



CATCHAT

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www.CheetahInternational.com

Hotline: 800.829.CATS

Customer Service News

Hello everyone - again for some of you! My name is Mark Thomas and I am fairly new to Cheetah International having started in early February 2004. I have spent most of my business life working in various businesses and non-profits around the Denver Metropolitan area.

Cheetah has asked me to come aboard to manage the Customer Service. Specifically, we want to target maintenance service contracts and training (continuing education, as some call it). In order to fulfill this job description I need your help and will also seek communication with as many of you as possible.

While talking with hundreds of Cheetah customers over the past couple of months, I have learned a little of what you want, what your hopes are, and what some of your expectations are of Cheetah International. I will bring my twenty-four years of working in customer service-based industries to good use in listening to what you are telling us and helping Cheetah deliver it. Having been in the ownership position for the majority of those past years, I believe I am able to bring your best interests to the table, so to speak. "The Customer" is the greatest of our assets.

So what am I up to right now? I have started calling all of our customers in specific geographic areas where we are scheduling SmartCAT Continued Education / Training (can be found on our website). Eventually, I will call or contact all of you. Those with emails on file with us, or more than one phone number, etc., are the easiest to reach but feel free to call me and beat the rush or, in some cases, the wait. My hope is to talk personally with as many of you as possible, find out what we can do for you today ...and tomorrow.

Mostly, I just want you all to know that you can reach me for what ever you may need in Customer Service, Continued Education (Training) or Maintenance/Service contracts.

Mark Thomas
National Customer Service Manager
800.829.CATS Ext.1006
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SmartCAT Training Plans and Program

Our customer training approach at Cheetah International is based on what you have indicated as your needs are to become proficient in Cheetah products. You have told us that learning to use SmartCAT is number one. You have asked us to be flexible in how and where we deliver training.

While we provide product resources, such as the SmartCAT electronic manual and the help files, as well as technical support via the telephone, you have indicated that you want more hands on and in-depth training. You have also told us that you don't want to take a lot of time away from your busy schedules and that we also need to be cost conscious. Some have expressed interest in remote learning, such as an online-based experience and/or a video training.

We will begin work on the remote learning opportunities some time in the next six months, but first we will offer classroom/lab education. Many of you want hands-on training and you want this near where you work or live. Training around the country, possibly in your neighborhood, has been scheduled for two (2) weekends of each month for at least the next three months. There is a fee for this education in order to cover our trainer and travel expenses. We will work to keep the costs as low as we can. We are looking for suggestions as to where you would like training seminars scheduled. Please feel free to contact us via email or

telephone with your suggestions. These training sessions are set up for between 10 and 20 people. We need a minimum of 10 registrations to move ahead and won't over-stuff the room with more than 20 trainees tops. This seems to be the optimum number for all concerned.

For those of you who would like to get started sooner than we are training in your area we offer classes in Denver once per month, usually the third weekend. The class is tailored so that you can come in Friday evening and get out Sunday afternoon. This training is at no charge for on-maintenance users. We will conduct these classes with even small attendance, but please go online or call us as early as possible so that we can provide the best possible training experience for you.

We also have individual sessions available in some areas of the country for one-on-one or 1 on 3 or 4. Please let me know if you wish to entertain this option, I can help you. Actually, I know of several groups of two SmartCAT Users around the U.S. where I might be able to get a small session going with a couple of more interested Users. Please let us hear from you.

On that note, we are also seeking SmartCAT trainers around the country. If you are interested in becoming a certified SmartCAT trainer please give us a call 800-829-2278 Ext 1006 or drop us an email at markt@cheetahinternational.com

Tech Support News

As many of you know when we moved our Technical Support Base from Tucson to Denver we lost some of our Technical Staff in Tucson that we are in the process of replacing in Denver. We also made some technological changes to our telephone system that will ultimately enable us to provide you more efficient support. However, like all good changes it will take some time to fully initiate and appreciate all of the advantages.

Our current Tech Support Policy on time and fees is outlined later in this issue. This policy was established to enable us to provide the fastest and most complete support to our customers based on their status (on or off maintenance) and the urgency of the issue without rushing to hire staff just for the sake of having a 'live body' to answer a phone. Although, we all want to talk to someone and not something when we need assistance, we hope you understand that our priority is to hire live bodies that are not only technically competent but are also customer service oriented. As we are able to hire this unique mix of 'people and thing' persons we will be expanding our office hours and tech support availability to better meet customer needs and we thank you for your patience.

During this transitioning time you can be a real help by leaving your name, system number and a good working contact number when you are transferred to voice mail. When we have solid information to work from we can give you solid assistance. If you have a question about anything that is not urgent please feel free to send an email to support@cheetahinternational.com and you will receive a response by the end of the next business day.

Send your Email address to us at cats@caption.com to receive CATCHAT and TRAINING NOTICES via e-mail

Happy Spring To All,

We hope that you are reading this as a result of being at the Mid-Year NCRA Conference in San Francisco. We here at **Cheetah International would also like to thank all** of you who were able to take time out of your busy schedules to stop by and visit us at our booth.

It is always a pleasure to get to meet and chat with some of you face to face. We continue to be eager to hear from you. The more that you communicate with us the better we can serve you. So please keep those cards, e-mails and calls coming!

Although we are making lots of progress, I would like to start off confessing that we have made a few missteps in the past months. Fixing these problems detracted us from completing an issue of Cat-Chat earlier. Looking back at that now, I realize that we should have taken the time to put out an abbreviated version of it regardless of the distractions we were experiencing. We regret not doing that.

Toward the end of last summer we decided to move our support office from Tucson to Denver. This decision was a tough one for us, but we felt for the long-term success of the company we needed to get the **technical and customer support functions close to the development, training, web site support and management of the company** to ensure more effective communication inside our company and with you, our customers.

The move did not come off as smoothly as we would have liked. The requested phone lines to the Denver office were not delivered in the quantity or in the timeframe that was committed to us. We have experienced some disruption to our technical support availability as a result. In addition, we detected and corrected a virus on our phone server that was resulting in a periodic loss of messages left by customers. As far as we know, we are fully protected now from the intermittent denial of service attacks we were experiencing from November through February.

The move to Denver is back on track. We will continue to seek out, hire and train additional technical support persons in the new office. We will also continue to retain our experienced and competent core technical support staff in Tucson until the transition is complete. We continue to look for that rare-breed of person that likes technology and likes people!! If you know of someone that you would like to recommend, please encourage him or her to send us a resume via our web-site.

On a happier note, I am pleased to report that **many of our customers are making an effective transition from TurboCAT to SmartCAT**. We understand that you are busy and may find it takes a bit of time and effort to move from the DOS-based TurboCAT product to the Windows-based SmartCAT product. In an effort to help smooth this transition and free up some of your time, we have two programs that might be of interest to you: SmartCAT training seminars and the no charge to our customers on maintenance, TurboCAT to SmartCAT conversion service. We explain these services in related articles in this edition of our newsletter.

On the company front, Cheetah International continues to forge ahead in our efforts to restore the company to some of its past luster. The first phase of that was stabilizing our management and employee structure. Although there will always be fine tuning in this arena, we are mostly finished with this endeavor. The second phase of this was completing our TurboCAT replacement product SmartCAT. We are at the tail end of the second phase. This brings us to our next phase, *Enhancing the SmartCAT product and customer training.* (Continued on page 7)

Technical Support Policy – Time and Fees

Standard Support Hours 7:00 AM MST – 8:00 PM MST

After Hours/Emergency Support Hours: 8:00 PM MST – 7:00 AM MST

- » Authorized users of On-Maintenance systems are entitled to unlimited technical support during “Standard Support Hours” at no charge.
- » Authorized users of On-Maintenance systems are entitled to “After Hours/Emergency Support” at no charge.
- » Authorized users of On-Maintenance systems that choose to contact Cheetah outside of “Standard Support Hours” for non-emergency support will be charged the posted fee of \$25 per 15 minutes.
- » Authorized users of Off-Maintenance systems may contact Cheetah for support during “Standard Support Hours” as a Billable Call for any type of assistance. Billable Calls during Standard Hours is \$35 for the first 15 minutes and \$25 for each 15-minute interval thereafter.
- » Authorized users of Off-Maintenance systems may contact Cheetah after hours for Emergency Support ONLY as a billable call. Billable Calls during After Hours for Emergency assistance is \$50 for the first 15 minutes and \$40 for each 15-minute interval thereafter.

Please refer to website at www.cheetahinternational.com for additional information.

File Conversions – TurboCAT to SmartCAT

Well, we blew it and did we learn our lesson. After the release of SmartCAT’s first version, your feedback on converting TurboCAT’s style sheets, dictionaries, includes, picklists and other files for SmartCAT indicated much more effort than was desired by you or us.

We responded last year to offering to convert these files for you. Well, the ensuing deluge coinciding with our Technical Support department’s move from Tucson to Denver was a recipe for misfortune--we lost a few technical support folks and unfortunately, we lost a few of the copies of your files to be converted. We believe we have recovered all of the misplaced items.

We regret any inconvenience that we have caused you. We underestimated the demand for this service, which is provided at no charge for our on-maintenance clientele.

What are we doing to handle this in-demand service? The much needed changes include:

- Simplifying our instructions to you for submitting your files to be converted.
- Implementing a secure, centralized, web-based database to track all incoming conversion files.

- Creating from scratch programs to quicken the conversion process.
- And last, hiring a person dedicated full-time to completing the conversions.

Given the above steps, our turnaround time for conversions has been greatly improved. Additionally, we have instructed our developers to make the necessary changes to convert the formatted TurboCAT files to SmartCAT format when the client imports the files into SmartCAT. As you can imagine, this change will take some work so we will continue to offer the conversion service for the foreseeable future.

If you have submitted your TurboCAT files for conversion and have not received the new files or have made arrangements to do so, please call or email us as soon as possible and we will knock these files out immediately. If you want to take advantage of this service but have yet to submit your files, please contact us for instructions on how to perform this painless process. The conversion department can be reached by calling support at 800-869-6986 or conversions@cheetahinternational.com

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HANDS-ON EXPERIENCE AND DEMONSTRATION WITH TIME FOR Q&A

📖 Attendees Provide Own Laptop

📖 Limited Seating Available

📖 To Maintain A Low Student/Teacher Ratio, Pre-Registration Required*

📖 All Trainings Qualify for CEU's Through NCRA

*Cheetah will complete File Conversions for Registrants; early registration is required to assure completion prior to the training.

SmartCAT Training Schedule – 2nd Quarter 2004

During 2003 we tried different training formats and scheduled multiple trainings nationwide to help as many TurboCAT users as we could to move on to SmartCAT. Too often, the weekend we were in your area was not a good weekend for you, or it didn't fit with your schedule to convert systems. On the other hand, the time required to handle the logistics of scheduling the trainings with the hotels and trainers and getting the information out to everyone in time to fit the training into their schedule made it impossible for us to effectively schedule more trainings.

Our solution to this dilemma is that **in addition** to Trainings held around the country we will have set a fixed schedule for **the third weekend of each month** for SmartCAT Training to be presented in our hometown of **Denver, CO** and because our overhead will be greatly reduced we can offer these trainings to **On-Maintenance Customers at NO CHARGE** (a savings of \$370). The exact location of each seminar will be available when you make your reservation, which is required as we are limiting the number in attendance to assure a low trainer/student ratio. We have committed to this schedule for the 2nd quarter of 2004 and will continue to evaluate the program as we go.

<p align="center"><u>CHICAGO/SCHAUMBERG</u> Saturday, April 24 and Sunday, April 25, 2004 Homewood Suites by Hilton® Chicago/Schaumburg 815 E. American Lane, Schaumburg, IL 60173 Reservations: 847-605-0400</p>	<p align="center"><u>MIAMI</u> Saturday, May 8 and Sunday, May 9, 2003 Homewood Suites Miami Airport, Blue Lagoon 5511 Blue Lagoon Drive, Miami, FL 33126 Reservations: 305-261-3335 Limited Rooms Available for \$99 Single Occupancy www.homewoodsuites.com</p>
<p align="center"><u>LOS ANGELES</u> Saturday May 22 and Sunday May 23, 2004 Embassy Suites Hotel – LAX South 1440 E. Imperial Ave., El Segundo, CA 90245 Reservations: 310-640-3600</p>	<p align="center"><u>NEW YORK CITY</u> Saturday June 12 and Sunday June 13, 2004 Watch website for location information</p>
<p align="center"><u>DENVER</u> NO-CHARGE TO ON-MAINTENANCE SYSTEMS April 17 & 18 * May 15 & 16 * June 19 & 20 <small>CEU's available through NCRA at a nominal fee</small></p>	<p align="center"><u>HOUSTON</u> Saturday June 26 and Sunday June 27, 2004 Watch website for location information</p>

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The Cheetah is Alive, on Track, Focused and Moving Fast!

Our strategy is simple. We have worked hard to produce the finest CAT software available and we are focused on our Customers' needs. SmartCAT has come a long way, thanks to our focused, dedicated and strong direction. We have a solid CAT product now that is churning out transcripts daily.

What? You haven't transitioned to your SmartCAT system yet? Still using TurboCAT? Great, we love TurboCAT too; just keep an eye on your hardware as we are seeing computers drop into coma-state without warning.... Seriously, if you are at all nervous about the condition of your hardware and think you are ready to talk to us about moving over to SmartCAT, let us help! That is what we are here for. Let us walk you through the process, let us convert your files and dictionaries, let us train you, let us share with you our current discount program (before it is pulled), and let us move you to the program that everyone is talking about! SmartCAT because

“In the jungle, it's the SmartCAT that survives”

Not on TurboCAT either? Not to worry as we have a Switch & Save Plan to help you survive the jungle, too.

If you currently are not using SmartCAT, for whatever reason, call me, Laurie Willson, National Sales Director. I'm eagerly waiting to answer your questions, get you a demo and discuss current promotional options. You can reach me at 877-333-2287 or lauriew@cheetahinternational.com

Laurie

NCRA Mid-Year Convention Specials

Save over \$500 on a SmartCAT Professional Software Package at \$3,295.00 including conversions, training, and one-year maintenance contract.

Save \$400 on a CAPtivor Online Professional Software Package At \$2,795.00 including one-year maintenance contract.

Save \$300 on SmartCAT Edit-Only Software Package At \$995.00 including one-year maintenance contract.

CONVENTION SPECIALS GOOD THROUGH APRIL 30, 2004



The Next SmartCAT Update

Yes, we are still fine-tuning and improving on SmartCAT based on your wants and desires. The next Update is almost done. Once testing is complete a Postcard announcing the release and availability to download will be mailed to all **SmartCAT systems that are on Maintenance**. As always the Release Notes (what's new and changed) will be posted on our Website along with the release date in case you didn't get the postcard. This update will be available for download by all licensed SmartCAT System Owners.

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Happy Spring To All (Continued from page 3)

For this effort we will continue to need and ask for your input, help and support. One of my colleagues likes to say – “well, give me a clue”. That is what we encourage you to do. Please continue to let us know what you would like us to add in our products and services, as well as, what you would like for us to change in the existing ones.

As we have gotten a little bit used to by now, we still hear rumors that we are not in business any more. I can assure you that we are indeed very open for business and continue to invest in improving our products and services. I also assure you that we are very aware of how much we need you and how much we need you to be productive and happy with the services and products we are trusted to provide you. As always, please feel free to give us a call, drop us a line and/or visit our website with your observations, suggestions or ~~comments.~~

*Yours Sincerely,
Don Miller
President/CEO*

“CATCHAT” is periodically produced by Cheetah International, Inc, a Colorado Corporation, for the use and benefit of Cheetah Software users. We solicit your comments, questions and ideas to cats@caption.com.



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Jason Pardikes
Director

Mark Thomas
Customer Service Mgr.

Laurie Willson
National Sales Director

Meet (the Leader of) the Pack

In previous issues of CatChat you have had the opportunity to meet several staff members who serve in various positions but it's time to introduce the “Leader of the Pack”, Don Miller, President/CEO.

Don Miller brings more than two decades of experience developing and delivering market-based technical and service solutions to his role with Cheetah International, a role that began as an investor, board member and part-time CFO. Don's MO was to seek out, evaluate and invest in start-up and turn-around companies, which serve market needs with software, based solutions. Besides contributing money to these endeavors, he specialized in addressing operational, strategic, financial and governance issues as a board member or as a member of an advisory team. Thus his beginnings as an investor and board member for Cheetah International Inc.

Prior to his involvement with Cheetah, Don was employed with Storage Technology Corporation, where he advanced through various engineering, marketing and business development positions culminating in the position of New Business Development Manager. His background in software development and organizational management facilitated the development of Storage Technology's Automated Cartridge System (ACS) Host Software Component, launch the non-IBM ACS market, implement a remote backup service in Switzerland, deploy remote data vaulting projects for several major banks and provide first phase prototyping of a remote personal computer Internet backup service

Prior to his employment at Storage Technology, Donald worked with various corporations as a designer, tester and coder of communication systems software and designed transaction security systems. While employed at Western Digital Corporations, he implemented Microsoft's Local Area Network.

In earlier years Don was known to put in a few hours as a Race Car Driver and River Rafting Guide. As an avid reader he spends a considerable amount of time following both general economic trends and the computer software industry. He holds a Bachelor of Science from Central Missouri State University and a M.B.A. from Regis University.

Don currently resides in Denver although his travels for Cheetah and travels related to his voluntary board position for a national non-profit organization keep him on the road more hours than at home. You are invited to introduce yourself to Don via donm@cheetahinternational.com

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***Everything You Wanted To Know
About Cheetah and More!***