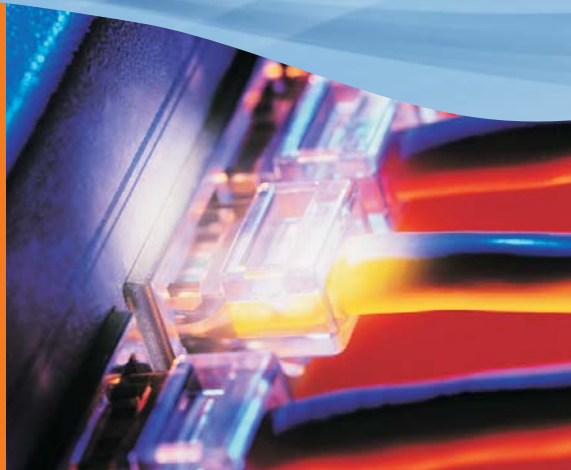


SOUND BYTES

Spring 2012
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*Mid-Market
Partner of the Year*
awarded by **VERINT**

Sound Communications is pleased to announce that it has won the 2011 Mid-Market Business Partner of the Year Award from Verint Enterprise Intelligence Solutions, marking our second win in a row and our eighth win in the past 10 years. The annual award honors the top Verint-certified partner for delivering exemplary customer solutions during the past year. The award finalists and ultimate winner are chosen from worldwide nominations.



Sound Communications and the other finalists were honored at the Verint 2012 America Sales Summit, which was held in February in New Orleans, LA. We were represented at this premier industry event by Garry Stephenson, President; Amy Mauro, Director of Sales; Darin Cooper, CTO; and Brandon Hughes, Solutions

Engineer (shown here from left to right, with Verint Channel Manager, Jon Harding).

“We are extremely honored to again be selected as Verint’s Mid-Market Business Partner of the Year,” says Garry Stephenson. “We believe that our commitment to service and to our customers truly sets us apart in today’s business world, and it’s great to see that recognized.” One of our newest team members, Amy Mauro, agrees. “Sound Communications is acknowledged throughout the industry for their expertise in recording and workforce management. They are often a resource for other Verint partners. Their reputation is a key reason why I chose to join the company, and I’m excited to see where 2012 takes us!”



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NEW FACES...



Amy Mauro

Amy joined Sound Communications in January, 2012, as Director of Sales. She holds

an MBA from Capital University (Columbus, OH) with a major in Marketing, and earned her undergraduate degree from The Ohio State University. Originally from Portsmouth, OH, Amy currently resides in the Columbus suburb of Upper Arlington with husband Tommaso, daughter Isabella, two cats (Dante and Piedi) and a black and white California King Snake named Oreo. In her spare time, Amy enjoys hiking, biking, sewing and reading.



Melissa Key

Melissa relocated from Florida to become part of our team in February, 2012.

As our new Technical Trainer, Melissa will design and deliver training to both our customers and associates. She previously held a similar position with a company owned by Ford Motor. Melissa is originally from Chicago, and now lives in Alexandria, OH with her 16-year-old son Alexander and canine son Toby. Her eclectic taste in hobbies includes motorcycles, hockey and manicures.

SCI Enabled For I360 Workforce Optimization, Version 11

At Sound Communications, we've always felt our niche was in serving the public safety and SMB (small to mid-size business) markets. So we're excited to announce that we'll be enabled by Verint to design, sell, install and support the full Impact 360 Workforce Optimization (aka I360 WFO) product suite within the SMB market space. This lets us combine the resources of Verint's global development team with the nimble response times of our industry-recognized Technical and Professional Services Divisions. In this article, our CTO Darin Cooper answers a few questions about this exciting new product offering.

Q: What is I360 WFO?

A: I360 WFO is a fully integrated suite of software and services that helps organizations improve everything that impacts the customer experience. This includes recording, quality assurance, workforce management, speech and data analytics, and much more. Now in version 11, I360 WFO is a product that is both stable and mature.

Q: How is I360 WFO different from Audiolog?

A: I360 WFO is an enterprise-level product suite, while Audiolog is known worldwide as the recording platform of choice for public safety facilities and call centers looking for a flexible, scalable solutions. For example, Audiolog does not require CTI integration, is able to record radio, and can combine different types of recording in a single server. It easily grows with you from a single site to an enterprise solution. We are proud to have been one of the first Audiolog integrators in the country, and to have one of the largest Audiolog support teams in the world.

Q: The technologies in I360 WFO have been around for years. What makes it so special?

A: In most organizations (and even in previous Verint offerings), managers use one application for recording, another for workforce management, and sometimes a third for quality monitoring. Training someone to use all these applications, as well as accessing support from numerous different vendors, can be both time-consuming and frustrating. I360 WFO is the first "fifth generation" WFO solution, unifying these critical functions into one platform from a world-class vendor, with simplified administration and maintenance through a single, web-based portal.

Q: How do I know which solution is right for me?

A: Since February, our Account Managers and Solution Engineers have been participating in special training designed to help them discern your needs and guide you to the solution that will best help you accomplish your goals. Whether that solution is the Audiolog Recording Platform, or the I360 WFO portfolio of solutions, your choice will be backed by the service and support of Sound Communications. We're happy when we've empowered you to protect and enhance your company, customer and human assets ...and not before.

For more information, contact your Account Manager today.

SCI's Security Division Introduces A Covert Surveillance Solution

In response to numerous requests for a recording solution that could be deployed with some secrecy, and that could be moved when needed, our Security Division has developed the SCI Covert Camera Solution. This solution is designed to give your organization the ultimate in flexibility for unattended and/or remote surveillance and recording. Simply combine our complete camera and microphone solution with the mounting hardware of your choice.



Especially appropriate for law enforcement, this unit is ideal for deployment in a vehicle, on a utility pole, within a sting house...the choice is yours. The SCI-CC Solution works with your wireless, wired or router/aircard network connectivity to allow officers to view video from a remote location, and to transfer video to an existing or dedicated SCI-DVR or SCI-NVR server. For exceptional return on your surveillance investment, add the SCI Covert Camera Solution to your department's tool kit today. Your SCI Account Manager will be happy to tell you more.



In the News

SCI Gives Back...

This past December, Sound Communications was proud to deliver over 114 pounds of food donations to the Mid-Ohio Food Bank and Grove City Pet Pantry. All donations went to a great cause!



GROVE CITY PET PANTRY



Chili Cook-Off

Congratulations to Jim Jacobs, SCI Controller. He was the winner in our 3rd Annual SCI Chili Cook Off.



SCI Webinar Series Continues

Sound Communications has now completed our initial three “First Friday” webinars, and response has been great. If you’re an existing SCI customer, and you haven’t yet taken advantage of this free training opportunity, why not join us for one or more of these upcoming topics?

June: What IT Should Know About Audiolog

During an Audiolog implementation, we review in detail how your Audiolog functions as a Windows server in your environment. Over time, some of these topics can be forgotten as IT personnel come and go. In this refresher, we’ll review important items like Windows Updates, anti-virus exclusions, use of remote access tools, Audiolog start-up/shut-down, and more.

July: Security & Calibrations for AIQ Administrators

Audiolog Interaction Quality (AIQ) is Audiolog’s robust agent/dispatcher evaluation tool. Because it is such a powerful application, it offers a variety of granular security permissions that can be a bit overwhelming. We’ll refresh your take on those in this session, as well as cover calibrations: AIQ’s method for ensuring evaluators score in a similar way.

August: AIQ Template Design

One of the most critical components of an effective evaluation system is a template that asks the right questions. Are your evaluations in line with your organization’s mission and goals? When should you use yes/no versus a checkbox versus a sliding scale? How do you weight sections appropriately? We’ll take a look at questions like these in our August webinar, and also peek at how AIQ can be used for more than evaluating calls.

Remember, these 45-minute webinars are held on the first Friday of each month at 2:00pm Eastern time. Attendance is limited to the first ten (10) registrants, (although you are welcome to have multiple attendees in a conference room at your location). To register, please contact Jacque Ramsey, Sales & Marketing Coordinator, at jramsey@soundcommunications.com.



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