

**E-Newsletter May 2007**

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 ► May 2007 ◀**

[www.icstelecom.com](http://www.icstelecom.com)

**ICS Unveils STAKE  
School-safe Technology And Knowledge Exchange**

As many as 10,000 Children each month stay home from school out of fear of bullying (US Centers for Disease Control & Prevention). And over 1 Million children go to school each day in fear for their safety (Children's Defense Fund).

Weapons are removed from schools every day in America.

So, how is your school district doing? When evaluating a school's preparedness we tend to look at "events" and communications during these events to determine a plan's effectiveness.

In New York State, schools have been mandated to have Safety Plans in place since the early 1990's. These plans include assignment of crisis teams, evacuation methodologies, attendance, contact of authorities, and perhaps dozens of other requirements.

At ICS, we have been working on blending many of the communications solutions we offer to K-12 and higher learning, and bringing a simple portfolio that is available in a modular fashion to the districts located within our geography. In order to generate a level of effectiveness, we have spent time with the education community to understand where attention is needed, and what role communications serves when moments arise that need attention. What we found:

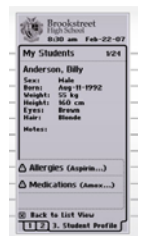
1. There are "events" every day in the schools that will benefit from improved communications.

2. The level of preparedness is not at an acceptable level (to the schools).

We see good news around the corner as those we are interviewing are very intent on making the best safety communications a priority. STAKE is our portfolio—a suite of software and hardware solutions that assist schools in many ways—from basic notifications (many districts have these elemental systems), to more critical communications. A glimpse at STAKE:



**911 Notification:** On site first responders are notified of a school emergency regardless of their location at the time of the event (via cell, wired, wireless or Instant Mobile Connect (IMC) enabled device. Off-site PSAP notification may include precise location detail such as medical information.



**Critical Student Information:** Provides access for authorized staff to student data that may range from health to behavioral, to grades and disciplinary information.

**Activation of Safety Teams:**

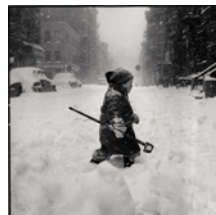
Provides access to various individuals such as administration, security, health personnel, and facilities at their desktop, via email, text message, cell, or other Mobile-Connect device. Staff may be located automatically anywhere, anytime.

**Caller ID/ Malicious Call Trace:**

Mitigate risks by capturing, tracking and recording threatening calls from locations on school property or off-site. Record calls for reference and archival.



**General Advisories:** Notifications for situations such as weather, school closings, bulletins, schedule changes may be forwarded directly to on-site and off site to appropriate parties via telephone, email, text, cell, or wireless devices.



Call 800.836.7424, ext 7904 for a copy of our STAKE brochure.



**Spotlight**



**HOSTED PBX the RAGE**

Hosted Telephone Systems are getting a fair amount of publicity these days. Remember Centrex? Well, new, hosted service has many similarities to Centrex of old, and some differences that may give pause.

*Hosted solutions mean you don't have to buy a core system.* While true, this also means your PBX is somewhere else and requires the hosting company to manage it .... (24x7x365). Are they equipped?

*Hosted systems don't have a big upfront cost.* True enough but they DO require you to allow for a Telco Bandwidth connection for all phones—even a call from users 5 feet away from each other travel over the local network. Ouch! Hosted does fit in many places—but any analysis needs to look at all of the variables. ICS can help you with asking the right questions. Know the initial costs, know the recurring, and know the functionality.



Get some of Blackberry's Benefits - without the \$\$\$\$

How would you like to get your emails on your cell phone – without the clunkiness or cost of a Blackberry or Treo? Sound intriguing? Check it out – a relative newcomer – Teleflip, Inc. just received RED HERRING's 100 Spring, as one of the top 100 private technology companies based in North America. Teleflip is a free service that intercepts your incoming e-mail every 15 minutes and converts it into text mes-

sages, which then appear on your phone. Users may set their phone to ring or vibrate when new messages arrive and even send replies to them. Sound good? Some may find the 120 character limit to be less than thrilling. And unless you "whitelist" approved email addresses on Teleflip, you might find spam messages annoying. The service is to go-live in mid June and it will be free. It is reported though that after the initial rollout phase that users

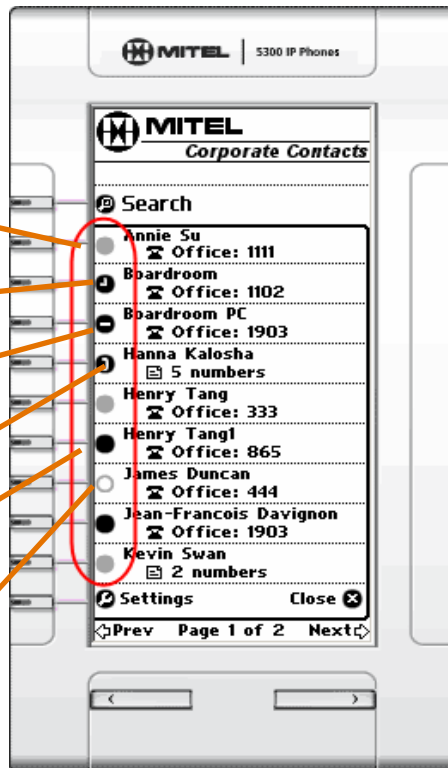
will get tags at the end of their messages (aka advertising). Small price for many since Teleflip's technology effectively converts email messages into text messages & it will work on just about any cell phone or service used today. Users are advised to have a text package with their carrier – or, pay the text charge for Grandpa's note about the next picnic.... So, don't suffer the Blackberry generation anymore – join it...free! Visit teleflip.com.

Mitel Intelligent Directory with Presence for 5300 Sets

Unsurpassed  
Functionality  
At the  
Desktop



Offline  
Away  
Busy  
On the Phone  
Online  
Unknown



Mitel advances with continuously updated Presence information automatically from your corporate Microsoft Live Communication Server

MEET THE TEAM!



OUR MAY TEAM FOCUS FEATURES CHRIS CHABRIEL. CHRIS IS IN HIS SECOND STINT AS AN ICS TEAM MEMBER. HE PROVIDES SALES ENGINEERING AND PROJECT MANAGEMENT EXPERTISE. CHRIS HAS WORKED IN THE TELECOMMUNICATIONS FIELD FOR MORE THAN 25 YEARS.

