

# Vision Voice Vantage, Inc.

THINKING OUTSIDE THE BOX  
IN CUSTOMER SERVICE

Inside  
this  
issue:

Volume 10 Issue 122  
11/30/2014

## New Pricing Takes Effect on December 1st.

It has been four years since the last price increase for the ODTVision VRU. The new pricing will be effective on December 1st. In addition, any unit over six years of age will no longer qualify for discount on an upgrade if not on software maintenance.

## Looking For A Few "Good Companies"



Vision Voice Vantage has always acknowledged that we have had great success through 3rd party relationships. Those associations take shape in many forms. It may be a software house that is selling to a given vertical market such as credit union software. When they sell their solution to a new credit union, the ODTVision VRU may be the very hook that is used to sell the software to that new customer. The software house may also use our product to go back to an existing customer to take their client's customer service to a new level with added functionality and a reduction in cost to provide that service. Finally some of our business partners see the addition of the ODTVision VRU at client sites as a way to

What is the ODTVision VRU	2
What Is Our Special Niche	2
What Sets Our Level of Service Apart From the Competition	3
What Types of 3rd Party Relationships Do We Offer	3
Benefits of the Establishment of a 3rd Party Relationship	4

generate revenue and we have a variety of 3rd party relationship types which all generate income. Those will be discussed later. The relationship may also be a group of companies in a user group. The purpose of this newsletter is to discuss 3rd party relationships. To begin, let's look at what we are.

## Where Did the Phrase "A Few Good Men Come from?"

### A FEW GOOD MEN

"William Jones, captain of Marines in the Providence (the 28-gun frigate, not the 12-gun sloop) then at Boston, advertised in the 20 March 1779 Providence (R.I.) Gazette the need for "a few good Men" to engage in "a short Cruise" and gave the Marine Corps a recruiting slogan it would be using two hundred years later. "



**IBM Solution Connection**  
Integrates solution information  
with IBM eServer, software and  
TotalStorage technology

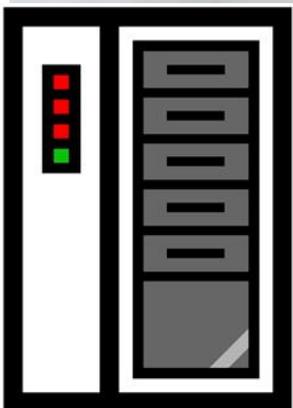


**IBM Server Proven**  
Solutions with experience



To understand why Vision Voice Vantage is in existence and why we do what we do, it is important to know where we started. VVV was formed from parts of Ohio Data Transfer that dates back to the IBM 34, 36, and 38 days in in mid-80's. Initially we sold printers and terminals to the IBM midrange marketplace. Our primary focus was IO's in various forms. When emulation cards came out that allowed the corporate newly acquired PCs to become terminals, we got into that product line. Next came a variety of communications products such as SDLC controllers and protocol converters. As PCs became more integrated with the IBM hosts, we gained knowledge in various client server applications. The original VRU

product we developed was on a DOS based system with either a twinax emulation card for mid-range IBM systems or coax emulation card for mainframe hosts. This lead to the current VRU solution you see today.



## What is the ODTVision VRU

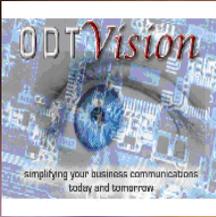
The ODTVision VRU is a combination hardware and software solution that allows the end-user to do customization of their own IVR applications in-house, quickly and affordably. It is a windows based PC that is attached not only to IBM host systems but can also be attached to any ODBC compliant database.

The development of your IVR applications requires no previous programming experience and is more like writing a macro than actually doing code. The solution is easy to administer, has utilities for debugging and system administration and a host of user friendly features. In addition, the unit is scalable for future growth and easy to change when you business needs or data platform changes.

## What Is Our Special Niche

Over the years, our product has established a reputation for reliability, affordability, easy of use with a huge ROI. Since we come from the IBM world, most of our clients are IBM system users however with the ODBC connectivity, the data doesn't need to be on an IBM system. We get new clients that are not on IBM systems or even the existing customer who have done away with their IBM system. In such cases, sometimes our VRU is the only equipment left on a





PAGE 3

Vision Voice Vantage, Inc.  
1938 Zollinger Road  
Columbus, Ohio 43221

Phone: 614-586-9320  
Email sales@ODTVision.com



## THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Contact us to get your own demonstration of the ODTVision Voice Response Unit. This demo application 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.

platform switch out. I have said for years, **"We are the Quicken of the VRU marketplace."**

Many clients come to us initially because of our pricing and affordability for customization but fall in love with our features where they got more for their money than anywhere else.

### What Sets Our Level of Service Apart From the Competition

Any 3rd party relationship company has to live with the approach we use when doing business with our clients.



Required is the belief that the customer needs always come first and you need to be a team player with the development of the customer's IVR application during and after the sale. Our approach to customer service sees three levels of customer relations.

- ◆ *Education and Marketing before the sale*
- ◆ *Application Design and Implementation to go live with the ODTVision VRU solution*
- ◆ *After Sale Support and Communication with the customer*

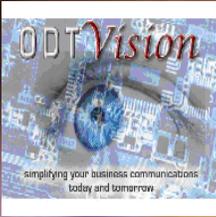
We live and die with this team approach with our clients and it is the only way we will do business or have 3rd party relationships. I always love to tell

the story about installing our solution one day at a new client site. I was working with the IT Directory and his boss came in saying they hadn't checked the references I had given them. She left to make calls. In a short time she came back with glowing remarks saying, "Not only had every reference swore to the benefits of our solution but one client said they wished we were hiring as they would like to become a team player selling and support our product." High remarks indeed but lends itself to how we do business. Our business partners need to buy into the same beliefs. Our 3rd party relationships primary come in two different types with degrees within those type.



### What Types of 3rd Party Relationships Do We Offer

Most 3rd party relationships start out as an agent status where they pass the lead to us to develop, support, and maintain. In such a case a finder's fee is administered to them and this in itself is a source of revenue for that firm with very little involvement on their part.



PAGE 4

Vision Voice Vantage, Inc.  
1938 Zollinger Road  
Columbus, Ohio 43221

Phone: 614-586-9320  
Email sales@ODTVision.com



THINKING OUTSIDE THE BOX  
IN CUSTOMER SERVICE

### Get Your Own Demo Today

Contact us to get your own demonstration of the ODTVision Voice Response Unit. This demo application 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 ODTVISION 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: 614-586-9320



<http://www.ibmssystemsmag.com/ibmi/productnews/productreviews/Product-Review--DTT1000-from-Ohio-Data-Transfer/>

The second type of approach is the full fledged **Value Added Reseller**. The VAR relationship requires the third party firm to actually take over the entire process where we are still providing some support but it is their job to implement and support the product at their client site. Obviously this requires a higher level of product knowledge and duties by the 3rd party firm. Please feel free to contact us to discuss the possible income and benefits and tradeoffs of the various types of 3rd party relationships.

### Benefits of the Establishment of a 3rd Party Relationship



Let's face it, money drives most business decisions and many firms are interested in ways to generate more income and that could very well draw your firm to look for other products and services to provide additional income.

Perhaps you are a software house and your clients have suggested the need for an IVR solution to improve and lower the cost

for customer service. The ODTVision may very well be that solution and by having it, you have enhanced your original offering. In most software houses, once the first implementation with customization is done, it is just like plugging in a lamp at the next account. Over the years, our solution has been used as a hook to close system deals by IBM representatives, IBM Business partners and other 3rd party firms that work with us. VVV is an IBM **Independent Software Vendor**. The IBM **ISV** Business Partner relationship was established by IBM as they recognize they don't offer every solution needed. IBM had reached out to the business community to obtain products and services that enhance their systems. This relationship required us to be **Vetted, Certified and Approved** by IBM.

The finally benefit for a 3rd party firm is that it gives you something else to go back to an existing customer with to generate income. Please feel free to reach out to us to discuss the possibilities. ■