

E-Newsletter December 2006

News, notes, announcements, product updates, promos, specials,
and more - info to help you communicate!

VOICE DATA VIDEO SOUND PAGING HEALTHCARE MESSAGING NETWORK

INFORMATION COMMUNICATION SOLUTIONS ■ December 2006

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St. Louis Public Schools Builds Future with Mitel

Mitel® is making the grade yet



again. The provider of innovative IP applications and solutions has announced that it has teamed up with St. Louis Public Schools (SLPS) to supply the school district with communications solutions to support the education of full-time students, students with special needs, and those who require education-on-demand. SLPS is comprised of 94 schools. SLPS was seeking a communications system that helps to improve student-teacher-communications with the goals of improving student academic outcomes; enhancing the educational environment; increasing teacher productivity; improving administrative effectiveness; and providing a measurable return on its investment. After close scrutiny against strong competition, Mitel was selected by SLPS to help reach its impressive goals.

"Being a school district which demands the highest quality of education for our students, we are striving to make the learning environment one that will not only benefit students now, but one that will equip them for tomorrow," said SLPS CIO Terry Laster. "The

Mitel IP system is an integral part of that philosophy because it helps to bring teachers, students and parents all on the same page on a daily basis." Because so many schools are involved over a wide area encompassing a number of different area codes, one hurdle to overcome is enabling parents to call a single phone number from anywhere regardless of who they're trying to reach. Mitel Unified Communications, Mitel's flagship [3300 IP Communications Platform \(ICP\)](#) with embedded [Automatic Call Distribution \(ACD\)](#) and [Auto Attendant](#), and IP phones will make this possible.

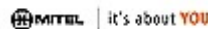
"Education is a priority we all share, and this is another example of how Mitel has the ability to enhance education for our children," said Mitel president and chief operating officer Paul Butcher. "The more parents become involved in their children's day-to-day scholastic activities, the better it will be for everyone..."

Unified Communications bring together teachers and parents



together under the education umbrella.

Teachers reaching out to parents to inquire about absences and to send early warnings of behavioral problems and poor grades also directly benefit the student. Having a dedicated line that informs parents of homework assignments and upcoming tests is another concrete method to enhance student outcomes. Administrators and teachers can have their own voice mail boxes and can receive or leave a voice mail message for a teacher or parent without interrupting class. Either a flashing light or, in some cases, a scrolling text message alerts the teacher, who can then respond when it's more convenient or immediately depending upon the importance of the message. The St Louis Schools project is the latest addition to Mitel's "Win" column with other notable districts including New York City, Chicago, and with ICS Telecom – the Rochester City School District. For more information on Mitel's capabilities, contact your ICS Education Specialist on 800.836.7424, ext 7904.



Spotlight



Hosted or Premise Based IP?

Lots of buzzwords being tossed around these days, right? It's hard to tell the difference in vendor's offerings too. But it pays to attend to the details—before determining the right solution for you. **Hosted:** Puts the control (literally and figuratively) at a remote office. Best practices says they'd better be available 24x7x365 to ensure quick fixes/diagnostics. And Hosted requires that you need a pretty big "pipe" from your place to theirs since every time you call inside or out—even to the user at the next desk, you're chewing bandwidth. Insist on T1+ and count 64Kbps per user to be safe.

Premise Based: Puts the control in your facility and places service in the hands of your vendor. Your outside connections are based solely on how many outside connections you have—so this can be fairly simple. Is one better than the other? Depends on proper design. Good decisions require good planning, and a fair dose of analysis to make sure you get what you want. Details matter when deciding the best direction for your organization.

The 2006 Election: Get out the Vote Shows Big Use of Technology

The Pew Research Center has released a report regarding the 2006 General Election and the associated activity to get out the vote. Interestingly, nearly 2/3 of all registered voters received recorded voice messages. This figure trailed direct mail as the second largest means of "solicitation". And so much for traditional Grassroots

efforts—with less than 1 in 5 registered voters indicating they were visited by a candidate at home. Hmmm. Some other results: 75% of College Grads were targeted with direct mail. Those 50 Years old+ were the primary targets for all types of communication. Republicans got about 10%

more solicitations than Democrats on average. Technology rules—about 3 times more people got recorded messages than those who received "live" calls. The largest segment targeted for their votes? Those earning more than 75K per year. Should be very interesting to see how 2008 stacks up.



The Friendly Skies of Cell Phones

You know the announcement: "Attention Passengers, please turn off all electronic devices..." *This means you - Cell Phone!* Or does it? Beginning in January, Emirates Airline plans on allowing mobile phone usage in its planes, making it the first airline to allow passengers to make cell phone calls on its flights. International Carrier Qantas is studying technology that lets passengers use their cell phones and PDAs during flights as well. Fliers have long been able to make calls using phones built into the backs of airplane seats. As anyone who has

used this method knows – it's VERY expensive with costs approaching \$ 5.00 to \$ 10.00 per minute. Costs to make calls on Emirates are anticipated to be a fraction of that. As for the US, the FAA is reviewing the safety concerns associated with mobile calls made in the air and has developed a group to evaluate whether these mobile devices interfere with aircraft navigation systems. Fasten your seatbelts! The study is expected in the next couple of weeks. The majority of travelers (60%+) are against the idea of gabbing on airplanes. Internet access is expected within 2 years.

Federal Telephone Excise Tax Credit

The IRS is prepared to refund \$ 13 Billion in surcharges paid by individuals and businesses that have been collected to help fund the Spanish American War.

Yep, that's right.

Individuals can claim as little as \$ 30.00, and more with exemptions and/or some paperwork, with businesses required to perform a little arithmetic. Check

out the links below for info:

Individuals

www.irs.gov/newsroom/article/0,,id=161506,00.html

Businesses

www.irs.gov/newsroom/article/0,,id=164310,00.html



Vertical Communications, a leading provider of next-generation, IP-based phone systems and applications that help businesses better serve their customers, announced the completion of its acquisition of Vodavi Technology, Inc. "We are pleased to complete the Vodavi acquisition and we look forward to working with our expanded base of employees and dealers in maximizing the benefits of this transaction," said Bill Tauscher, Chairman and Chief Executive Officer. "...Additionally, the improved financial strength of the Company resulting from our recent financing transactions benefits both dealers and their end customers." ICS Telecom looks forward to working with the new, strengthened Vertical/Vodavi team.

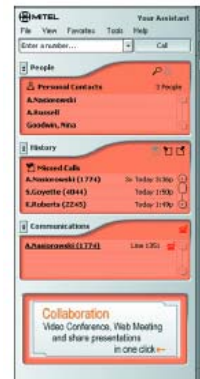
PC Based Connectivity Solutions Make the Grade

ICS Telecom is joining forces with its two primary telephone systems makers in promoting their desktop communications utilities.

Bob Hanaka, ICS Telecom's VP, Sales & Marketing said "The evolution of powerful applications at the desktop with the continued growth toward mobility and convergence make tools like those offered by Inter-Tel and Mitel critical in a competitive business." With Inter-Tel's

Connection Assistant, users are able to get screen pops, monitor other users, and keep a log of calls with simple point and click call handling. Similarly, Mitel's Your Assistant, offers a sleek desktop tool with drag & drop conferencing, video collaboration option, and directory. The Mitel product also delivers integration with Lotus. "These products are helping to revolutionize how our clients communicate," commented Hanaka. For all new systems

equipped with call management, a complimentary quantity of software licenses will be provided absolutely FREE.



Mitel Your Assistant

MEET THE TEAM!



DECEMBER'S TEAM FOCUS FEATURES GREG WILKE. GREG HAS WORKED WITH ICS FOR THE 30+ YEARS WE HAVE BEEN IN OPERATION. HE PROVIDES MANAGEMENT OF ICS TELECOM'S INVENTORY, SHIPPING AND RECEIVING. GREG IS A TREMENDOUS RESOURCE FOR THE ENTIRE ICS TEAM.!

Inter-Tel 7000 Wins Internet Telephony Award



The Inter-Tel 7000 family of solutions has been awarded TECHNOLOGY MARKETING CORPORATION'S

Internet Telephony Excellence Award. The product was also named BEST in SHOW at the Internet Telephony Technology Conference & Expo in San Diego. The 7000 is Inter-Tel's new SIP based communications platform that melds traditional

voice services with a number of enterprise level tools including conferencing, collaboration, networking, messaging, and custom applications.

Serving users of up to 2,500 per system, the 7000 platform is highly scalable, and offers varying levels of redundant operation. The new system was developed with the ability to integrate with legacy products



from Inter-Tel such as the successful Axxess and 5000 series solutions. ICS has already implemented several 7000 systems. For information on how the 7000 fits your organization contact your ICS rep.

