

# Vision Voice Vantage, Inc.

## THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Coming next Month,  
"Doing More for Less"

How in a bad economy can you use our technology to save money and improve your bottom line.

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### New Name

Ohio Data Transfer was founded in 1983 and has provided peripheral and communications products for IBM system users for the past 26 years. ODT has always been known for its superior products, inventive solutions, and its high level of customer service. For the past fourteen years, ODT provided one of the leading telephony products available in the marketplace today. Our Voice Response Unit has won many prestigious national awards and acclaims of customers from Alaska to Florida. **NONE OF THAT WILL CHANGE INCLUDING WHO YOU DEAL WITH OTHER THAN THE COMPANY NAME.**

We are pleased to announce the formation of **Vision Voice Vantage, Inc.** *f.k.a.* Ohio Data Transfer. **VVV** will provide customer support for all existing ODT clients and products. The name has changed but the quality of support will continue. Cost effective telephony has become increasingly important in today's tough business climate and recognizing this, we have been making major changes to our VRU product. About a year and half ago, we replaced our entire development team and brought in a fresh approach.

It was important to build on the past but also move beyond the technologies of the 90's. **ODTVision** is our new product based on a different development utility that allows us to bring you the latest telephony features. It provides a simple migration for existing

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customers and supports current features but also allows users to integrate new enhancements required by today's marketplace. **Vision Voice Vantage, Inc.** was created as the legal entity for this new product and our new approach. The name says it all.

**vi·sion** \ˈvi-zh n\ *n* **1** : something seen otherwise than by ordinary sight (as in a dream or trance) **2** : a vivid picture created by the imagination **3** : the act or power of imagination **4** : unusual wisdom in foreseeing what is going to happen **5** : the act or power of seeing : SIGHT **6** : something seen; *esp* : a lovely sight

**voice** *vb* **voiced**; **voic·ing** : to give voice or expression to : UTTER <~ a **com-plaint**> **syn** express, vent, air, ventilate

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**van·tage** \ˈvan-tij\ *n* **1** : superiority in a contest **2** : a position giving a strategic advantage or a commanding perspective

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## New Direction

ODT has been known for its superior level of customer service, creative/ingenious solutions, and intensive partnership with our clients. We will continue providing value to your business as **VVV**. We have always contended that our VRU solution was so robust and strong in the marketplace because it was designed in response to our customers and their application requirements. Our clients have always valued our solution for affordability, ease of customization, reliability, and the knowledge that their choice in the telephony solution will grow to match their needs. We have built on that base and provided a solution for the future.

***This is not a totally different direction, but there is an additional emphasis on development.*** **ODTVision** is based on a development utility that supports newer technology including digital lines and VOIP. We also wanted this new product to be modular in design, accessing features that make it more than just a VRU. **ODTVision** is also a data server, a middleware solution that can do many things and it is built to take advantage of newer frameworks such as Microsoft's .NET. We made the commitment to totally reconstruct our VRU product based on technology available today and are now focusing on development that moves our voice solution to an advanced development platform. Our new development team brings a very intense customer focused approach and builds with expertise superior to what we had before. We have all approached **ODTVision** development with great enthusiasm and are excited about the team now in place.

**ALL CURRENT CLIENTS HAVE A SIMPLE MIGRATION PATH TO THE NEW PRODUCT.**  
**After installation of the new product A RE-COMPILING OF EXISTING SCRIPTS is all**

that is required to be up and running on our new product. **Vision Voice Vantage, Inc.** is building on our past success and moving to the future. Think of it as building a better mouse trap.

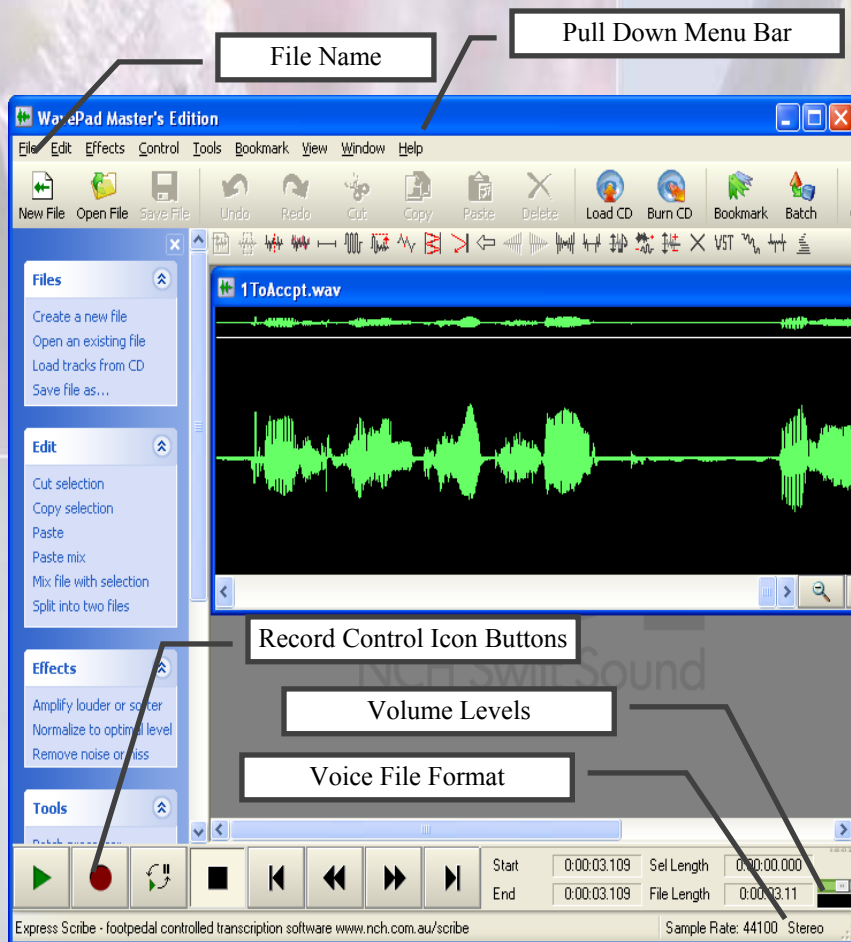
Besides our new approach to product development, there will be expanded efforts in the way **VVV** will Market **ODTVision**. We are enhancing our relationship with IBM and IBM business partners and have designed the product to address the needs of 3rd channel marketing as well. We are looking for strong partnerships with firms that provide a high level of customer support and can take our solution directly to the end-user level.

## New Product

The existing DTT1000 VRU product will continue to be supported by the new firm, **Vision Voice Vantage, Inc.** Additional line upgrades and client application support are still available through **VVV** but there will be no new releases of that product. Any existing DTT1000 client can migrate to the new **ODTVision** VRU solution as needs arise with their telephony applications. The new product utilizes the same type of customization script and the same syntax that clients have used for years. A re-compiling of the script is all that is necessary for the application to work with the new product. **ODTVision** is currently shipped on XP Pro but work is taking place to assure compatibility with Vista and to utilize the most current .NET framework. We now support the use of both Dialogic and Pika voice cards. For clients supporting legacy green-screen applications, the **ODTVision** solution uses IBM's Client Access instead of Rumba for HLAPIII screen scraping.

Vision Voice Vantage, Inc. is a certified ISV for IBM. Visit our web site on IBM.com at  
<http://www-304.ibm.com/jet09002c/gsdod/solutiondetails.do?solutionId=25001&l>

Since the quality of the digital voice files for our bound banners and system voice files is very important, the **ODTVision** solution now comes with a licensed copy of WavePad Master Edition from NCH Software. It can be used for recording and for the conversion of voice files to the "Vox" format. You can still record on another PC if you like but this is just a superior voice file recording studio that offers many benefits to our users.



For the purpose of debugging, we have included an improved system logging feature that when set to level 5 (debugging) shows the hardware and software interactions including success/fail detail of the execution of each line of compiled script code. **ODTVision** logging now is at the



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## THINKING OUTSIDE THE BOX Get Your Own Demo Today

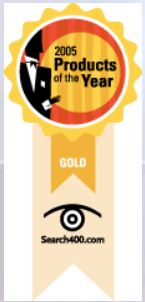
Go to [www.ODTVision.com](http://www.ODTVision.com) to get your own demonstration of the ODT VISION Voice Response Unit which will run on any Windows based PC of Windows 98 or later with sound card and speakers. This is a simplistic order entry and shipment status system which is running off a Microsoft 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.

### Improving Customer Service Affordability

Get free project analysis regarding your telephony application or submit technical questions at:  
[TechSupport@ODTVision.com](mailto:TechSupport@ODTVision.com)  
Or Call: 614-985-3814



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system level and we can see what each line is doing for each line of script.

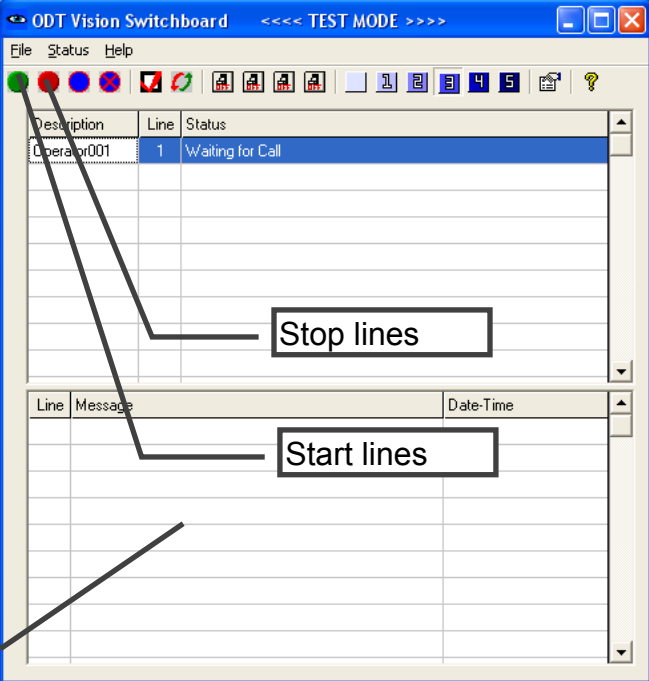


The unit can still be loaded on a secondary PC for development and customization. In this mode, the phone simulator can be used to simulate a phone call.

The ODTVision Switch board can be sized, shaped, moved and has a more modern Windows feel and look.

We thank you for your years of support and it has always been a pleasure serving you. We look forward to the future and what this new firm and product means for all of us. Please visit our web site of [WWW.ODTVision.com](http://WWW.ODTVision.com) to learn more. ■

The ODTVision Switch board bottom window now gives more detail as the call is processed



ODT Vision Switchboard <<<< TEST MODE >>>>

Description	Line	Status
Operator001	1	Waiting for Call

Line	Message	Date-Time

Stop lines

Start lines