

Profile

Antonio Ensures Each Installation Is Perfect



J. Antonio Medina

The agreement has been successfully concluded. Your company now wants to get In-Touch II up and running as quickly as possible. Your next point of contact will be working with a team of installation experts from In-Touch who will be responsible for ensuring that your billing and management system is operational and meets your short- and long-term requirements.

'Our customers usually see us first so it's vital that we make a good impression.'

Spearheading this is Installation Project Leader J. Antonio Medina. Antonio has been with In-Touch since 1996 and oversees both domestic and international installations of In-Touch II. Recent projects have included Aceso, a paging carrier with offices in Sao Paulo and Rio de Janeiro, Brazil; and Orange, CA-based Paging Dimensions, Inc.

"Our customers usually see us first so it's vital that we make a good impression," Antonio says. "Because of In-Touch II's flexibility, we can also adapt to our customers' needs during the installation process — we often tailor the system to accommodate any situations that may arise on short notice."

In addition to supervising installations worldwide, Antonio has also participated in the design and development of a fiscal module for the Brazilian market and developed another module that manages pre-paid cards for paging services.

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Before joining In-Touch, Antonio served as a software engineer for the Forestry and Wildlife Management, and a software manager for the Environmental Institute, both affiliated with the University of Massachusetts at Amherst.

A native of Mexico, Antonio received an IBM Fellowship from IBM of Mexico. He studied IBM operating systems, hardware, components, and customer service at IBM's Mexico City office.

Antonio received his PhD and Master of Science degrees in computer science from the University of Massachusetts at Amherst and a Bachelor of Science degree in mathematics from Instituto Politecnico Nacional in Mexico City. He and his wife have two daughters and reside in Huntington.

Our Changing Industry

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



Alan J. Hills

As we move into the second half of 2000, the paging industry is evolving at what sometimes seems like warp speed. Converged (or what others called enhanced) services such as unified messaging and virtual assistants are fast changing the way in which we conduct business.

From a data standpoint, the next "frontier" will be the separation of "business rules" from databases, which will allow for the use of any commercially available database product as an underlying engine. This will enable easy integration with other types of billing.

With In-Touch II, for instance, there are a number of ways to accomplish this. Seamless computer interfaces to credit card companies, lock-box companies, resellers and interactive voice response as well as paging terminals allow paging companies to keep their staffs focused. Some of our customers have as many as 10,000 billable handles per employee. With the advent of carrier-owned retail stores, a point-of-sale (POS) interface eliminates the duplicate entry of handwritten contracts and allows for provisioning and billing of services sold at your retail counter.

In the retail environment, billing system data can be used to predict stock run rates and local number usage to reduce the carriers' need to pre-purchase inventories. This simple one-step provisioning billing and setup allows the carrier to service his customer with the minimum possible labor.

Clear and concise bills also help carriers reduce churn and decrease customer service calls. Some of our In-Touch II customers, for instance, even take the billing one step further and allow the local phone companies to bill for the provided paging services, further reducing churn and collection cost.

As various customers create new billing techniques, our "business rules"-based system allows the carrier to tailor these increasingly creative rules to their own needs.

In fact, we often develop additional functionality to carriers' creation of new market channels. We're often approached to further develop these products and enhanced services to increase provisioning and billing capabilities.

The bottom line is that we're attuned to our customers' unique needs and requirements. We encourage your participation. As always, please call me at (631) 752-2701 or send e-mail to ahills@itms.com.

New Ad Campaign Debuts

In-Touch has rolled out a vibrant new advertising campaign running in a number of key industry publications.

The first ad compares In-Touch II to other business management systems on the market. It depicts a lone red Macintosh apple slugged "Other Sys-

'In-Touch II's features makes it immediately obvious that In-Touch II provides more customer service and support.'

tems." An adjacent pile of apples highlighting many In-Touch II features makes it immediately obvious that In-Touch II provides more customer service and support. There are apples appropriately named "Billing," "Linux Compatible," "Unix Compatible," "Turnkey Solution," "Inventory Control," "Data Analysis," and more.

The ad's headline says it all: "When you compare apples to apples, there's only one top banana — In-Touch II." A pair of bananas near the In-Touch logo provides additional visual emphasis.

The other ad is geared towards

When you compare apples to apples, there's only one top banana — In-Touch II.

Let's peel away the hype about "lowest prices" and get right to the core of the matter. The In-Touch II Business Management System delivers more time- and money-saving features, more customer service/support, more compatibility—including Linux and Unix—than any comparable system on the market. As your strategic partner, we offer a complete turnkey business management and operating system solution. One that provides customer care, inventory control, data analysis, billing, management/administration and marketing. So when you compare apples to apples—or, what you're really getting for your money—your best value is still In-Touch II. It's no wonder In-Touch has become the top banana in business management systems.

Get In-Touch with us.
Call 631-752-2701 today.
Or fax us at 631-752-3397.



In-Touch
Management Systems, Inc.

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In-Touch with Your Business.

Many Business Management Systems look like a bargain—until you need support.

Those so-called bargain management systems may sound like a steal, but most don't give a beep about support. Low price usually means low profile when you call for help. All the more reason to get an In-Touch II Business Management System. It's not only value priced but backed by In-Touch's responsive, dedicated support. Our full-time staff of software and systems engineers provides installation, maintenance, customer support, user training, database conversion, consulting and product development services worldwide. As your strategic partner, we offer a complete turnkey business management and operating system solution. One that provides more features than any comparable system on the market. Including customer care, inventory control, data analysis, billing, management/administration and marketing. Even Linux and Unix compatibility. So before you pick up that "outstanding bargain," make sure it's not "out to lunch" when it comes to support. In-Touch II. Your best value in business management systems.

Get In-Touch with us.
Call 631-752-2701 today. Or fax us at 631-752-3397.

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In-Touch with Your Business.



showing prospective customers that In-Touch II is not only the best business management system on the market today, but is backed by a support infrastructure that other companies lack. To make this point, a pager's display screen simply says "OUT TO LUNCH."

In-Touch II is not only the best business management system on the market today, but is backed by a support infrastructure that other companies lack.

The ads will continue to run for the next few months. Additional print ads are in development and will be unveiled this summer. Later this year, also look for more online advertising from In-Touch in select industry publications. These may include banner ads and rich-media advertising.

If you would like a PDF file of a print ad, please contact Sam Miles, VP-Sales & Marketing, at (631) 752-2701 or e-mail him at smiles@itms.com.



Cook Paging

Cook Paging Selects In-Touch II

San Rafael, CA-based Cook Paging has selected the **In-Touch II** paging and billing management system. The company, located about 10 miles north of San Francisco, is the largest privately held carrier in the western United States, serving customers from Canada to Mexico. Established in 1984, Cook Paging has now expanded to nine regional offices in California, Oregon and Washington. Broadcasting on UHF and VHF networks, Cook Paging provides a full range of paging, dispatch and answering service products in a variety of specialized markets.

According to Michael Montague, vice president – Operations/Customer Service for Cook Paging, his firm needed to consolidate its billing and management systems.

“In our California offices we were using a ‘pick’ batch system for billing with no Glenayre interface,” Montague said. “Everything was entered manually in a central location from paper. Each local office handled the Glenayre programming. It was very difficult to cross check the billing system to the live pagers in the terminals.”

In-Touch II gives Cook Paging the ability to interface with the Glenayre terminals at the same time they update the billing system. Cook Paging has much better control over inventory and can ensure accurate billing for those services “live” in the paging terminals. **In-Touch II** also provides user-friendly reporting drawn simultaneously from both paging terminal and billing data.

There are a number of **In-Touch II** features that are proving useful for Cook Paging. The “agent access” module allows the company to reduce its call center workload by giving resellers and large corporate accounts the ability to activate and exchange pagers. Because the company’s direct access system is available 24 hours a day, seven days a week, these important customers are more effectively served.

“Since billing and paging terminal activity is now ‘real time,’ we are better able to report timely sales activity to our field offices and make necessary marketing changes,” Montague said. “Absolute inventory control is now possible, again due to the ‘real time’ nature of connecting/disconnecting pagers in the terminals and billing system together.”

In-Touch II allows Cook Paging to post payments and charges directly to the customer’s account in all of their offices, rather than forwarding paper to a central billing location. This avoids delays and ensures the customer’s next invoice is correct. Cook Paging has a clear, timely audit trail of all activity by centrally controlling the daily reconciliation process. **In-Touch II** also enables Cook Paging to cross check daily cash register totals for each office.

Cook Paging is currently setting up a central customer care billing and support center to handle all inbound customer calls.

“We now have a single database housing all customer billing and inventory records,” Montague said. “The In-Touch inventory database allows us real time access to all pager models and colors in stock company wide. We avoid unnecessary ordering of additional inventory. We also plan to aggressively promote ‘agent access’ in West Coast markets where we have acquired numerous local DID blocks.”



TelBIP

TelBip Using Prepaid Services

TelBip, the paging branch of Mexico’s TelMex, is now using the **In-Touch II** prepaid system. TelBip requested a set of programs to manage 25,000 prepaid cards including a table-driven status field that changes value throughout the life of the card. The status field indicates, for example, if a batch of cards was stolen; if so, the system will prevent activation. The system also handles roaming services and controls expiration dates for local, national, and international prepaid cards.

“We have also provided TelBip with a time-control package so they can pre-program their system to update coverage areas,” says In-Touch’s J. Antonio Medina, who created the prepaid module. “If customers go on vacation or travel on business, TelBip can tell the system to update the coverage at preset times and dates.”

TelBip also wanted the ability to update the account and status fields of prepaid cards within a range of serial numbers to facilitate operations such as moving cards from a stock account to an agent account or marking a batch of cards as cards to be activated.

For more information on how prepaid services can reduce paging carrier operating costs, please contact Sam Miles at (631) 752-2701; e-mail is smiles@itms.com.

How POS Helps Customers

What is a Point-of-Sale system? At In-Touch, our Point-of-Sale system is constantly evolving towards providing you with more comprehensive retail solutions that not only help transact new accounts and handle provisioning, but also enable a customer to walk out of your store with a working pager after each sale.



The Point-of-Sale system provides a full interface with **In-Touch II** with minimal connectivity. This keeps phone bills low because each remote location is configured to dial-up after the order is fulfilled. Once done, the store PC contacts the **In-Touch II** system to request activation, updates the pager status and creates the customer account and billing. The paging terminal receives the request. The system then prints the contract for the customer and sends back the verification and the new pager telephone number to the PC.

In recent months, In-Touch has rolled out a number of enhancements designed to provide customers with a retail package that encompasses inventory controls with an extensive array of reporting operations to monitor key retail store activities. Some of these include:

- **Changeout Service Type** — Controls whether or not Service Types can be swapped between handles when a changeout occurs. The Service Type indicates the type of service for a pager, e.g., alphanumeric or digital. When set to zero, the system won’t swap Service Types between the two handles involved in a changeout.
- **Changeout Telephone Numbers** — Determines whether or not telephone numbers are swapped between handles when a changeout occurs. In essence, it transfers everything to the new pager, allowing you to send a page to the new pager to demonstrate it has been activated before a customer leaves your store.



- **Edit Stored Query Types** — Defines query types in the system. The queries are done in the appropriate database files depending on the query type in question. You can also use this program to set up queries. The system can verify manufacturer, price and other pertinent data, which is useful when loaning pagers to customers.
- **W/2** — This changes ownership of the handle (some companies have leased pagers). This system option determines whether handles can be sold without any charge.

