INFOLINE

Matrix Introduces Network Design

L istening carefully and responding to the requests of customers is the prime reason that Matrix Communications has grown to become one of the Midwest's leading telecommunications companies. Equipment installation and service on the full line of NEC, Lucent Technologies, Active Voice and Centigram products are Matrix's core business. Matrix is also an award winning, full service agent for U.S. West services. The key to Matrix's success has been the ability to deliver customers the best available products in the industry and support them with the most highly qualified organization.

Our customers have told us of the need for a single entity to support fully integrated voice and data solutions, in response Matrix Communications has formed Network Design, Inc. (NDI). NDI installs and maintains a full range of products to meet customers' requirements for Computer Telephony Integration (CTI) and universal voice, data, and video wiring solutions,. In addition to a variety of CTI products and structured wiring, NDI offers a full spectrum of Local Area Network (LAN) and Wide Area Network (WAN) related design and implementation services. Product support from certified specialists is available for 3Com, Bay Networks and others.

In following the Matrix tradition of delivering to our customers the most professional and highly qualified organization we have carefully selected our staff. Our engineers are experienced and accredited by organizations like Novell, Microsoft and. BICSI (Building Industry Consulting Services International). We recognize that a major factor to success of any project is design and planning. Each project undertaken, large or small is reviewed and approved by an NDI engineer. Our technicians and installers are among the best in the industry. Each one has been selected to join NDI based on their experience, credentials and customer service skills.

Our goal: "To provide high quality business technology solutions to our valued customers so that we can prosper together well into the future."

NDI Services

Voice & Data Cabling:
- Category 3, Category 5, Anixter Level 6 & Level 7, copper cabling solutions
- OFTD Optical Fiber To the Desktop
- TIA/EIA 568A cabling solutions
- Campus, single tenant and multi-tenant backbone cabling systems
- Complete system design services including AutoCAD drawings
- TIA/EIA 606 compliant documentation
- Special Circuit cabling for DSS, ISDN, 56KB services
- Evaluation, identification and certification of existing wiring
- TSB-67 compliant testing, Fluke, UL Approved, Level II, 100Mhz test equipment

Video Cabling:
- Baseband video distribution
- Broadband video distribution
- Video conferencing

Audio Cabling and Equipment:
- Overhead Paging
- Sound Masking
- Corporate Boardroom design

Network Services:
- Network planing, design and documentation
- Equipment sales - hubs, switches, routers, NIC cards
- Hardware and software enhancements
- Complete system relocations
- Certified Novell & Microsoft LAN specialists
- Desktop services

Computer Telephony Integration Services:
- TSAPI, TAPI Compliant, Integrated Systems Solutions
- Custom OAI (Open Applications Interface) Adaptive Solutions
- Advanced Call Center Applications
- MultiMedia, Internet Linking Applications
- CTI Project Management and Engineering Services

Please contact Jerry Barrett or Craig Nordstrom at 475-7400 to arrange to visit our new facility. We'd be happy to give you a tour of our new technology development center and equipment display room. Give us an opportunity to demonstrate our capabilities ranging from designing individual business unit solutions to creating a fully integrated turnkey technology solution for your entire business.

What's Inside

Presidents Corner

by Mike Ellis

Over the years, Matrix has built an excellent reputation by providing traditional voice telecommunications solutions. Our company has been focused on NEC, Active Voice and the US West agency program. The telecommunications industry in general and many of our customers are requesting more products and services from us - A return to the "one stop shop". We have also wanted to increase the strength of our company and the relationship that we have with our customers and prospects. To satisfy these requests and accomplish our goals, we have added two major elements to our product offering.

First, Network Design, Inc., a Matrix Company, is providing a very sophisticated, structured wiring solutions for voice data and video applications. In addition Network Design is providing local and wide area network solutions. Mr. Jerry Barrett, President of Network Design, has put together a talent pool that includes among others, two Novell engineers, one NT engineer, three RCDD cable engineers and over twenty technicians. This group has gotten off to a great start, as several projects have already been completed.

Second, we have added the products from Lucent Technologies and Centigram to the Matrix product mix. We have found many people who's needs would best be served by the Lucent product, but would prefer to have the personal attention of an organization like Matrix. Centigram provides a larger voice mail solution with a different set of capabilities. We feel strongly that these new products will enhance our current offerings and strengthen our company. More importantly, we have built the support for these products from the back room forward, so that our support to our existing customers and products is also strengthened.

NEC Ships 10,000th NEAX 2400 PBX in the U.S.

Announcement marks company's growth in PBX industry since 1983.

The NEC America, Inc. Corporate Networks Group reached an industry milestone this month by shipping its 10,000th NEAX 2400 PBX (Private Branch Exchange)system in North America.

The NEAX 2400 PBX NEC's flagship since its market debut in September 1983, deploys an open system architecture that supports a broad spectrum of powerful telephony capabilities and the versatility of multi-media integration. The market success of the NEAX 2400 platform to a combination of several key factors, including: flexible modular design and proven reliability.

NEC's growth in the PBX industry over the last decade has solidly moved them into the number three position in PBX market share.

Want To Join or Re-join the NEAX Users Group?

It really is very simple. First, you must have a NEAX 1400 , NEAX 2000 or NEAX 2400 at one of your sites. If this first requirement presents a problem, please call the MATRIX office and one of our Account Managers will resolve this issue quickly. Secondly, you must complete a NEAX Users Group registration form. MATRIX makes this real easy also. MATRIX offices can get you the registration form. Simple and painless - right?

Matrix Customers Get "Wired" to the Internet with U S WEST !NTERACT

!NTERACT from U S WEST !NTERPRISE is a great way to get wired to the global Internet! These days, it seems everybody wants to be on the ëNet. For many businesses, it has become a necessity. With !NTERACT, you can send and receive e-mail, transfer files, surf the World Wide Web, and even host your own Web page.

Frame Relay Service from U S WEST provides a reliable, cost-effective connection to !NTERACT. With such a connection, your local area network (LAN) is on the Internet at all times. No dialing or logging in is required.

To communicate via the ëNet, you simply run an Internet-ready application program, such as Netscape or Microsoft Exchange. Data transfer to and from the Internet occurs transparently. You only need to know the Internet addresses, such as WWW.ABC.COM or JSMITH @ XYZ.COM, of those remote computers and users with which you will be communicating.

TCP/IP addresses must be assigned, and an e-mail gateway will need to be configured. Other server software may be required, as well, depending on how elaborate you choose to make your Internet presence. !NTERACT support engineers will be happy to help you address these issues as needed.)

If you're interested primarily in e-mail and limited Web surfing, a 56 Kbps Frame Relay connection to !NTERACT provides a good, low cost choice. If you foresee heavy-duty Web surfing or frequent file transfers however, or if you want to host your own Web page, you might benefit from a 1.5 Mbps (T1) or Fractional Frame Relay connection to !NTERACT.

At the hardware level, a TCP/IP routers, you might consider the purchase of an external firewall, as well.)

As an authorized agent of U S WEST, Matrix Communications can provide tremendous value with !NTERACT Internet Services. For more details, or to get wired, call your Matrix representative at 475-5500.

NEC Scores Big in CTI

Eight software licenses are announced

Strengthening its position as a leader in Computer Telephony Integration (CTI), NEC announced the signing of licensing agreements with eight leading Independent Software Vendors (ISVs) for TAPI and TSAPI applications. Through the agreements, NEC will package CTI applications with its 2000/2400 and Electra Professional voice platforms, providing integration to businesses of all sizes.

The applications and corresponding ISVs include: FastCall Personal Information manager (PIM) and contact manager software by Aurora Systems, Inc.; Phonetastic intelligent call manager software by SoftTalk, Inc.; PhoneLine enterprise directory software by CCOM; Personal PhoneWare and Group PhoneWare unified messaging and PIM software by Q.SyS, Inc; PhoneMax unified messaging software by Active Voice, Inc.; PhoneKits computer-telephony integration software by Algo Communications Corporation; SoftPhone client/server contact management and Sixth Sense telephone transaction software by AnswerSoft, Inc.; and Support Express help-desk application software by Opis Corporation. Most of these applications are offered in both TAPI and TSAPI versions. The applications will be bundled for new system sales in addition to upgrade packages.

According to recent research conducted by a leading telecommunications industry analyst group, the CTI features most desired by end users include screen pops, personal directories and unified messaging, which are just some of the many features provided by NEC's newly licensed applications. The research also showed that many end users anticipate the key benefits of CTI to include improved customer service and retention, as well as increased productivity.

These agreements represent a significant expansion of NEC's recognized FUSION integration strategy, and they demonstrate the success of the FUSION strategic alliance program which was created to deliver the integrated technology solutions customers are asking for today, said Bob Talty, director of marketing, NEC CNG. The breadth of applications that result from these agreements place NEC in a unique position to deliver package CTI solutions through our dealer and direct sales network across the country.

Prior to entering the long-term agreements, NEC worked with each developer to certify the applications and ensure seamless integration with NEAX and Electra Professional voice platforms. Furthermore, NEC has been involved in CTI development and standards activities since 1987 with the NEC Open Application Interface (OAI) and serves as CTI beta sites for Microsoft TAPI and Novell TSAPI services.

Our work with Microsoft and Novell helped us build relationships with these ISV, said Talty. From a manufacturer's standpoint, NEC has been developing the telecom hardware pieces of CTI for several years now. These agreements complete the puzzle by adding essential software pieces to the solution.

NEC Announces Wireless Communication Systems

Whether the job demands that you attend to a single patient, assist an entire student body, provide the most responsive customer service, or be constantly on the move within your organization, it is critical that active employees have the communications tools to keep them in touch, while providing the mobility to get their job done. Recognizing that real time information flow and communication can improve customer service, increase efficiency and productivity, and reduce cost in a variety of office or campus environments, the NEC America Corporate Networks Group (CNG) introduces its full line of wireless communication systems.

NEC has received FCC and UTAM approval for operation in the unlicensed PCS (Personal Communications Services) band. The NEC wireless communication systems include the NEAX 2400 Wireless Communication System (WCS) for larger enterprises and the NEAX 2000 WCS for small to medium sized organizations. Both solutions can be interfaced with any existing PBX system utilizing standard analog trunk connections. In addition, both systems can be tightly integrated with the NEAX wired communication systems via a direct digital connection to facilitate a broader spectrum of feature functionality. The NEAX 2000 WCS will also be available in a shelf configuration that can be included within the NEAX 2000 IVS wired PBX system.

Centigram Communications Corporation and Matrix Communications Corporation To Deliver Integrated Messaging Solutions

Centigram Communications Corporation, leading provider of integrated messaging products, announced a marketing and distribution agreement with Matrix Communications Incorporated.

Under the partnership, Matrix offers Centigram's complete line of voice processing and IVR products, providing applications solutions. "This distribution agreement will allow Matrix's customer's to reap the full productivity benefits of integrated messaging solutions." said Donald MacKinnon Regional Sales Manager for Centigram. "In addition, this partnership with Matrix provides an excellent opportunity to penetrate existing and new markets."

"This agreement provides Matrix customers with leading voice processing solutions and services," said Mike Ellis, Matrix's president. "Because many of our customers are already familiar with Centigram's products, we've created a seamless distribution to our customers."

Matrix Communications will sell and service Centigram's Series 6 Communications Server, promising a consistent software base and user interface across the entire product line, with scalability up to 240 ports, 2,880 hours or message storage, and more than 300,000 mailboxes. Centigram has migrated to an open system, based on industry standard components, with redundancy across the entire product line.

The Series 6 is based on Pentium processors, DSP chips, a multi-vendor integration protocol (MVIP) switching bus, and Natural Microsystems Alliance Generation computer telephony products. Centigram also has added TCP/IP Ethernet connectivity to its digital networking product, MESA-Net, enabling message exchange among as many as 1,500 sites at speeds up to 10 Mbps. Further the Series 6 adheres to Signaling System 7 (SS&) standards. The Series 6 comes in four models.

The Model 70 is an entry-level system with the same features as the larger systems, but at a lower price. The Model 120I is an enhanced version of successful Centigram AIP 120 system, with increased capacity, using Integrated Drive Electronics (IDE) technology and a 486 CPU. The Model 120S is a more powerful version of the 120. The Model 640 is the large customer and telco version of the system, with support for the largest of complex applications.

Centigram Communications Corporation, headquartered in San Jose, California, is a leading provider of communications solutions. Centigram solves communications problems by integrating voice, data and facsimile on its Adaptive Information Processing (AIP) platform, and providing access to this multimedia information through a telephone or PC. The AIP platform is a communications server based on industry-standard hardware and software. Centigram also licenses TruVoice, it patented text-to-speech software.

MATRIX COMMUNICATIONS, INC.
171 Cheshire Lane, Suite 700
Plymouth, Minnesota 55441

Presbyterian Homes
3220 Lake Johanna Boulevard
Arden Hills   MN
                     55112-7997