

InterCall Media Kit



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InterCall Background

In the early 1990s, when landline phone capabilities were limited, a subsidiary of ITC Holding Company known as InterCall began delivering conferencing platforms that would connect three people or more to one call. The wireless boom among consumers and companies helped expand the need for conferencing but the services were not widely used. By the year 2000, the dot-com era was in full swing and employees were learning how to meet and collaborate over the Internet to get things done. Web conferencing was becoming more commonplace as a means to improve productivity in the office.

On September 11, 2001, almost overnight, conferencing changed forever. Businesses turned to conferencing when they were unable to travel. Employers were able to work productively without the hassle of post-September 11 travel. As travel rates increased again, the conferencing industry did something that surprised even the experts – it continued to grow.

The conferencing industry has grown to \$3.7 billion, a 32 percent increase in revenue from 2000. This growth is apparent at InterCall as well, with its 35 sales offices worldwide and 500-plus Meeting Consultants, InterCall generated \$439 million in revenues in 2005 and exceeded \$600 million in 2006.

As workers increasingly demand mobility and simplified communications, conferencing plays a vital role in today's workplace. High-end conferencing networks within corporate IT systems and access to conference calls from mobile devices are the new frontier for conferencing and InterCall.

Conferencing has made a dramatic impact on the way the world works. According to Wainhouse Research, more than 60 percent of all meetings today are done virtually, and that number is expected to rise to 70 percent in the next two years. In the last 15 years conferencing providers such as InterCall have helped the global workforce become more mobile, increase their productivity, and save businesses time and money.

InterCall is a subsidiary of West Corporation, one of the nation's leading providers of customer contact solutions. Today, InterCall serves more than 400,000 individual conference leaders in more than 70,000 organizations, and boasts a global presence that expands to Canada, the United Kingdom, France, Germany, Australia, New Zealand, Hong Kong, Singapore, Japan, China and India. The company handles more than 3 billion minutes annually and provides conferencing services to 80 percent of Fortune 500 companies and 50 percent of Fortune 1000 companies.

 InterCall is a subsidiary
of West Corporation

AAP/EOE

Milestones in Conferencing

1980	First audio conference call
1982	Introduction of video conferencing
1991	InterCall founded to develop conferencing products and services
1996	Introduction of Web Conferencing
1999	Introduction of reservationless services, the ability to complete a call without the use of an operator
2000	InterCall debuts first Web conferencing platform
2002	First year InterCall records one billion minutes of usage
2003	InterCall acquired by West Corporation
2003	InterCall purchases ConferenceCall.com
2004	InterCall purchases ECI Conference Call Services
2005	InterCall purchases Sprint Conferencing
2005	InterCall debuts Conference Place, its flagship Web conferencing service
2005	InterCall named largest conferencing service provider in North America by Wainhouse Research
2005	InterCall receives Frost and Sullivan's Audio Conference of the Year Award
2005	InterCall offers Spanish language services to Latin America
2005	InterCall provides free conferencing to victims of Hurricane Katrina
2005	InterCall receives Best New Product or Service Award from the American Business Awards
2006	InterCall acquires Raindance
2006	InterCall introduces mobile conferencing
2006	InterCall named largest conferencing service provider in the world by Wainhouse Research
2007	InterCall receives Frost and Sullivan's 2007 North American Conferencing Company of the Year Award



InterCall Fact Sheet

OVERVIEW

InterCall is the world's largest dedicated conferencing service provider, connecting people through advanced audio, Web, video and event services. For businesses that need to create better connections, InterCall provides reliable, easy-to-use products and services. Across the globe, millions of workers use InterCall's technology to communicate and connect with colleagues, partners and customers.

AWARDS

2007 North American Conferencing Service Provider of the Year: Frost & Sullivan
2006 Audio Conferencing Service Provider of the Year: Frost & Sullivan
2005 Best New Product or Service: American Business Awards

GROWTH:

InterCall's steady growth has outpaced the industry. In 2006, Wainhouse Research recognized InterCall as the largest conferencing service provider in the world.

HEADQUARTERS

InterCall
8420 West Bryn Mawr, Suite 400
Chicago, IL 60631

EMPLOYEES

600+ Meeting Consultants
1,600 + operators, customer service representatives, call supervisors, accounting, marketing and IT professionals

LEADERSHIP

Scott Etzler, President
Michael Nessler, executive vice president of global operations
Rob Bellmar, vice president of global operations
Bob Wise, vice president of marketing and strategic business development
Heather Welborn, vice president national sales
Marty Dunne, vice president of sales
Herb Pyles, vice president acquisitions and integration
Rob Ewing, vice president of systems development

PARENT COMPANY

InterCall is a subsidiary of West Corporation. Founded in 1986, West Corporation is one of the nation's premier providers of customer contact solutions, specializing in customer acquisition, customer care, automated customer contact solutions, emergency communications, conferencing and accounts receivable management services. West's experienced personnel, cutting-edge technology and advanced systems enable the firm to provide customers with solutions that help increase revenue, lower costs and improve customer satisfaction. West has a proven track record of success creating customized solutions for many of today's Fortune 1000 companies. For more information, please visit West's Web site at www.west.com.

InterCall's Conferencing 101

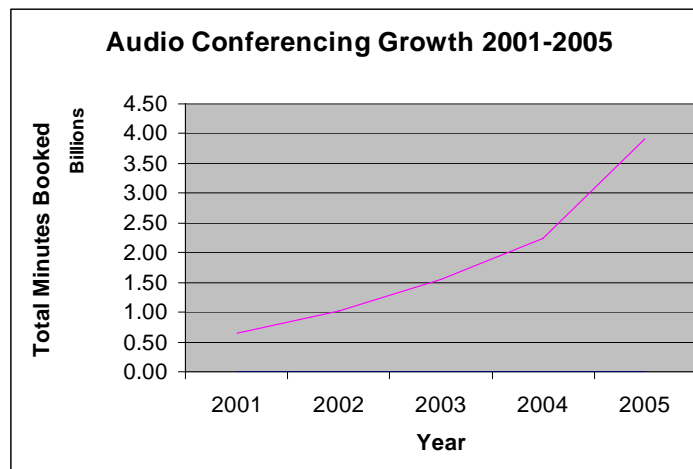
A BRIEF GUIDE TO CONFERENCING TECHNOLOGY AND THE INDUSTRY

In today's workforce, 70 percent of employees don't work in the same location as their manager, (Nemertes Research, 2005). Because frequent communication is key to driving a successful, productive workforce, conferencing has become the preferred solution.

Conferencing allows workers to collaborate around the world without traveling, which saves businesses a significant amount of time and money, and increases worker productivity. As the workforce becomes increasingly mobile and more reliant upon wireless communication, conferencing keeps companies connected. Within two years, an estimated 70 percent of meetings will be held via conferencing.

Conferencing is divided into three main categories:

Audio Conferencing is the most basic form of communication between three or more participants. Participants of the conference dial into a bridge, which connects the incoming lines, allowing participants to share information simultaneously over the phone. Although audio conferencing cannot convey visual information, it is an ideal tool for bringing people and companies together in a moment's notice, and can also be expanded for large events with tens of thousands of participants.



Key Terms:

- + *Reservationless calls* – for meetings that do not require advance scheduling or the assistance of an operator. Reservationless users each have their own unique conference number and pass-code, for use anytime.
- + *Operator Assisted calls* – for larger calls that are more complicated to coordinate; operators schedule the call, place participants into the conference, collect participant information, and resolve any technical difficulties that may arise.
- + *VoIP (Voice Over Internet Protocol)* – uses an Internet connection rather than a traditional phone line, which reduces costs.

- Costs: Calls are charged per participant per minute. For example, a customer's reservationless audio conferencing rate is \$.05/minute. If 10 participants from around the world join a conference for one hour, the cost (to the owner of the conferencing account) would be: $(.05)(10 \text{ participants})(60 \text{ minutes}) = \30.00

Video Conferencing utilizes Internet technology to connect participants at two or more locations, allowing them to see and hear one another in real-time. Video conferences transmit images and sounds of high-quality, thus preserving the face-to-face nature of traditional meetings. Although they require a small investment in tabletop transmission hardware, they nevertheless afford significant savings in travel costs.

Key Terms:

- + *Continuous Presence* – allows participants to be "seen and heard" during multipoint video calls. Users have the flexibility to view all conference participants simultaneously on the same screen.
- + *Video Streaming* – combines traditional telephone-based technology with Internet-based technology. The signal from an audio or video conference call is delivered to a designated Web site, expanding the reach of a conference.

Web Conferencing incorporates an interactive desktop experience into an audio conference call. Web conferencing solutions offer the most feature-savvy form of conferencing and provide the greatest potential to improve employee productivity. Participants can share documents from their computers, conduct real-time polls, collaborate on virtual whiteboards, access the Internet and host Webinars.

Key Terms:

- + *Application Sharing* – broadcast any application or file on your computer to an audience. Participants can take control of the application and edit in real-time.
- + *Shared Leader Controls* – pass the Web conference controls to another leader, allowing them to present content and share applications from their computer
- + *Web Tour* – take participants on a tour of Web sites that the leader selects.
- + *Mood Indicator* – an unobtrusive way to communicate with the presenter using color-coded cues in a "virtual seating chart" on the leader's screen (e.g. a yellow box tells the presenter to slow down, a blue box indicates that an audience member has a question). The feature makes the conference more interactive by giving the presenter audience feedback in real time.
- + *Multimedia presentations* – create everything from a basic PowerPoint slide show to a full multi-media presentations with animation, audio, video, and Flash media.
- + *Annotation* – Create real-time notations on your slide presentation while demonstrating any application.
- + *Instant message* – participants can send messages to each other and to the conference leader.
- + *Webinar* – a multimedia seminar conducted over the Internet, designed to promote interaction between the presenter and audience.

- Costs: Calls are charged per participant per minute. For example, a customer's audio conferencing rate is \$.05/minute and their web conferencing rate is \$.20/minute. If 10 participants from around the world join the conference for one hour, the cost (to the owner of the conferencing account) would be: $(.05 + .20)(10 \text{ participants})(60 \text{ minutes}) = \150 .

Participants may incur long-distance charges for dialing into the call, but all costs of the conference itself are billed to the conferencing account owner.