

**SPECIAL
PCS'99 SHOW
EDITION!**

In-Touch NEWS

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Profile

Customer Support Department Provides Worldwide Service to Clients



Lily Yee serves as director of Customer Support for In-Touch Management Systems. *In-Touch News* interviewed Lily to learn more about the department.

The Customer Support Department is one of the most important facets of our company as it provides our clients in the U.S. and abroad with a state-of-the-art management-information system, timely customer service and informative business consulting.

As director of Customer Support, I'm responsible for sustaining **In-Touch II** functionality and upgrades at each of our clients, from the larger national providers where In-Touch supports over six million subscribers to the local carriers and resellers with thousands of subscribers. To accomplish this task I lead a tremendous support team. This requires that I project and fulfill staffing requirements, produce reports on current projects and provide project scheduling information. In addition to customer satisfaction, managing the policies, work schedules and compensation plans for the support team is important to maintain employee satisfaction. Satisfied employees certainly help us toward the goal of satisfied customers.

We service about 125 clients worldwide. The Department is open from 8:30 a.m. to 6:30 p.m. Monday through Friday. But we're on call 24 hours a day, seven days a week. There is always someone from our department with a "floating" pager and that person is expected to respond to the customer within 30 minutes of receiving the page.

I supervise a 14-person staff, comprised of a project manager, account managers, and technical support representatives. Everyone has an extensive knowledge of the **In-Touch II** system and is well versed in discussing a wide variety of hardware, software and network issues. In fact, our breadth of knowledge enables our clients to get up and running quickly.

The project manager keeps track of all projects and makes sure they're properly logged and completed on time. The account managers are responsible for the larger accounts. They provide status reports to customers and help them prioritize projects. The technical support representatives can converse with clients on a wide range of system and technical issues.

The Customer Support Department also serves as a liaison between our Installation and Development departments. When a new request comes in, for example, we initially discuss with the customer what their specific short- and long-term needs may be; from this input we help Installation and Product Development understand the customer's requirements.

Lastly, another value-added service we bring to customers is our language capabilities — a number of staffers are fluent in Spanish and Portuguese.

If you have any further questions about the Customer Support Department, please call me at (516) 752-2701, ext. 280; fax is (516) 752-3397; e-mail is lyee@itms.com.

In-Touch News Debuts

By Alan J. Hills, President, In-Touch Management Systems, Inc.

Welcome to the premiere issue of **In-Touch News**, published by In-Touch Management Systems, Inc. **In-Touch News** will provide useful and practical information to our worldwide clientele. We're showcasing the new publication here at **PCS'99** and invite you to come by our booth — **Hall B, #2436**.



Alan J. Hills

This has been a banner year for In-Touch. Sales to date have increased more than 20 percent compared to 1998. We have gleaned a number of substantial contracts with major wireless communications and reseller companies, both domestically and overseas. The company continues to expand its operations abroad, particularly in Latin America. We also introduced a prepaid calling-card platform that is proving very popular with many of our Latin American customers (see related story, "Prepaid Services Reduce Operation Costs of Paging Carriers"). Additional 1999 accomplishments include:

- 1. Launch of our new Web site.** Please log on to <http://www.itms.com>. You'll find the latest product information, company news, job openings and helpful links.
- 2. New literature.** We recently unveiled a four-color brochure that has been well received by current and prospective clients. The brochure contains four inserts that describe in greater detail a number of our products and services: a) In-Touch II Ad Hoc Reporting; b) In-Touch Point-of-Sale System; c) In-Touch Dispatch Paging Systems; and d) Integrated Paging/NPCS Management System. If you would like to receive a copy of the new literature, please contact us at (516) 752-2701, fax a request to (516) 752-3397, or send e-mail to info@itms.com.
- 3. Diversified ad campaign.** In-Touch has undertaken an aggressive multimedia advertising program with major U.S. and European print and online trade publications. We plan to expand this campaign over the next 12-18 months and will target key Latin American publications as well.

We'll look forward to seeing you at PCS'99. I also encourage you to submit any ideas you have for future stories. Write to us at: Editor, **In-Touch News**, One Huntington Quad, Suite 1C02, Melville, NY 11747, or e-mail suggestions to info@itms.com.

<u>Prepaid Table Maintenance</u>		<u>Management Of Service Cards</u>	
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21 Phone Number -> Packages		Exit	
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23 Account -> Service Cards		99 Exit To Operating System	
<u>Sales And Activation</u>			
31 Sale Of Service Packages			
32 Service Card Activation			
34 Activate Card/Sale Of Package			
System: 63		Program: <	
Prepaid Test			INTOUCH

In-Touch System 63: A full-management module for prepaid services.

<u>Edit Service Package Types</u>	
Service Package:	
1 Description:	7 Package Deal:
2 Creation Service Event:	8 Life By Units?: A
3 Activation Service Event:	9 Number of Units: 0
	10 Midterm Threshold: 0
4 Expiration Service Event:	11 Life By Days?: A
	12 Life Span: 0.00
	13 Midlife Threshold: 0.00
5 Midterm Service Event:	14 Dispatch?: N
6 Midlife Service Event:	
	New Change Delete
	View Save
	Function: <
PrePaid	INTOUCH

Prepaid Packages: User-defined packages have multiple features.

- "calling party pays" billing system. **In-Touch II** will allow the company to offer prepaid transcription cards. When a customer activates these cards, the service in the paging terminal is upgraded to transcription. When the card expires, the service is demoted to voice mail only. End users won't have to call a voice mailbox to check messages — they can access the message on the pager.
- A company in Mexico needs a flexible prepaid card program. A table-driven status field, for example, will change value throughout the life of the card and it will also indicate if the card is with an agent, in stock, with the customer, and if it can be activated. If a card is stolen, for instance, the user won't be able to activate it. The prepaid card will also allow the user to select what service to receive for a certain price; e.g., the service could consist of voice mail, wider coverage, etc.
- A Brazilian paging carrier wants to include special services when a particular service is about to expire. For example, if a customer purchases 100 messages, a string (in Portuguese) such as "Your service is about to expire" will be sent to the customer beginning with the 90th message. Once the service expires, the dispatch system will send a predefined string such as "You received a message, activate a package to retrieve it."

Prepaid Services Reduce Operation Costs of Paging Carriers

When a customer's paging service is suspended, that downtime often translates into lost revenue. In order to prevent customers from becoming delinquent, one option that paging carriers have is to offer prepaid services.

Prepaid services can dramatically reduce operations costs for paging carriers — there is no monthly invoice to create or print, no billing record to send to a bank, a customer will not become delinquent, and collection processes can be avoided.

With prepaid services, customers have the ability to purchase a quantity or time of service in advance. It's most often utilized in a dispatching environment. Prepaid services help reduce credit risks and provide customers with the ability to control costs.

In-Touch is currently rolling out a number of unique prepaid applications as part of **In-Touch II**. Here are a few of them:

- A fast-growing company provides alphanumeric and numeric paging services in Argentina. Argentina is moving to a

Let In-Touch Solve Your Y2K Problem

The Year 2000 begins in a little more than three months. Fortunately for our clients, we anticipated Y2K issues almost 20 years in advance when we built our original system back in 1981. Subsequent generations of products have maintained Y2K compliance.

The proverbial clock, however, is ticking away and Y2K problems could have serious implications for the paging industry. Tackling the problem now may avoid financial hardships later.

We can resolve your Y2K problem:

- Upgrade your existing system. In-Touch can give you an analysis of the costs involved to upgrade your system, and can provide you with Y2K guidelines to test specific cases for compliance.
- Replace your existing system. In-Touch can demonstrate to you its Y2K-compliant system and explain its unique method of handling dates both internally and externally. *Remember: The In-Touch system was written Y2K compliant from Day One!*

Jo Ann Caracappa Appointed Vice President of Operations at In-Touch



Jo Ann Caracappa has been appointed vice president of Operations at In-Touch Management Systems, Inc. Caracappa oversees a 55-person office staff and reports directly to Alan J. Hills.

"Jo Ann has a proven operations track record with leading wireless communications companies and her expertise will be invaluable to us as we continue to grow in the years to come," said Alan J. Hills, In-Touch's president.

Caracappa is responsible for all day-to-day operations at In-Touch. Her duties include supervising installations (new clients, merges, conversions, etc.), establishing new procedures, training programs, human resources and customer support.

Prior to joining In-Touch, Caracappa served as operations manager for Preferred Networks, Inc. (PNI). The Atlanta-based company acquired Mercury Paging & Communications in February 1997. Caracappa was based in the Syosset, NY office, which was responsible for 75 percent of the reseller revenue generated by the company. She supervised a 20-person staff and was responsible for a \$2 million inventory.

Caracappa was with Mercury Paging in Syosset for three years prior to the acquisition where she served as vice president-Operations. Before coming to Mercury Paging, Caracappa spent four years at Manhasset, NY-based Contact Communications. Her last supervisory position with the firm was office manager. She launched her high-technology career as an inventory supervisor for Radio Relay Corp., located in Hicksville, NY.

Caracappa is a native of Long Island. She studied elementary education at the State University of New York at Cortland. She is married and has two children.

Sammy A. Miles Named Director of Sales & Marketing at In-Touch



Sammy A. Miles has been appointed director of Sales & Marketing at In-Touch Management Systems, Inc. Miles is responsible for national and international sales for In-Touch. He joined In-Touch last year.

"Sam has a superb track record of more than 20 years expertise in strategic sales planning, operations administration, information and communications technology management, customer service and retention and computer systems implementation," said Alan J. Hills, In-Touch's president. "As we continue to expand our operations both domestically and internationally, he will play an integral role in helping us achieve our sales and marketing objectives in 1999."

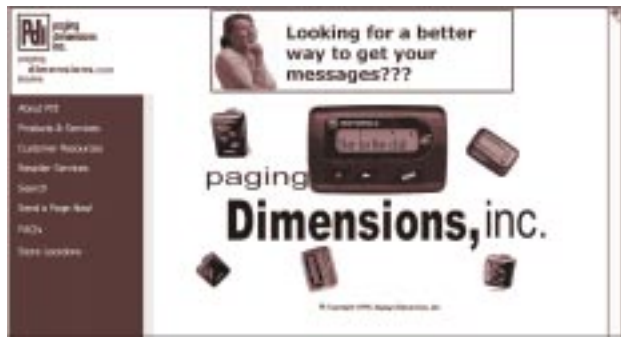
Miles spent eight years as president and co-owner of SigNet Paging, Inc., based in Raleigh. During his tenure, sales increased 27 percent each year and the company was continually ranked number one in the region by customers in product, service and customer satisfaction. SigNet also posted the best "average revenue per unit" in the Southeast and the business was eventually sold for a 16-time return on investment after seven years of operation.

Prior to forming SigNet, Miles served as chief administrative officer and group executive of First Commerce Corporation and First National Bank of Lafayette in Louisiana. His areas of responsibility included systems operations, strategic support, direct marketing and branch and retail operations.

Miles also spent 19 years with Memphis-based First Tennessee National Association in a number of senior management positions. As vice president and regional operations director, he helped establish major processing centers throughout Tennessee. Miles was instrumental in launching new documentation and maintenance systems and trained managers in productivity and quality-control management techniques.

Miles attended The Quality College in Winter Park, FL, majoring in business, and the University of Tennessee at Knoxville, where he studied productivity management and financial controls.

Paging Dimensions Installs In-Touch II



In-Touch II was recently installed at Orange, Calif.-based Paging Dimensions, Inc. Paging Dimensions, established in 1986, is a licensed paging provider on both 900 MHz and UHF frequencies. According to Cliff Tompkins, Paging Dimensions' vice president of operations, a substantial portion of their business is dedicated to serving resellers during standard business hours. Coverage is in Arizona, California, Nevada, Oregon and Washington.

Tompkins said **In-Touch II** was selected after an extensive search. And the conversion only took three days — an In-Touch team arrived on a Thursday, final billing on the old system was on Friday, and **In-Touch II** was operating on Monday afternoon.

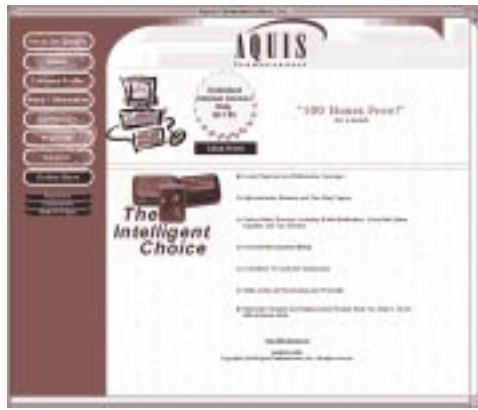
"One of our big concerns was the Year 2000 bug," he said. Our previous system wasn't Y2K compliant and because we have 80,000 numbers, we can't afford any software failures. Not only was **In-Touch II** Y2K compliant, but it offered us more flexibility in organizing data and providing sophisticated reports that are useful for senior management."

In-Touch II has now seamlessly processed three complete billing cycles since installation. Although Paging Dimensions has only had the system operational for just over 90 days, Tompkins said they had already noticed a marked improvement in the processing of customer transactions.

"When potential direct subscribers are on the phone or come to our office, we have to be able to activate the pager, provide the necessary features and get it done quickly," he said. "On the reseller side, because **In-Touch II** has such a large installed base with other carriers, we don't have to go through a time-consuming training program. We just get them new access codes and they're all set. Over the long term, this also helps us get more customers."

Client Focus

Focus On Aquis Communications Group, Inc.



Each issue of **In-Touch News** will highlight an In-Touch customer. If you would like your company profiled, please contact us.

Aquis Communications Group, Inc. provides a wide range of telecommunications services including national, regional and local messaging services to customers in the Northeast and mid-Atlantic areas and in the Southwest; public Internet access and Virtual Private Network (VPN) services; and, as a competitive local exchange carrier, local and long-distance services.

Located in Parsippany, NJ, about 20 miles east of New York City, Aquis began operations with the purchase of the paging assets and operations of Bell Atlantic Corporation on Dec. 31, 1998. Its common stock currently trades on the NASDAQ "SmallCap Market" and the Boston Stock Exchange under the symbol "AQIS."

Aquis has 175 employees and the company has 475,000 messaging customers. Second quarter 1999 revenues were \$6.4 million. Distribution is through nine field direct sales offices and a network of more than 500 resellers.

Aquis has three main subsidiaries:

Wireless Communications — Provides messaging operations, including numeric and word paging, and advanced messaging products; and value-added services such as voice mail, dispatch, news updates, e-mail notification and fax services.

Internet Communications — VPN service; ExSPAND, a system operating on a private, global IP network separate from the Internet incorporating advanced security technology at the network level; and authentication using Private Key Infrastructure and Digital Certificates.

Wireline Communications — Provides competitive local exchange and long-distance services. The subsidiary is a fully certified common carrier in New York and Massachusetts and also has interconnection agreements in Maine, New Hampshire, Vermont, Rhode Island, Pennsylvania and Virginia.

Last July, Aquis also announced it had acquired Tampa, FL-based SunStar Communications, which sells secure Internet services over an intelligent private network to financial institutions, which enable them, in turn, to offer high-speed online services to customers worldwide.

For more information on Aquis, call (973) 560-8000 or log on to the company's Web site at <http://www.aquiscommunications.com>.

Brazilian Firm Chooses In-Touch II



Acess, a paging carrier with offices in Sao Paulo and Rio de Janeiro, Brazil, is using **In-Touch II** to handle a wide variety of functions, including billing, inventory, accounts receivable and switch/terminal interface functions.

Acess was established in June 1996 and has quickly grown to be one of Brazil's largest paging companies with more than 80,000 users. The company maintains a Message Service Center, staffed 24 hours a day, seven days a week with operators to receive and transmit messages. Access is the only paging operator with its own communications antenna, connected directly to Embratel's Brasilsat II satellite. The company was also the first to introduce "Flex" pager technology in Brazil, which reduces transmission errors,

increases battery life and provides larger message storage capacity.

With **In-Touch II**, Access doesn't have to maintain different sets of software to process invoices. This is especially useful in Brazil because of the complex tax situation. There are many different types of taxes charged to paging customers, e.g., for services provided, types of products, and more. In addition, the Brazilian government requires the issuance of "Fiscal Notes," a special type of invoice that itemizes these various taxes.

In-Touch II generates the necessary Fiscal Notes as part of the customer's billing cycle and is integrated with Access's main billing system. **In-Touch II** is also designed to be multilingual and system screens and invoicing descriptions are user definable through table maintenance, allowing Access to use Portuguese and English.

Tiered Billing Helps PageNet Bill Resellers



In-Touch has established a tiered billing system for PageNet that helps the carrier bill its resellers differently based on how many units in service (UIS) a reseller has. With a tiered billing system, PageNet now has in place an innovative, incentive-based, reward billing system for resellers.

With **In-Touch II**, PageNet has a uniform "front end" in working with resellers nationwide. The program enables them to integrate their indirect business into one enterprise-wide database — the carrier has one standardized billing and provisioning platform. The regional offices can focus exclusively on sales and PageNet gets a highly reliable and fast method of signing up customers through reseller channels.

The tiered billing system can also be expanded to allow the assignment of multiple service types for a tier profile, giving PageNet more ways to creative incentives for its resellers.

For more information on how a multi-service tiered billing program can facilitate growth for your business, contact Craig Hutchison at chutch@itms.com.

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