

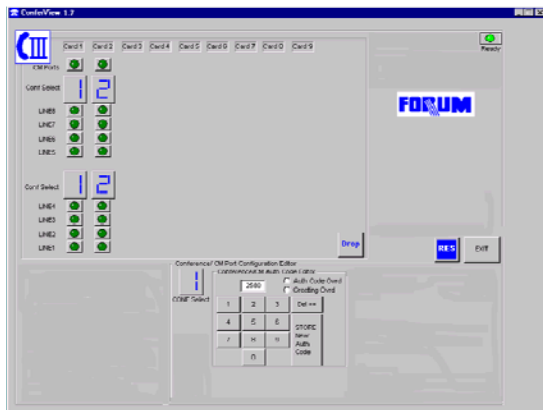
CONFERENCE CALLS

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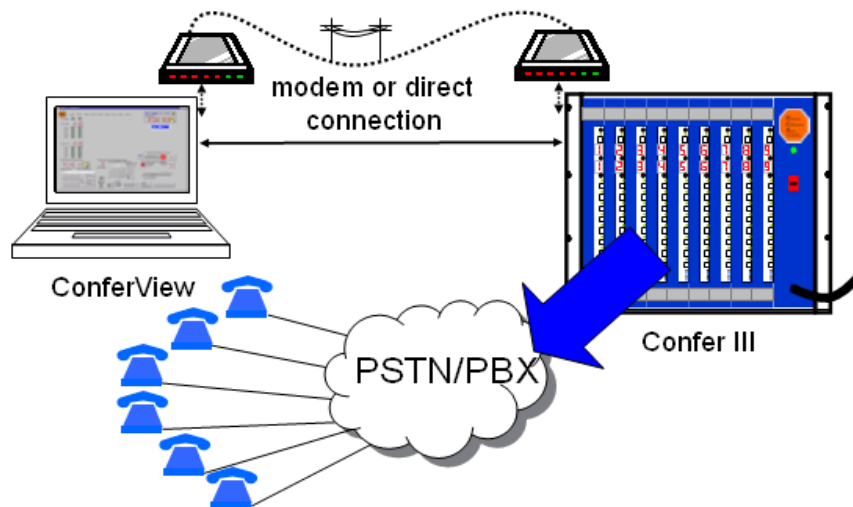
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INTRODUCING THE CONFVIEW CONSOLE



The ConferView Console includes GUI Interface for control/monitoring via PC console (user provided) OR, remotely via modem. This new option can be used alone or to enhance Confer III Remote Administrative functions:

- Check, set or override Auth Codes (if Auth Code present)
- Check or set Conference Assignment & Groups
- See busy ports at a glance
- Green indicators show which lines are busy/open
- Select individual lines to drop callers
- Reboot the Confer III bridge
- Set or change Access Code on the Remote Administrator port (if Remote Admin option is present)



CUSTOMER CARE CENTER ENHANCING OUR RESPONSE!

What do you want most from a Tech Support Person? Forum wants to know!

Here are enhancements we have made in the last six months to continue to improve our service to YOU, our customer:

- Enhanced Support Database
- Detailed Information for Support Calls
- Cross-Reference User Questions
- Testing and Scheduled Follow-Up
- Warranty and Upgrade Opportunities
- Product Education, AND

- Call Escalation

Forum Communications is constantly working to improve and enhance our customer support. Our goal is to make your Customer Care experience satisfying. If you have called recently, you may be selected to receive a random follow-up questionnaire. Please let us know how we can improve our service.

DEALER CORNER

Reports from Investor's Business Daily, Goldman Sachs and other studies show that medium-sized businesses (less than \$100 million/year revenue) are more likely to increase their IT spending than larger firms. Midsize company employee numbers are expected to grow by 8 million in the next 4 years! As this share of the market grows, they are expected to change more rapidly in a tough economy than larger firms.

What is motivating new technology purchases? Considerations driving purchase decisions are 1) generating revenue, 2) reducing operating expenses, and 3) long term ROI. Another significant motivating factor was the ability to extend the life of existing investments.

With the outstanding reliability of Forum's Consortium and Confer bridges, NOW is always an excellent time to promote expanding or enhancing your customers' Forum bridges. Forum Communications supports our systems long after you have cost justified your conference investment. Forum bridges are designed to provide best service at the most affordable pricing.

Target your customers who can increase their productivity with daily conferencing. Many midsize companies have employees who work from home and conference call meetings keep them up-to-date on what is happening in the office. Conference calls are an effective tool for IT support calls, as well as creating more immediate responses in Customer Service. More businesses conference key personnel to provide instant responses about scheduling, pricing, and urgent needs. Conference calls can be used to connect team members in manufacturing or fleet management to assign new priorities and juggle projects for dramatic overtime savings!

Create a checklist for your next customer call. How many of the above factors are impacting the customer's business actions? How can we provide Forum solutions to help them maintain their leading edge? Conference with Forum and your customer! Our solutions provide the versatility to meet their needs. Call Forum (972-680-0700) if we can help!

WHEN IS A CONFERENCE NOT A CONFERENCE IS A CONFERENCE CALL?

For years, Forum team members have talked about conference calls vs. travel for savings, convenience and productivity. In the last two years, we have seen the conference call industry continue to grow exponentially. WHY? Because of growing demand for immediacy and because it is so easy to use.

What is happening in the business travel industry? Companies outsourcing Conference Planning Services are hotter than ever! Insurance companies now "insure" high-ticket events (with high ticket policies) in case of cancellation or crisis. On-line registration captures more personal data on attendees. What else is impacting the "Conference" Meeting Industry? International restrictions and up. Trade Shows continue to lose ground. Travel is back up, but so are costs.

Isn't it easier to host a conference call? With the Consortium Conference System you can create & schedule a call, instantly email hand-outs, participant lists and other information. The same email lets you schedule the call direct to participants' Outlook (and in 2004, Lotus Notes) calendar. Attendance reports can be emailed to anyone on your list at the end of the call.

INTEROPERABILITY

Convergence, interoperability... Telecom-gadgets are morphing into multi-tasking appliances making it tougher to keep up-to-date with bleeding edge technology.

How is Forum Communications involved in interoperability? All Forum conference systems can be connected either via T1 interface or analog extension ports, and can be run alongside IP phone systems. Whether you have a simple push button phone at home or the latest PDA-phone system, you can call into a Forum bridge and meet on a call, or dial out (either via blast dial or chairperson dial-out) to build your call.

CONFER ECS IN COMMUNICATIONS CONVERGENCE MAGAZINE

The Confer ECS bridge has been featured in the October issue of Communications Convergence. Pick it up in hard copy.