

THE EXECUTONE EDGE

Fall, 1998

Volume 8

a publication of Executone of East Tennessee, Inc.

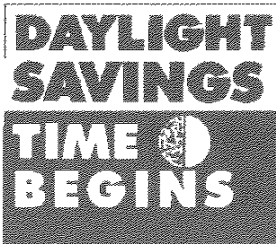
Knoxville: (423) 588-5723 Kingsport: (423) 246-4716 Toll Free: (800)-621-8455

WE'RE E-X-P-A-N-D-I-N-G

Many things are changing here at Executone! I'm sure you missed us last quarter - we were so busy improving ourselves, we didn't even have time to share the news. We've expanded our business force into the Atlanta area and moved our Kingsport office to a bigger and better location.

We have entered into another agreement with **Executone Information Systems, Inc.**, (EISI) to be an Authorized Distributor to sell and service **Executone®**, **InfoStar®**, **InfoStar/ILS™**, **Telesearch™** and **ISOETEC®** products in most areas in Georgia. We acquired the assets of an established voice and data network cabling company, **Integrated Cable Systems, Inc.**, (ICS), located in Atlanta. ICS will be the operational

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Daylight savings time begins October 25th.

Listed below are instructions on how to change the time on your telephone system:

IDS System with Operator Terminal:

1. From the Operator Terminal, press **CTRL** key and **"C"** key simultaneously.
2. The cursor should be in the time field on the lower right hand corner of the screen.
3. Enter the new time in military format.
4. Press the **ESC** key.

Encore CX with Display Telephones (The part number on the bottom of the phone will begin with 299)

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Time Change (cont.)

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1. From the main telephone, dial 299 without lifting the handset.
2. The display should read date and time.
3. Enter the date and time. All entries are 2-digit. YYMMDDHHMNSS

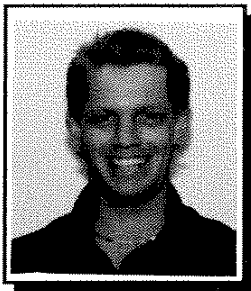
Year	YY
Month	MM
Day	DD
Hour	HH
Minute	MN
Second	SS

EX. For October 27, 1997 at 1:45 PM
Enter 971027134500

Encore System with Display Telephones
(The part number on the bottom of the phone will begin with 251)

1. From the main telephone, lift the handset and hear intercom dialtone.
2. Depress *F* key.
3. Dial 0.
4. Enter the time in military format.
5. Depress the *Flash* key.

Congratulations
Mike Johnson



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Technician Honors Program

Y E A R
2000

Why is Year 2000 Compliance Important to You?

The Year 2000 is a significant issue for anyone with telecommunications and computer systems. As we enter the new century and the date changes from 1999 to 2000, all systems must be able to recognize the new four-digit year of "2000" and not rely on a two-digit code, which will convert to "1900" rather than "2000." Companies are instituting Year 2000 Compliance programs to assure that displays and system reports will show the proper day and date as the calendar rolls over to the new millennium.

As you look at what Year 2000 compliance means to your business, it is important to note that there are three general categories of compliance for telecommunications and computer systems to attain:

- *General integrity* – implies that the value for the current date will not cause interruptions in the desired business operations.
- *Data integrity* – implies that any and all manipulations of time-related data (dates, duration, dates of week, etc.) will produce the desired results for all valid date values.
- *Explicit century integrity* – implies that the data elements in interfaces and data storage allow specifying century to eliminate data ambiguity.

What happens if I don't upgrade my

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Expansion (cont.)

(Continued from page 1)

foundation for the newly formed Georgia based company that will conduct business under the name **Executone of Georgia, Inc.**

"Our thrust into the Atlanta area will be to continue using our expertise as we have successfully done throughout our Tennessee and Virginia territory."

Jim Waldrop

(EGA). Executone of East Tennessee (ETN) Vice-President, **Jim Waldrop**, will serve as **President** of the newly formed Atlanta company.

Paul Prinzbach, owner of ICS, will be EGA's Vice President of Operations and **Todd Lindsey**, who comes from Salt Lake City, Utah with 18 years of Executone experience, will serve as the Vice President of Sales. The new Atlanta, Georgia business began on August 3, 1998.

The Kingsport office is now located near Indian Path Hospital in Kingsport. The telephone number will remain the same, **(423) 246-4716** and fax, **(423) 246-1091**. The new address is **101 Indian Center Court, Suite 3, Kingsport, TN 37660**.

The Kingsport office has also expanded its sales force to two Communications Design Consultants - **Shannon Southerland** and **Jama Long**. Former Kingsport/Knoxville rep. **Cliff Arnwine** has been promoted to Sales Manager.

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Y2K (cont.)

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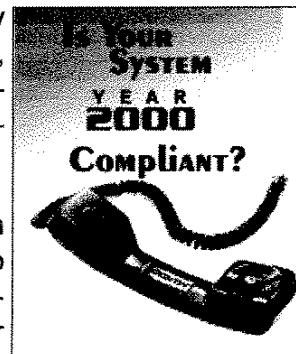
tem?

Your IDS telephone system will still continue to function and process calls correctly. General integrity will be maintained in that the incorrect value for the current date will not cause interruptions in operation. What will happen, however, is that day of week and date will not be displayed properly on display telephones. Also, dates will not print correctly on reports, and sequencing in reports will be incorrect since 00 will come before instead of after 99, which means data integrity will not be maintained.

For most of you, a software upgrade is all that is necessary to make your telephone system fully Y2K compliant. With these upgrades, you get much more than mere Year 2000 compliance. You gain powerful features that will directly impact your day to day communications, enabling you to increase productivity and cut costs.

In keeping with our commitment to protecting your investment over time, we will con-

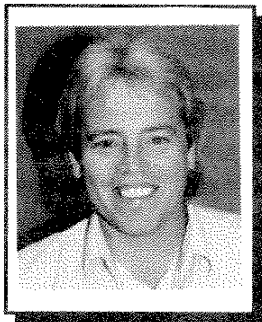
tinue to work with you to offer cost-effective and efficient business solutions. For more information on Year 2000 compliance, go to the Executone Information Systems web site at **www.executone.com** or call your sales rep. at **1-800-621-8455**.



Employee Recognition



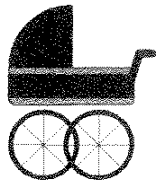
We've started a new employee recognition program. The **Quarterly Support Person Award** recognizes office staff who do exceptional work. Jim Lowe, Warehouse Manager, was presented this award for the second quarter and Jennifer McMillan and Megan O'Hara, both Project Coordinators, will share the award for the third quarter.



Jim Lowe
Warehouse
Manager



Jennifer McMillan &
Megan O'Hara
Project Coordinators



New Additions

We would like to introduce a new feature to our newsletter – this "New Additions" column. We will be using this opportunity to introduce new employees to you. This quarter, we would like to introduce Senior Communications Design Consultant, **Sonya Cole**.

Sonya has been here at Executone for a little over one year now. She has achieved much in this short amount of time. Even though Sonya was only with us for half of 1997, she achieved **220%** of her sales quota for last year. She has earned the **Salesperson of the Month** award twice so far this year. Recently, Sonya was promoted to Senior Communications Design Consultant and given a new territory covering most of Northeast Tennessee and North Knoxville. Sonya has moved from small system sales to large systems consisting of 50 telephones and above.

Sonya has been married for six years. She and her husband, Scott, live in South Knoxville with their two cats and one dog. Sonya graduated from the University of Tennessee in Knoxville with a Bachelor's in Human Services. Before coming to Executone of East Tennessee, most of Sonya's professional experience was in the banking industry. She was a Personal Banker at First American Bank prior to joining us.

When asked what she liked most about working at Executone, Sonya replied, "It

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Future Releases



We at Executone are using a new technology called **Virtual Private Network (VPN)**. A VPN provides end users with a way to privately access information on their corporate network over a public network infrastructure such as the Internet. We are using VPN as a way for our branch offices to access Knoxville's local area network (LAN).

With VPN, remote users can connect to the network faster and easier than dialing in. Direct dial-up line solutions are impractical for multiple users because when a modem is used, only one user at a time can access the LAN per modem line.

Since VPNs use the Internet, there are no long distance charges when we use local access to our provider. Using a VPN also saves us money by making the lines and equipment for modem banks unnecessary. All the software needed for the remote user is built into Microsoft Windows® 98. In addition, VPNs can be inexpensive to implement and easy to manage.

We will be using another solution (see Voice Over X) in the near future for a better branch office solution, but we will continue to use VPN for our sales reps in the field.

We also have a new employee on board – **John Littleton** – who is a Software

Engineer. John is currently working on several exciting projects. One is an outbound telemarketing program and the other is to help sales representatives keep up with their prospects. These are both being designed to integrate real time with their databases as the calls are placed. We hope to offer these solutions to our customers in the near future. Stay tuned for further developments!

New Additions (cont.)

(Continued from page 4)

would be the above average level of product and sales training provided. This level of industry knowledge provides us with a competitive edge over other providers.”

Sonya's favorite thing to do is talk with her customers. She enjoys partnering with businesses to discover communications solutions which in turn improves their business. If you



have any questions for Sonya, she can be reached directly at (423) 583-3132 or toll free at (800) 621-8455, ext. 3132.

Sonya Cole
Senior Communications
Design Consultant

Healthcare News

by Rick Lindsey

Many nursing managers and facility engineers have asked for an overview of the product line offered by Executone. While this may sound as a simple request, it does hold some surprises. To explain, let me review one item: Executone Information Systems, Inc. has gained volumes of information from the Focus Group Meetings. The majority of the information has come from directors, managers and administrators such as yourself.

The one item that has surfaced is the categories of daily communication that take place in any medical facility. These are:

- Patient to staff
- Staff to staff
- Staff to hospital (other departments) and
- Staff to outside world.

Executone has been a major provider in "nurse call" systems for more than 60 years. And until the fall of '96 it was still the principle focus of EIS. With requests from across the nation to provide a way of meeting all 4 types of communication, Executone has responded with the Healthcare Communications Platform (HCP). Just as your M.I.S./H.I.S. department has been working to get all data communication linked, Executone has been linking verbal communication. Any quality nurse call system will take care of Patient to staff and Staff to staff needs, but until recently, no one was addressing the remaining needs.

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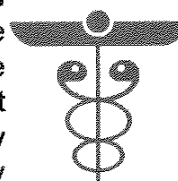
Ask yourself:

- How much time does my staff spend trying to communicate with pharmacy, Lab, radiology or admissions?
- How much time is spent answering calls from doctors, patient's family and other external support centers?
- How often do you hear "I will tell your nurse/doctor"/other staff person and find that the majority of the effort was spent **locating** that person?
- How much time is spent looking for someone or something?

What If:

- A person or piece of equipment could be found in 30 seconds or less.
- A phone call could be transferred to that staff person **without** knowing their location.
- An incoming call could **automatically be routed** to the person being called.
- Patient reporting could be accessed at any time during a shift.
- Patient calls could be routed **directly** to the assigned nurse.

These communication needs can now be done on **one combined** "system". With available funds shrinking and the need for focused patient care increasing, the only answer is to let technology help just as the personal computer has become ubiquitous in the healthcare facility. I apologize for **not** giving you a list of products. But I offer my services to you to explore your facility needs. What do you want to do about meeting those needs? Maybe I can help. If you have a question, call me, **Rick Lindsey**, at **1-800-621-8455** extension 3136.



Voice Over X

by Floyd Smith

Imagine you're in Knoxville working on a project, and you need the help of a coworker in your Atlanta office. What do you do? If you're like most people, you fax over a copy of your project and then make a long distance phone call to your coworker. How many times a day do the people within your company communicate with each other over the telephone? How much do you pay per minute of long distance? 10¢ per minute? 15¢ per minute? More?

Now imagine the same project, but instead of faxing it, you and your coworker view and modify it in **real-time**, and you pay **less than 10¢ per minute** on your voice call. Sound too good to be true or like vaporware? Wrong!

Today we can transport our voice traffic across the **same** lines used to connect our offices for data. Voice and Data is integrated using technologies such as voice over frame relay (VoFR), voice over IP (VoIP), and voice over ATM (VoATM). Collectively, I will refer to these technologies as **voice over X (VoX)**.

**visit our new
web site at:**

www.executone-tn.com

Using any of the VoX methods, a company can connect all of their PBXs (Private Branch Exchange) together. This means that you can call someone at a remote office by just entering his or her extension. Offices without a PBX can become an extension off a central site phone switch. You could even centralize your telemarketing department and make calls in your remote office cities without paying long distance tolls!

We are currently working on implementing the VoX method in our Knoxville, Kingsport and Atlanta offices. This will not only cut our long distance bills dramatically, but will also centralize our voice mail.

Most people have heard of these technologies in the trade magazines and have written them off as hype or pipe dreams. But, with VoX, nothing could be farther from the truth. If you have any questions about VoX, please feel free to contact me, **Floyd Smith**, at **(423) 583-3125**.

Expansion (cont.)

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Our goal for this expansion is simple - to help us serve you better. We hope you share in our excitement of all the improvements we've undertaken.

THE EXECUTONE EDGE

Executone of East Tennessee, Inc.
P.O. Box 50308
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East Tennessee Cisco User Group

Come join us for the first meeting of the East Tennessee Cisco User Group to held on October 28, 1998 from 6pm to 8pm. The meeting will be held at Pellissippi State Technical Community College, located at 10915 Hardin Valley Road in Knoxville. The goal of the group is to provide a forum of cross communications for Cisco technology specialists in the East Tennessee area. The forum is open to all technical personnel with Cisco technical knowledge, or those that want to attain a level of expertise with Cisco products. Topics will be technical (not sales) oriented covering routing, ATM, Gigabit Ethernet, Layer # Switching, Voice and Data integration, SNA interoperability and Cisco Career Certification to name a few. For more information, contact **Floyd Smith** at **423-583-3125**.

