



# Technology Times

*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

Rick Johnston, Information Management Systems, Fargo, ND

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## How “Virtual” Meetings Can Help You Close More Sales, Save More Money, And Increase Your Productivity & Profitability

With gas and travel costs soaring, the cost of meeting with prospects and clients is becoming a real financial burden for most businesses. But thanks to advancements in technology, you can not only save money, but also demonstrate your products and services to more customers, faster and easier than ever before.

Two of the most common ways of holding “virtual” meetings are teleseminars and webinars. If you haven’t already conducted a teleseminar or webinar to connect with your clients and prospects, chances are that you’ve at least been invited to one.

Both are simply a presentation delivered to folks via a conference line or online meeting which saves you in travel, hotel rooms, gas, and meals. It also saves an incredible amount of time. GoToMeeting.com and GoToWebinar.com (both owned by Citrix) are the big vendors in this space. Others include Webex.com, MegaMarketing, Raindance Communications, Microsoft Office Communications Server and WiredRed.

These web-based meeting services do not require expensive equipment or software; you simply download their application right over the web, and you instantly have access to web-based tools that enable you to share your screen or PowerPoint with any number of people.

Paul Hartwell, a marketing consultant in Chicago, takes advantage of “old school” thinking. Following each virtual web meeting, he sends his clients a generous gift certificate to a local restaurant with a note that includes a recap of the meeting and ends with how much he knows the ‘business meal’ will be enjoyed when out with a friend or significant other.

Teleseminars follow the same principle, but are purely phone-based conference calls. The advantage of a teleseminar is that anyone can dial in from any phone; however, you lose the ability to show a PowerPoint, poll users, and chat via a Q&A window. If you sell a service that doesn’t need to be demonstrated, a teleseminar will work just fine. I recommend using a company called VoiceText.com out of Austin, Texas.

*Watch your mailbox for our upcoming Total Care Services Program!*

The Lighter Side

## Doctor's advice

A doctor and a lawyer were talking at a party. Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free medical advice.

The exasperated doctor asked the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?"

"I give it to them," replied the lawyer, "and then I send them a bill."

The doctor was shocked, but agreed to try it. The next day, still feeling slightly guilty, the doctor prepared the bills.

When he went to place them in his mailbox, he found a bill from the lawyer.

## Dangerous bird

This postman is working on a new route. He comes to a gate marked "Beware of the parrot."

And, sure enough, there's a parrot sitting on its perch. He has a little chuckle as he opens the gate and walks into the garden.

He gets as far as the perch, when suddenly the parrot calls out: "REX, AT-TACK!"

## Old goats

A tourist bus stopped at an English cheese farm. The guide explained the process. Then she showed the tourists a beautiful hillside where goats were grazing. She explained that these were older goats put out to pasture when they no longer produce. She asked what America did with their older goats.

A spry old gentleman answered, "They send us on bus tours!"



## The holidays are here...

Take time this holiday season to enjoy the little things that make this time of year simply enjoyable.

Treat yourself to a hot peppermint mocha on a cold winter morning and relax at a local coffee shop.

The holidays are the perfect opportunity to breathe in the world around you.

Shower yourself **with a season of laughter and love to share with your family and friends.**

## Client Spotlight: Appraisal Services, Inc.

We recently received a call from the folks at Appraisal Services to say they had just had a power surge, and now their Internet connection was down. Upon arriving at their office, we discovered that the power surge had caused one of their UPS's to fail, which had provided power protection to not only their server, but also their network switch, DSL router and firewall. Due to the fact that their server had redundant power supplies with separate UPS', and only one UPS failed, their network stopped but not their server. We had their network up-and-running in no time. Neal was very happy that we had recommended redundant power sources for their server and that over eight years ago he chose IMS to care for his IT needs!

Would you like your company highlighted here in our "Client Spotlight?"

Then give us a call today at 701-364-2718

## Frightening advances in phishing website scams

*Are you sure your employees are not visiting risky sites? Do they know how to identify phishing e-mails and websites? Educate them and keep your business safe from harm.*

Most people have a handful of websites they visit regularly and don't think twice about clicking on e-mails from those select companies. Beware! Some of these sites may be compromised and phishing e-mails can lead to disaster.

**Double check the web address** for the site you would like to visit and avoid infection or phishing scams. Simply, place the cursor over the link you wish to check, right click to open the white menu box and choose "Properties". A box will open containing the information about that link. If you remember the website address or have it saved in your favorites, double check that address against the one shown to ensure it is not a scam.

**Don't click on links provided in e-mails**, unless you are sure they are safe. Use your favorites menu as a place to start from. Then search the site for the particular promotion or offer you had seen in the e-mail.

**Phisher's are getting smarter** They now have the ability to provide phishing pages that can steal your information but still log you into the website you intended to visit. For example, say you want to log on to your bank's website and you click on a link provided in an e-mail in order to open the site. If the e-mail is a fraud, the link provided can divert you to a phish page to login. This is a web-page created with the intent to gather your user or other information in order to steal personal data. When you enter your login details they can be automatically stored for the phisher to use again, but you may not even notice a problem. Phishers can now provide a seamless link from the initial login on the fake page to the intended website.

**Nothing looked out of place...** Phishers can duplicate a wide variety of websites today and some new phishing pages take the login information gathered and log you in for real so you never know the difference. Take the initiative, check links provided in e-mails or just avoid them like the plague. There may be no break in usual login procedures or other indication that you have been phished until it's too late.

Watch your mailbox for our upcoming Total Care Services Program!

## Who Said It About Computers?

They've finally come up with the perfect office computer. If it makes a mistake, it blames another computer.

—Milton Berle

I think there is a world market for maybe five computers.

—Thomas Watson  
IBM Founder

Never trust a computer you can't throw out a window.

—Steve Wozniak,  
Apple Co-founder

Not even computers will replace committees, because committees buy computers.

—Edward Mead

If at first you don't succeed, call it version 1.0.

—Anonymous Software Developer

640K ought to be enough memory for anybody.

—Bill Gates  
Microsoft Co-founder

## Is There A Doctor In?

According to a study by benefits consulting firm Watson Wyatt, 32 percent of all employers with more than 1,000 workers either have onsite medical centers or plan one by 2009. This is part of a boom in private, walk-in, emergency health care clinics.

## It's Cool To Ride The Bus Again...

In the past, van pools, mass-transit passes and provisions for bike riders haven't done much to jolt employees out of their individual cars, but gas prices have. Employees who didn't want to be bus people or van riders are signing up for all types of subsidized transportation programs.

## Last chance to take advantage of Uncle Sam's offer

*Considering an upgrade for your office? Why not start off the new year with new programs in place.*

December is the perfect opportunity to slip in a few upgrades.

While everyone is talking about the tax rebates, the business deductions have flown in low under the radar. Many business owners have not considered expansion throughout this quarter due to the recent declines in the economy. However, now is a opportune time to expand, and get more back from Uncle Sam.

The Economic Stimulus Act offers two incentives to promote business investment:

1. Depreciate 50% of equipment purchased in 2008.

2. Expense up to \$250,000 in equipment and fixtures. That is over double the allowable amount for small business expensing from 2007.

### Don't wait until it is too late!

In order to qualify for the new 50% special depreciation allowance under the new law, the property must be placed in service before January 1st, 2009.

Give us a call today to order and take advantage of this great savings. Generally,

we can have your equipment installed in as little as 5 to 7 days, but our calendar is filling up fast.



## Not interested in ultra slim diet plans or how inmates prepared for the arrival of Paris Hilton

*Don't worry, we completely understand. When you open your e-mail on Monday morning the last thing you want to see is a flood of off-color messages like these; it can be disruptive and annoying.*

Think of the time you may spend deleting spam piled up from the weekend. Messages about ED, discount MBAs and sex everywhere. Why are you receiving these e-mails and how can you get rid of them?

**IMS can help...** The most effective way to prevent Spam is block it before you see it. We have dozens of customers with several hundred e-mail accounts currently utilizing our e-mail filtering system. Over 98% of the junk mail you normally would receive is eliminated before our clients even see it.

**Imagine a world without spam...** With our **GFI MailDefense Suite**, only the relevant and important messages come through. Imagine a clean inbox every day instead of your Windows Mobile pda or other handheld device ringing all day long with junk. You and your staff will become much more efficient, and e-mail will be more useful again.

### Don't change e-mail addresses again...

Fight spam with an affordable and simple solution, GFI MailDefense Suite. You can use our filtering system if you have your own in-house e-mail server (like Microsoft Exchange, SMTP server, Lotus Notes or Small Business Server).

**Did you know?** Google announced that it has indexed 1 trillion (as in 1,000,000,000,000) web pages currently present on the Internet. Of those trillion, over 12% are pornographic websites. This does not include other off-color businesses such as enhancement, miracle drug or diet sites. If that isn't enough, over 2.5 billion pornographic e-mails are sent each day, and 70% of Internet porn traffic occurs during the 9-5 workday. Safeguard your business and boost productivity with the **GFI MailDefense Suite**.

- > 80,000 customers use #1 server anti-spam software by GFI
- > Dozens of awards for GFI MailEssentials and GFI MailSecurity
- > Highest spam detection rate (over 98%) and ultra low rate of false positives
- > Leading multiple anti-virus software and content management functionality
- > Up to five anti-virus engines providing comprehensive email security
- > Support for the industry leading messaging platforms including Microsoft Exchange 2000, 2003, 2007 and Lotus Domino

Watch your mailbox for our upcoming Total Care Services Program!



## Best days for a holiday party!

Are you planning the office holiday celebration? The first and second weekends of December are most conducive to entertaining. People feel the holiday spirit but aren't yet weak from holiday arrangements.

Martha Stewart suggests a gathering for breakfast, brunch or a midweek after-work get together. This will give you time together without interrupting everyone's personal plans.

**Happy Holidays to all!**



**We Want Your Input!**

Do you have an idea to make this newsletter better? Would you like to submit a story, article or trivia? We'd love to hear from you!

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# Merry Christmas

One true joy of the holiday season is the opportunity to express our gratitude and wish you the very best for the coming year.

We value your patronage and appreciate your confidence in us.

Counting you among our clients is something for which we are especially grateful.

It has been a pleasure to work with you this year and we look forward to a new year of service.

On behalf of all of us here at  
**Information Management Systems**

*Merry Christmas and Best Wishes for a Successful New Year!*

## Top Mistakes That Make You A Prime Target For Identity Theft

The numbers are staggering: according to the 2008 Identity Fraud Report, identity theft cost consumers and businesses a whopping \$45 billion dollars.

### How They Steal Your Identity

The methods identity thieves use include low tech strategies (like "dumpster diving") to highly sophisticated phishing scams that include cloned PayPal or bank websites that trick you into giving your username, password, or account number. Other ways include:

- Stealing records from an employer or bribing an employee who has access to the records.
- Hacking into the company's employee records.
- Stealing mail, such as bank account or credit card statements, tax documents, pre-approved credit cards, or new checks.
- Abusing their employer's authorized access to credit reports.

## SHORTCUT CORNER

### Key to Press

- F2:
- Shift + F2:
- Ctrl + F2:
- Shift + Alt + F2:
- Ctrl + Alt + F2:

### Action

- Move Selection
- Copy Selection
- Print Preview
- Save
- Open

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