unified Messaging Solution . With iXWARE and MRS, we offer our customers an enterprise wide messaging solution. Standard features of our solutions include fax, internal e-mail, internet mail and digital paging (SMS). from both your Host system and network. You then have the option at any time to add fax on demand, Web and WAP, CTI and/or voice mail. With these features you have a true Unified Messaging Solution running on a single server.

### *DocGate (Fax/E-mail Server)*

DocGate 2000 API Software is an advanced document routing system, which resides on an either an NT Server, NT Workstation, Windows 2000 Professional or Windows 2000 Server. This is a seamless integration that requires no software being installed on your Host System. DocGate is simply recognized as a TCP/IP printer on all platforms.

In today's business environment, it is essential to provide fast and accurate communications with customers and suppliers. DocGate delivers a complete solution. It integrates easily with your all of your Host applications and requires minimum programming or application changes. Order confirmations, invoices and office-

generated messages can be sent directly as faxes or Internet mail from the 'standard' output of any application on your Host.

For high volume messaging from the host, extensive graphic support is provided so that crystal clear purchase orders, invoices and other business mail can be sent with merged forms, logos, and signatures. HP-PCL5 options are also available for users who prefer this format.

To accommodate your **NT and Novell** networks you can add iXware to the system (**see iXware for complete details**) to have a complete messaging solution running on a single plform. iXware integrates seamlessly with any mail client (MS Outlook, MS Exchange, Lotus Notes, GroupWise, Netscape, etc.) so faxing from your Windows applications can begin immediately with no user training.

### *How it works*

Faxing and e-mailing from your Host with DocGate is amazingly simple. For all practical purposes, DocGate is a printer and you print documents to it. If you include DocGate routing commands anywhere in the text in your document, DocGate will locate them and send your document accordingly by fax, internet mail, or e-mail. Your documents that have no DocGate commands simply print on a shared network printer. No host software is required.

Send a letter from Office/400, a batch of 300 PO's, a print-screen... anything you want. DocGate reads the spool file page by page, starts faxing or e-mailing at any page with **##TO: (fax number or e-mail address)!** on it, and continues sending until it reads a page with **##END!** A wide variety of commands are at your disposal to accomplish most any messaging task.

DocGate read the spool file, located the **##TO:** command, and converted the text to a *fax image* of the text.

Next, it read the **##FORM:** command and overlaid the image of the invoice, which was stored on the DocGate server. Immediately, DocGate was ready to transmit this fax.

After two busy signals, DocGate was able to transmit this invoice on its second retry. It then sent a confirmation message to user "JACK" letting him know his invoice was positively delivered. Later that day, reviewing an activity report, automatically printed on a designated network printer, he again noted that his fax was successfully transmitted.

The invoice was delivered with laser quality and on a timely basis. This saved the user a dollar per page compared to printing and mailing the same invoice. And... since the invoice arrived three days sooner than if it were mailed, it was probably paid three days earlier as well. This is cash flow magic.

### ***Ixware***

iXware enables desk top users to enjoy the ability to send and receive faxes and sms (digital paging) message with their existing mail client the same way as they currently send and receive e-mails. If you currently are not using an e-mail client or are not satisfied with the mail client you are using the iXware Workspace Client. With the addition of DocGate you have the ability to add fax, e-mail, sms and electronic forms to any of your Host System (AS/400, RS/6000, HP, UNIX or Mainframe) applications. This is a seamless integration that requires no software being installed on your Host System. DocGate is simply recognized as a TCP/IP printer on all platforms.

### **Financial Benefits**

- Insight into communication traffic and usage
- Ability to transfer costs to users or departments based on usage
- Fully scaleable and upgradeable thus meaning no large investments required when usage increases.

## **DocGate Benefits**

- Reduce postage and express mail charges
- Eliminate wasted time and labor
- Save money by faxing during off-peak hours
- No user training to start faxing
- Save more money by e-mailing your business mail
- Fax, e-mail or Internet mail from all applications with minimal or no programming
- E-mail order acknowledgements for free as a tool to increase sales
- Free existing fax machines and eliminate departmental fax machines
- Centrally and conveniently manage all of your activity
- No host resources are used
- No communications adapter is required on your host
- No personnel retraining

Individual consultation services by COM USA UMS' experienced team of experts ensure that the MRS system implemented in your enterprise will meet all your communication requirements of today, as well as those of tomorrow.

- Ability to see financial savings immediately
- Increase employee productivity by eliminating the up and downs of sending and retrieving faxes, etc.

### **User Benefits**

- Easy to use and very minimal training required if any.
- Sending fax and digital paging messages is as easy as sending an e-mail.
- Fax directly from all Windows applications such as Word.

## **COM USA UMS (cont)**

- Receive faxes directly into your existing mail client.
- Automatic fax to e-mail, e-mail to fax conversion.
- No software to install on individual computers

Easy integration and installation when incorporating with MS Exchange or Lotus Notes. No software needs to be installed on these servers. All configuration into these platforms is done from the server iXWARE which is installed

### ***MRS***

Advanced Unified Messaging with our newest version of MRS adds state of the art features like Computer Integrated Telephony, Web access to your Lotus Notes, MS Exchange, SAP/R3 and MS Outlook mailboxes and WAP technology are just a few of the latest innovations combined with the Unified Messaging standards fax, e-mail, voicemail and SMS, to give you the power you need to communicate effectively worldwide.

MRS offers the user unprecedented mobility. Users can now access their mailbox and process messages from anywhere in the world where a Touch-Tone (or mobile) telephone or **Internet** connection is available. Even access by **WAP** is possible. Reroute a fax or email message to another fax machine, have emails read or voicemails played-back over a telephone, forward any message type to another user. With MRS, your office is as close as the next telephone or web browser. With the introduction of the **MRS Intelligent Personal Assistant** you know your messages are being handled and filtered for your customers and your needs.

The integration of advanced MRS **CTI Features** is like having a telephone switchboard on your desktop computer. ■

## OHIO DATA TRANSFER

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### Improving Customer Service Affordability

Submit your technical questions or get free project analysis regarding your telephony application to:

TechSupport@ODT VISION.com

Or Call:

614-985-3814

### HOW DO THEY DO THAT? "Sending out monthly newsletter automatically"

Your monthly ODT VISION newsletter goes out automatically and is sent to profiles which are stored in a Microsoft Access Database. The newsletter is first created with Microsoft MS Publisher which is converted to a "PDF" document with Acrobat 5.0. This newsletter document will be sent as an attachment to recipients.

An index is create where profiles within the database are sorted by record class, whether the record is the primary contact, and by name. Individuals are added or deleted to this database at the direction of the marketing department. These newsletters are sent out to existing and potential customers as an Educational Tool so to improve the knowledge as to how to use our voice system and show by example what other clients are using our system for.

A script is then modified which does the following functions:

- Gets the company's name out of the database to use in the subject line
- Gets the primary contact first name to use in the salutation
- Copies the newsletter to other contacts within the same firm
- Enters text within the message
- Attaches the "PDF" newsletter document.

- Repeats the process for each record until all e-mails are created
- The created e-mails are dumped into the outbound folder of Outlook where they are spooled until all have been sent out.

### What the Script Looks like

```
OpenDB Contactsemail, "Company"
firstdb Contactsemail

Nextrecord:
emailadd = Contactsemail.emailaddress
if emailadd = "" then
    goto endscrip

EndIf
c = Contactsemail.Company
x = "ODT VISION VRU Newsletter for " & C
z = Contactsemail.Firstname
z = righttrim z
y = "Dear " & z
y = y & ":"
Email emailadd
Emailsubject x
Emailtext y
Emailtext ""
Emailtext "This is the August's ODT VISION
Voice Response Unit Newsletter in PDF
format"
Emailtext ""
Emailtext "Thinking Outside The Box In Customer Service"
Emailtext ""
Emailtext "Due to the tight economy, several
government accounts have turned to our
product to save costs."
Emailtext "Several are mentioned in this
Issue."
Emailtext ""
Emailtext ""
```

## Get Your Own Demo Today

Go to [www.ODT VISION.com](http://www.ODT VISION.com) to get your own demonstration of the ODT VISION Voice Response Unit which will run on any Windows based PC of Windows 98 or later with sound card and speakers. This is a simplistic order entry and shipment status system which is running off a Microsoft Access database. The demo is in the test mode and you will be using the "Test Phone" feature of the ODT VISION VRU to simulate a phone call to the data.

Manuals and case studies are also available on the web

site.

```
Emailtext "Please pay attention to the
article on page 3 regarding automated call
distribution with emergency notification"
Emailtext ""
Emailtext "Hope to see you at common in
Orlando in booth 107"
Emailtext ""
Emailtext "Sincerely,"
Emailtext ""
Emailtext "Terry J. Rogers"
Emailtext ""
Emailtext "Please reply to this email if
you want taken off our email list"
Emailtext "
n = "C:\Documents and Settings\Administrator\current_projects\news
ltr\" & "2003AugNewsltr.pdf"
EmailAttach n
companyloop:
NextDB Contactsemail
nextadd = Contactsemail.Company

If c = nextadd then
    A = Contactsemail.emailaddress
    emailcc a
Else
    EmailSend
Endif
If EOFdb then
    msgbox "found end of file"
    MsgBox "All profiles emailed"
    goto endscrip
else
    GoTo Nextrecord
endif

Endscrip:
    GoTo Nextrecord
endif

Endscrip:
Closedb contactemail
End
```