

Ultimate! CALL ACCOUNTING

Software for Maximizing Communications and Productivity
by Increasing Accountability



Let *Ultimate!* Call Accounting:

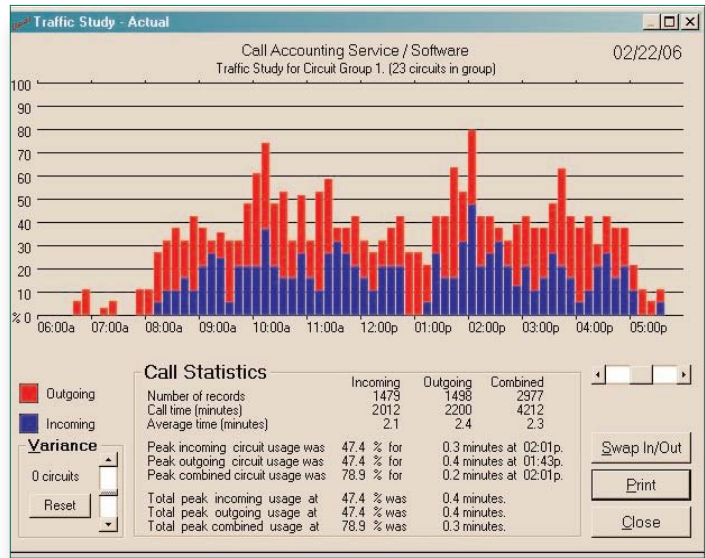
- ◆ **Equip** your managers with timely information about employee telephone usage
- ◆ **Display** precise information about your telephone line usage
- ◆ **Identify** positive and negative telephone trends
- ◆ **Allocate** telecom expenses to each department
- ◆ **Deliver** reports automatically to your desktop
- ◆ **Install** quickly and with limited staff training
- ◆ **Expose** misuse of time on the telephone

Ultimate!
**Software
Products**
.....
INCORPORATED

This keeps profits going up and your expenses under control.

90% of telephone systems have 20% too many lines. Let the *Ultimate!* Family of Call Accounting Products fix this and other communications issues for you.

The traffic analysis (illustrated to the right) provided by *Ultimate!* can save your company money if it shows you're paying for phone lines you don't need. The same analysis can also lead to increased sales if it shows customers are getting a busy signal because there aren't presently enough lines to handle all their calls. *Ultimate!* is capable of providing additional information to help you find out how long all phone lines were busy and what percentage of the calls during that time were incoming versus outgoing.



***Ultimate!* Call Accounting is the only service that delivers:**



- ◆ **Real Time Call Analysis** - *Ultimate!* Call Accounting processes the data in real time eliminating the need to wait to determine who dialed 911 emergency.
- ◆ **Blended reports for Multi-site Installations** - Centralized Call Accounting generates real-time reports for an entire network.
- ◆ **An Authorized Network** of 250 dealers in 430 locations nationwide. *Ultimate!* Call Accounting integrates with over 250 models of telephone systems and property management software systems.
- ◆ **True Traffic Studies** - Only *Ultimate!* Call Accounting displays precise times if and when all of your circuits are in use. You need to know when new callers will be given a busy signal or when it's time to remove costly circuits.
- ◆ **Custom Developed Applications** such as: *Ultimate!* **CareGiver** that monitors and reports on the safety of elderly residents; special cost programs for hotels in other countries; reports on hold, talk and ring time for approved phone systems; and tracking the effectiveness of various advertising campaigns with *Ultimate!* **AdTracker** as illustrated below**WHAT CAN WE DESIGN FOR YOU?**

***Ultimate!* AdTracker** helps you make wise decisions as consumers respond to new trends (e.g., internet, cable programming and regional economic changes). *Ultimate!* helps keep your finger on the pulse of the public.

| <i>Ultimate!</i> AdTracker KEY CODE | Dialed Number Information Service (DNIS) Call Count Comparison Reports | | | | | | | | | | | | |
|---|--|---------------------------------|---|---|----|----|----|----|----|----|----|----|-------|
| | W2. Productivity / Evaluation - Extension Incoming Call Count Comparison | | | | | | | | | | | | |
| | From 06/1/2000 12:01 to 06/30/2000 23:59 | | | | | | | | | | | | |
| | See | 10 | 4 | 8 | 12 | 16 | 20 | 24 | 28 | 32 | 36 | 40 | Calls |
| Drive-time Radio Ads (1) | KEY Code 1I | [Bar chart showing call counts] | | | | | | | | | | | |
| Website Call Request (2) | 2I | [Bar chart showing call counts] | | | | | | | | | | | |
| Bill Board (3) | 3I | [Bar chart showing call counts] | | | | | | | | | | | |
| Cable News Ads (4) | 4I | [Bar chart showing call counts] | | | | | | | | | | | |
| Sports Page Ads (5) | 5I | [Bar chart showing call counts] | | | | | | | | | | | |
| City Bus Ads(6) | 6I | [Bar chart showing call counts] | | | | | | | | | | | |
| Yellow Page Ads(7) | 7I | [Bar chart showing call counts] | | | | | | | | | | | |

In the example above if you spend \$500.00 per month for a **Yellow Page ad**, the cost per response is \$125.00. If the **City Bus ads** cost \$1,000.00 per month then the cost per response is about \$26.00 with 39 calls that month. This is the data you need to set priorities for your advertising budget.



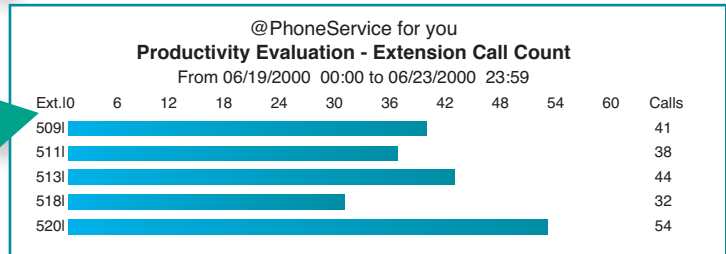
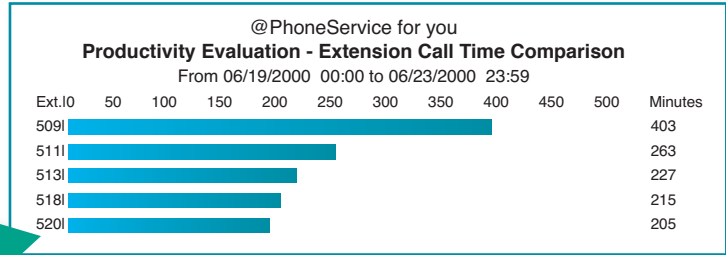
Profits go up as you: Identify Positive Trends in Production

PRODUCTIVITY GRAPHS

Extension call time & count report

Compare salespeople by the amount of *time on the phone* or by the *number of calls* made for the same time period.

In our example we find that extension 520 spent the least amount of time on the phone but made the highest number of calls. 520 happened to be a new employee in need of additional training while 509 made fewer calls but spent more time on the phone making the most sales.



Profits go up as you: Identify Potential Negative Trends in Production



@PhoneService for you
Caller Abuse/Misuse - Frequently Dialed Numbers
 From 06/19/2000 00:00 to 06/23/2000 23:59

| | | |
|-----|-------------|-----------|
| 1. | 7999494 | 121 calls |
| 2. | 2784126 | 60 calls |
| 3. | 5428036 | 55 calls |
| 4. | 12627349171 | 43 calls |
| 5. | 4824410 | 38 calls |
| 6. | 17158342046 | 38 calls |
| 7. | 2973565 | 29 calls |
| 8. | 16082770610 | 29 calls |
| 9. | 4625470 | 25 calls |
| 10. | 4616740 | 22 calls |
| 11. | 17158425577 | 20 calls |
| 12. | 12626364971 | 20 calls |
| 13. | 4499191 | 18 calls |
| 14. | 4470270 | 17 calls |
| 15. | 3727200 | 16 calls |

CALLER ABUSE – Frequently dialed numbers report

This report can detect potential caller abuse and misuse of the business lines. The most frequently dialed number in this example is 799-9494, which happens to be a local radio station. With an additional report (not shown here) we discovered two hourly employees spent an hour making the majority of these calls. At fifteen dollars an hour that is \$30.00 of lost productivity for this week. Over a month that could exceed \$120.00 plus phone service charges.



Profits go up as you: Expose misuses of time

CALLER ABUSE – Directory Assistance calls report

At the end of this monthly report it shows the total number of directory assistance calls made. At one dollar per call that means an additional \$113.00 that month on the phone bill.

Department : Warehouse

Ext. 107 Bischoff, Nicholas
 Totals for ext. 107 : 6 call(s) . 0 hours , min . \$6.00

Dept. Warehouse had 6 call(s) .
 Totals: 0 hours, 3 min. \$6.00 Averages : 0 min., 22 sec. \$1.00

| | |
|------------------------|---------------------|
| Total Calls: | 113 |
| Total Length of Calls: | 1 hours, 37 minutes |
| Total Cost of Calls: | \$113.00 |

| | |
|--------------------------|-----------------------|
| Average Length of Calls: | 0 minutes, 33 seconds |
| Average Cost of Calls: | \$1.00 |

HOTELS / MOTELS
PHONE BANKS
ORGANIZATIONS WITH CUSTOMER SERVICE GROUPS
ORGANIZATIONS WITH MULTIPLE DEPARTMENTS
ALL COMPANIES & OFFICES WITH MULTIPLE DEPARTMENTS
PLACEMENT SERVICES
TELEMARKETING SERVICES

EXECUTIVE SERVICE CENTERS
ARCHITECTURAL FIRMS
ORGANIZATIONS WITH CUSTOMER SERVICE GROUPS
TELEMARKETING SERVICES
SALES & MARKETING AGENCIES LIKE INSURANCE, BROKERAGE, FINANCIAL SERVICES

These illustrated reports could save over \$250.00 per month and encourage more productivity from your staff.

PRODUCTIVITY EVALUATION
Cost allocation by department, extension or account code report

This monthly report is useful for determining each department's portion of the total phone bill. It emphasizes the detail of all calls in, out, local and long distance. You can quickly spot profitable trends or calls that may be a liability. This report also summarizes the percentage of calls and costs for each department.

| Ext. 219 Executive Waiting Room | | | | | | | |
|---|--------|---------|---------|----------|--------------|-----------|--------------|
| Date | Time | Ckt. | Account | Type | # Dialed | St City | Length Cost |
| 06/19 | 3:06p | 000034 | | INCOMING | | I | 0:00:31 0.00 |
| 06/20 | 8:02a | 000001 | | INCOMING | | I | 0:01:07 0.00 |
| 06/20 | 11:34a | 000034 | | INCOMING | | I | 0:00:45 0.00 |
| 06/20 | 11:43a | 000034 | | INCOMING | | I | 0:01:00 0.00 |
| 06/20 | 11:48a | 000032 | | INCOMING | | I | 0:01:04 0.00 |
| 06/20 | 11:50a | 000001 | | INCOMING | | I | 0:00:16 0.00 |
| 06/20 | 12:11p | 000034 | | INCOMING | | I | 0:01:12 0.00 |
| 06/21 | 8:23a | 000003 | | INCOMING | | I | 0:00:35 0.00 |
| 06/22 | 4:33p | 000042 | | | 715-842-5577 | WI WAUSAU | 0:00:45 0.16 |
| 06/23 | 9:22a | 000024 | | | 715-842-5577 | WI WAUSAU | 0:00:29 0.04 |
| Totals for ext. 219: 10 call(s) . 0 hours, 8 min. \$0.20 | | | | | | | |
| Dept. Common Access had 81 call (s) . | | | | | | | |
| Totals: 2 hours, 25 min. \$29.40 Averages: 1 min., 47 sec. \$0.36 | | | | | | | |
| Total Calls: 4764 | | | | | | | |
| Total Length of Calls: 171 hours, 36 minutes | | | | | | | |
| Total Cost of Calls: \$812.25 | | | | | | | |
| Average Length of Call: 2 minutes, 9 seconds | | | | | | | |
| Average Cost of Call: \$0.17 | | | | | | | |
| Department | Calls | Calls % | Cost | Cost % | | | |
| Undefined | 0 | 0.0 | 0.00 | 0.0 | | | |
| Accounts Payable | 140 | 2.9 | 7.32 | 0.9 | | | |
| Accounts Receivable | 377 | 7.9 | 16.92 | 2.1 | | | |
| Agent Group | 649 | 13.6 | 182.53 | 22.5 | | | |
| Bookkeeping | 108 | 2.3 | 28.04 | 3.5 | | | |
| Cafeteria Services | 332 | 7.0 | 15.12 | 1.9 | | | |
| Common Access | 81 | 1.7 | 29.40 | 3.6 | | | |



Profits go up as you: Allocate departmental expenses and equip your managers with employee information

Ultimate! Call Accounting delivers automated reports to a printer, a shared drive or e-mail addresses. Simple commands will generate reports on demand. A sampling of standard reports is illustrated. Custom reports may be designed in hundreds of variations.

TEMPLATE REPORTS

1. Cost Allocation / Billing - By Department / Extension (Detail)
2. Cost Allocation / Billing - By Department / Extension (Summary)
3. Cost Allocation / Billing - By Account Code (Detail)
4. Cost Allocation / Billing - By Account Code (Summary)
5. Cost Allocation / Billing - Detail Report at Alternative Rates
6. Productivity / Evaluation - Extension Call Time Comparison
7. Productivity / Evaluation - Call Duration Analysis
8. Productivity / Evaluation - Extension Call Count
9. Caller Abuse / Misuse - Specific Call Type (Detail)
10. Caller Abuse / Misuse - Long Distance Calls Over 20 Minutes
11. Caller Abuse / Misuse - Calls Greater Than \$2.00
12. Caller Abuse / Misuse - Frequently Dialed Numbers
13. Caller Abuse / Misuse - 799-xxxx Radio Contest Report
14. Traffic Analysis - Distribution of Calls by Trunk
15. Traffic Analysis - Distribution of Calls by Time of Day
16. Traffic Analysis - Distribution of Calls by Day of Week
17. Traffic Analysis - Frequency of Outgoing Calls by State
18. Traffic Study Extended Summary Study
19. Guest Room Check In
20. Guest Room Check Out
21. Guest Room Status
22. Incoming Calls with PRI / ANI / or CID data

CALL ACCOUNTING TECHNICAL REQUIREMENTS

- ◆ Windows® 98, NT, 2000, XP Pro, and 2003 operating systems
- ◆ One dedicated communications port or an IP connection for SMDR/CDR
- ◆ 100 MB of available hard disk space for 1,000,000 call records
- ◆ SMDR data feed for the phone system
- ◆ Internet Browser
- ◆ Optional NIC card, printer, modem, pcAnywhere® or www.gotomypc.com connections

For a live demonstration of this **Ultimate!** service call 262-789-9649 between 8 A.M. to 5 P.M. C.S.T.



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