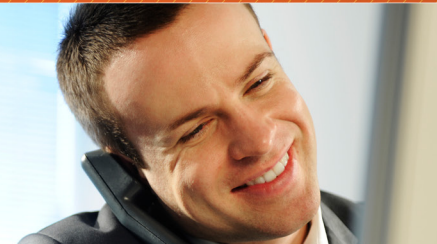


ANSWER AUTOMATION

The nation's most trusted Answering Service



Never has attention or dialect problems.

When your staff is unavailable, Answer Automation greets callers with a consistent, professional message and instantly routes service requests, after-hour emergencies, new sales opportunities and other phone calls specific to your business.

Answer Automation also helps you keep your budget in check with flat rate pricing and reduced overtime.

KEY FEATURES

› Nine Escalation Levels On Emergency Calls

Answer Automation's extensive notification schedule gives you the insurance you need when emergency calls are dispatched. Nine contact numbers can be called to ensure someone gets the message!

› E-mail Message Delivery With Caller ID

Have messages forwarded to your email. This is invaluable when the service is used during the day - no more having to call to see if you have messages, they are automatically sent to your email inbox with caller ID.

› Web Based Management Tools

Change on call numbers, security codes and other settings over the Internet. Do away with having to call or fax anyone when you need to make changes. With Answer Automation, users are empowered to make those changes themselves.

› Caller ID Is Captured With Every Message

With Answer Automation, you will always have a callback number, even if the resident failed to record it in the message.

› Management Reports

Detailed reports track every call allowing management to identify response issues quickly. Know exactly when messages were received and delivered.

HOW IT WORKS



"Indatus is more than an answering service to Waterton Residential . . . they are a true business partner and an extension of our sales and retention efforts. They support our sites with accurate and timely information as well as help us track our response time and areas for improvement. Indatus also integrates with our call center to guarantee no leasing call goes unanswered."

- Virginia C. Love

VP Training and Marketing, Waterton Residential

INDATUS

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SEE THE STORY AT INDATUS.COM/STORY

For more information, pricing, or to set up a free demo:

432 STATE STREET | NEW ALBANY, IN 47150

800.727.4246 ph | 812.949.4364 fx

www.indatus.com



Mass notification made simple.

OMG, now you can afford to text like a 12-year old girl.

Communicating on a one-to-one level is a key to success in today's business environment. Doing it without breaking the bank is what ZIP Digital is all about. ZIP Digital is the most cost-effective mass communication tool on the market. It allows the user the ability to easily upload contacts and schedule or instantly send: SMS text messages, phone messages, or e-mail notifications.

KEY FEATURES

› **SMS Text**

ZIP Digital allows 160 characters of fast, easy and always effective texting. Now you can stay in touch with any customer with a text-enabled device to: announce specials, view event details, get up-to-date information or even just send a friendly "rent is due" notice.

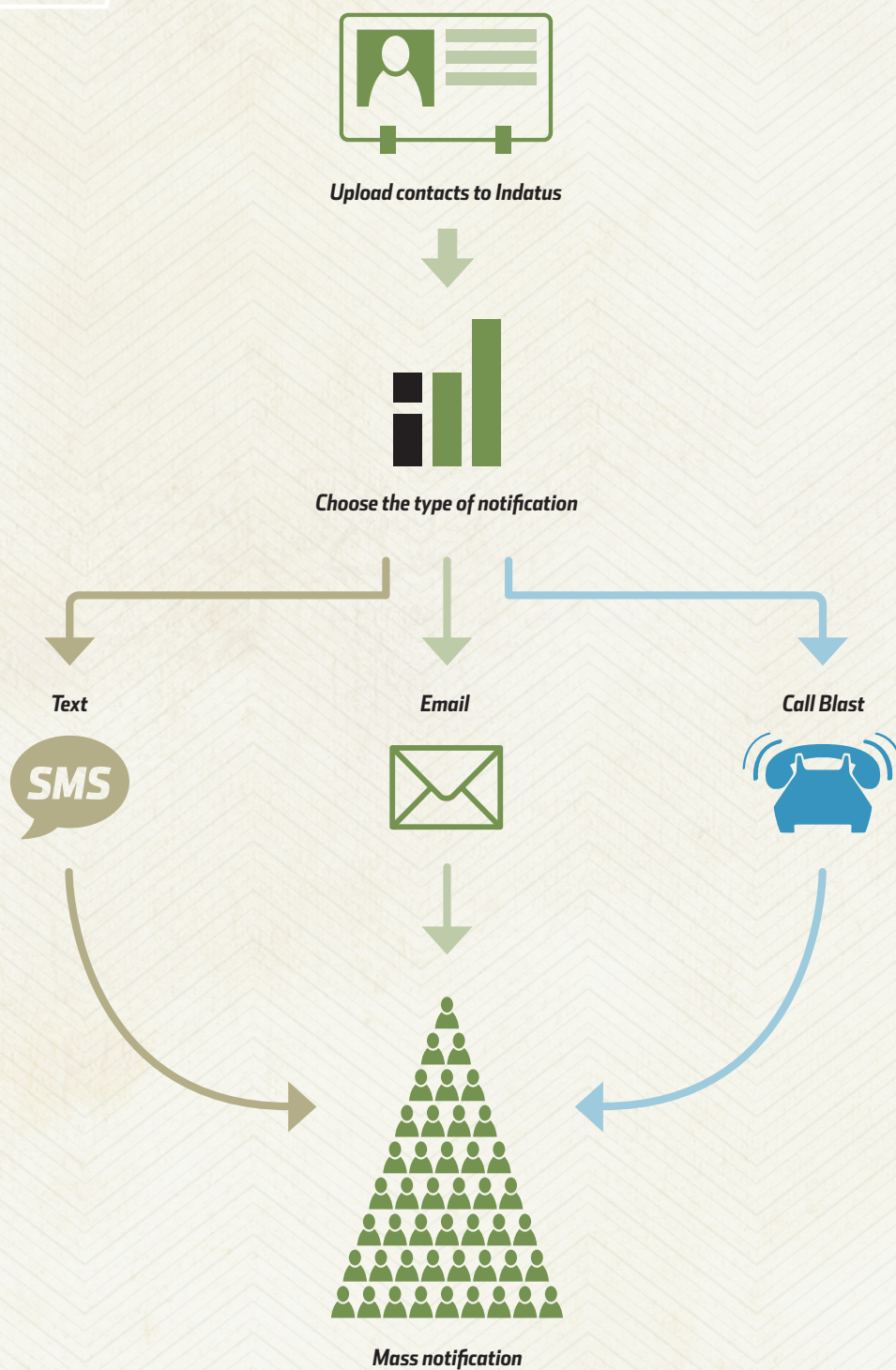
› **Call Blast**

ZIP Digital allows the user to blast a voice notification out to selected lists using the popular *Call Blast* feature. Pre-recorded WAV files can be easily uploaded and sent. For those who don't have recording equipment, ZIP Digital's text-to-speech technology can transform text into easy to understand automated voicing.

› **E-mail Mass Notification**

E-mail is a great tool for notification. Easily create a 2,000 character limit e-mail to get the word out. Choose from one of 7 stylish color option templates and multiple font choices to spice up your message. Once uploaded, ZIP Digital will test each e-mail for compatibility and allow you to correct possible bounces before they happen.

HOW IT WORKS



EASY TOOLKIT

ZIP Digital's easy-to-use interface allows anyone to comfortably navigate the mass notification process. Create new campaigns, edit and create notification lists, and even upload, create or edit WAV files, all at a click of a mouse.

The screenshot displays the ZIP Digital Admin Panel. At the top, the 'ZIP DIGITAL' logo is on the left, and user information 'Welcome back, Matt', 'Not Matt? (Log Out)', and the phone number '800.727.4246' are on the right. Below the header is a green navigation bar with 'ADMIN PANEL' and links for 'Manage Account Settings', 'Add/Edit/Delete Users', and 'Detailed Reporting'. The main content area is divided into three columns: 'Manage Campaigns' (with links like 'Create New Campaign', 'Edit Saved Campaigns', 'Re-Send Saved Campaigns', 'See Campaign Status', and a count of '(2) Campaigns'), 'Manage Notification List' (with links like 'Create New List', 'Edit Saved Lists', 'Import Existing Lists', and a count of '(8) Lists'), and 'Content Manager' (with links like 'Upload WAV Files', 'Edit/Delete WAV Files', 'Create a WAV file', and a count of '(9) Files'). The 'Edit/Delete WAV files' section is expanded, showing a table of stored WAV files with columns for 'WAV files', 'Date Uploaded', 'Uploaded By', and 'Actions'. The table lists four files: 'tmp', 'foo', 'May20thtest', and 'test3', all uploaded by 'meaton@planettele.com'. The 'INDATUS' logo is visible in the bottom right corner of the interface.

WAV files	Date Uploaded	Uploaded By	Actions
tmp	May 25 , 2010 - 11:57 AM	meaton@planettele.com	[Icons for edit, delete, and other actions]
foo	May 20 , 2010 - 01:34 PM	meaton@planettele.com	[Icons for edit, delete, and other actions]
May20thtest	May 20 , 2010 - 10:22 AM	meaton@planettele.com	[Icons for edit, delete, and other actions]
test3	May 20 , 2010 - 09:49 AM	meaton@planettele.com	[Icons for edit, delete, and other actions]

WHY INDATUS?

Indatus Web-based Solutions transform raw data into powerful tools to help your business run more efficiently. Because each solution is online, there's nothing to install, upgrades occur automatically, and they can be accessed from any computer with an Internet connection. And whether the solution is tracking leads, handling after-hours calls, or sending mass voice and text messages, in the end they all do the same thing — **help your business grow.**

Contact us

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NEW ALBANY, IN 47150
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812.949.4364 fx

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CALL TRACKER

Juice up your ROI with Call Tracker.

Squeeze every last drop of data out of every call.

Call Tracker is a powerful web-based solution that allows the user to sift, sort, analyze, and organize call data. Its primary purpose is to track marketing and advertising usefulness. By inserting unique phone numbers into every ad source, Call Tracker captures incoming calls and can immediately identify the source of the call, who the caller is, where the caller lives and even records the call to let you know exactly how the call was handled. All of this information is instantly available in realtime, powerful online reporting tools.

KEY FEATURES

› National Toll-free and Local Phone Numbers

Call Tracker gives you the ability to purchase as many toll-free numbers as you need. This allows advantages when used with call routing, providing for limitless directing of incoming calls. SIP-based local numbers are also available for that “local” flavor.

› Click-to-Connect

Use a Call Tracker number to activate the *Click-to-Connect* feature that can easily turn your web viewers into live phone conversations. *Click-to-Connect* makes it easier for your customers and potential leads to immediately initiate a conversation with your sales staff.

› Call Recording and Analytics

Call Recording and Analytics allow you to store and track all your call information. In addition to detailed reporting you’ll be able to record, review, annotate and email documented phone interaction.

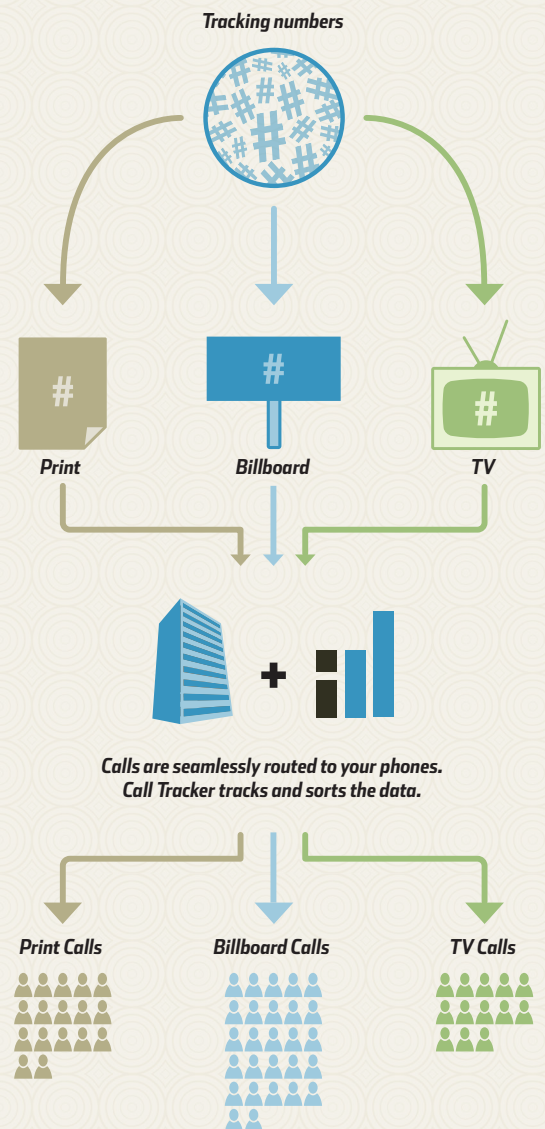
› Call Routing

Call Tracker’s routing features allows you to route a Call Tracker number to up to 3 phones or devices. This feature is perfect for guiding ad sources directly to sales or your front desk.

› Personal Greeting

Call Tracker provides a *personal touch* to your on-hold and voice mail messages. Customized greetings can be professionally voiced by using our Message-On-Hold service or uploading your own message. Call routing allows you the ability to handle calls 24/7.

HOW IT WORKS



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