



OAISYS: A HISTORY

OAISYS (formerly *Computer Telephony Solutions*) was founded in 1996 as a third-party custom software provider for business telephone systems. In October of that year, OAISYS founder Louis "Skip" Welch established the company to fill what he saw as a gap in the available technologies in business communications.

OAISYS began creating software that enhanced functionality to Inter-Tel and, soon after that, Toshiba business communications platforms. After creating several diverse custom solutions, OAISYS began to bundle its products into software suites that addressed different communications needs.

By the late 1990s, OAISYS had established its position as a leading provider of call recording, reporting and monitoring, as well as automatic call distribution (ACD) products. Its highly regarded suites of products consisted of Tracer and Auto Call Record on the recording side, and Net Phone, Call Monitor, ACD Manager, Voice Assistant and Call Router on the ACD side.



CRITICAL INNOVATIONS

Sales engineers were instructed to schedule and provide demonstrations directly to prospects, eliminating the burden on resellers of having their own technicians make time in already busy schedules to educate customers. Sales managers were empowered to train reseller staff directly. A training and education program was established that enabled resellers to send technicians for hands-on instruction in the various products; this program was later expanded to include real-time and on demand Web-based training as well. Marketing efforts were tailored to help resellers place materials and collateral directly into the hands of prospects, and also to help them understand how OAISYS solutions could further drive productivity and profitability in their businesses.

Realizing competition was fierce among third-party solutions providers that also made quality products, Welch and the other members of the company's leadership team set out to further differentiate OAISYS by providing the best possible customer service and support. Every department within the organization was designed to adhere to a dedicated support model that serviced the needs of both customers and resellers.



A TARGET IDENTIFIED

These efforts proved successful, and OAISYS grew steadily, adding customers, resellers and additional business partners. In 2005, sales and business trends strongly indicated that OAISYS' greatest opportunity for growth was in the area of call recording, and efforts to strengthen and expand that segment of the business were aggressively put in motion.

The Tracer solution focused on helping contact centers in the small-to-medium-sized business market maintain complete records of customer interactions and provide reporting and evaluation of customer service representative performance. Tracer positioned OAISYS as a leading provider in the call recording arena. OAISYS market research efforts soon revealed a new business need that no other company was addressing.

Tracer and competing solutions focused on providing records of communications and performance for managers. No call recording solution on the market enabled individual business-people to document their dealings with customers, suppliers and the countless others they interacted with throughout the day. OAISYS set out to address that deficiency with the creation of revolutionary voice documentation technology.

INNOVATION FUELS SUCCESS

In 2006, OAISYS announced plans to create Talkument™. The goal was to provide a voice documentation method that would allow end users — such as sales people, order processors, office managers, insurance agents, contract managers and others — the ability to search, retrieve, playback, highlight, annotate and share their own business telephone recordings quickly and easily through an intuitive, familiar interface.

Following an intensive engineering and testing process, Talkument was released to beta in mid-2007. The OAISYS sales and marketing teams launched an aggressive nationwide campaign to drive awareness and enthusiasm in its reseller community and among potential prospects. The campaign was a tremendous success, and Talkument was officially released on October 1, 2007.

To complete its transition from a more generalized third-party solutions provider to a premier developer of call recording solutions, OAISYS brokered a deal in mid-2007 allowing Toshiba to purchase outright the OAISYS ACD related product suite.



Today, the Tracer and Talkument solutions continue to make great strides in the business call recording industry. Tracer provides a "top-to-bottom" approach that delivers liability protection and allows contact center managers to efficiently chart organizational performance, train agents and evaluate their degree of individual success. Talkument's unique "bottom-to-top" design allows individual users to take control of their business communications for improved collaboration and accuracy, as well as dispute resolution. Combined, these OAISYS solutions have created a model that remains unmatched by any other company in the industry.

With more than 11 years in business, profitability in every quarter of its history, a solid commitment to customer service and support and an ever-expanding field of product integrations and business partnerships, OAISYS has paved its way as a leader within the call recording industry. OAISYS continues to focus and refine its efforts to live up to its corporate slogan (*"The Right Choice for Call Recording"*) in every new endeavor.



To find out more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com.

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