



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

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The Story of The Starfish Thrower...

A man was walking along the beach early one morning when he noticed a young boy who appeared to be picking something up off the shoreline and throwing it out into the sea. As the man got closer to the boy he saw that the objects were starfish, and that the beach was covered with hundreds of them that had washed up on shore the night before.

The man watched the boy for a few minutes and then decided to approach him. “Why in the world are you out here so early in the morning throwing starfish into the water?” he asked.

“If these starfish stay where they are when the mid-day sun comes up, they will die. I come here every morning to throw them back into the sea so they can live,” he replied as he continued his work.

“But that is ridiculous!” said the man, “Look around you. There are thousands of miles of beach and millions of starfish. The sun will be up within an hour. And tomorrow morning they will all wash back up again. How can you believe that what you are doing could possibly make a difference?”

The young boy picked up another starfish, paused thoughtfully, and remarked as he tossed it out into the waves, “It makes a difference to this one.”

While we know we can’t save all the people in our area from the challenges, problems, and perils of running and growing a business, we take great pride in knowing that in our own small way, we are the starfish throwers, making our own small contribution to their success.

This new year, we want to thank you for the trust and confidence you have shown in us over the years. Whether you are a soon-to-be new customer or long-term client, we truly appreciate your business and look forward to serving you in the new year!

Rick Johnston,
Information Management Systems



Watch your mailbox for our upcoming Total Care Services Program!

From The Minds of Babes

On a cold Sunday morning, the congregation was filing into the early Mass. Father Tom noticed little Peter standing in the foyer of the church staring up at a large plaque. It was covered with names draped on either side by small American flags.

The six-year old had been staring at the plaque for some time, so the priest walked up, stood beside the little boy, and said quietly, 'Hello, Peter.'

'Hello, Father Tom,' he replied, still focused on the plaque. 'Father Tom, what is this?' he said, pointing to the plaque.

The good Priest looked directly into Peter's eyes and with all the comfort and compassion his voice could muster explained, 'Well son, it's a memorial to all the young men and women who died in the service.'

Soberly, they just stood together, staring at the large plaque. Finally, little Peter, in a voice barely audible and trembling with fear stated, "Was it the early service or the late service?"

Happy New Year to you and yours!

The new year has come and with it new plans and hopes for 2009. May it be a year of discovery and success for our organization, for you and for your family. You deserve the best that life can bring.

Thank you for your help and good work in 2008 and thank you in advance for your contributions in 2009. Your work will help to make our organization successful.



How Long Are You Going To Put Up With That Slow Computer That Is Always Crashing, Acting Crazy, and Giving You Problems?

Tiny, consistent computer problems are usually a warning sign of a much deeper problem. That's why we suggest that all of our clients enroll in our Total Care Services Program. Viruses, hackers, spyware, hardware failures, and software corruption are a constant threat to your network and the precious data it holds. Ignore basic maintenance and your system will frequently crash, run slow, and put you at risk of losing data and expensive downtime.

Why should you care about this?

Because there are a number of ways hackers and viruses can access your network—undetected—to embezzle your private information, steal your identity, and use your network as a conduit for spreading spam, viruses, and even illegal software. Tape backups have a failure rate of 100% - that means all tape drives will fail at some point without warning. You don't want to find out that your backup was not working the day after your hard drive was erased. Hardware failure and software "glitches" can corrupt your data making it useless. When this happens, you can end up spending thousands of dollars in emergency recovery services. Plus, all the tiny technical problems can end up pulling you away from your work for hours.

To make sure these disasters don't happen, there are over (21) system checks that should be done on a regular basis to secure your network and keep it up and running. Since most business owners don't have the time or expertise to perform this regular maintenance, we offer the Total Care Services Program to constantly monitor and maintain your computer network. Not only will your network be more secure, but we'll save you the time and aggravation of dealing with computer problems.

To find out how our Total Care Services Program can help your company, call us at (701) 364-2718 or send an e-mail to Rick Johnston at RJohnston@imsnetworking.com. The first 9 people who call this month will receive a FREE Problem Prevention Network Audit (\$250 Value) and a \$50 Scheels gift card!

Get a **FREE** Network Audit and \$50 Scheels Gift Card

Client Spotlight: R. L. Engebretson

Over the past two months we have been evaluating software to use with our new Total Care Services Program. The benefits became very obvious when we received a notification that one of the drives had failed in the Citrix server at R. L. Engebretson. Because we had originally designed the server with a fault-tolerant RAID array drive storage system, the server was able to continue to operate with one drive failed. We verified the failure and replaced the failed drive without them experiencing any unplanned server downtime! Pro-active care is what our Total Care Services Program is all about., and R. L. Engebretson is very happy they have chosen IMS to be their IT provider for over 10 years!

Would you like your company highlighted here in our "Client Spotlight?" Then give us a call today at (701) 364-2718

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Christopher Mohs
President & CEO
FrostFire Media Corporation

Parent company of
OPEN Magazine and
Fargostuff.com



Thanks For The Kind Words...

We had a large need as a young company to align with an IT service organization that provided high levels of service and could tailor solutions to the needs of our diversified business portfolio. Information Management Systems had the exact tools and service level needed to drive our fast growing company. Through utilization of Microsoft products, server solutions and IT support that is quick and responsive, we have been able to expand revenue streams and work more efficiently as an overall group of more than 65 team members.

FrostFire Media services business interests that operate in 5 different divisions. These divisions are able to share information and collaborate seamlessly through the use of Microsoft Small Business Server, SharePoint Services and Exchange Services. This coupled with the top level IT infrastructure guidance of IMS helps ensure that every day is productive and profitable.

Information Management System's service capabilities are second to none in the market. Their quick response and dedication has made the process of traversing complex IT issues easy and seamless. Their team is courteous, attentive and knows what's really important in the process of business. Communication is often key when navigating through IT technical support issues, and IMS has been able to integrate as members of the FrostFire team, getting to know our business and keeping the team members up-to-date with issues and resolution time frames. This sense of dedication to communication keeps team members informed and confident in the workings of our IT infrastructure and helps them to plan their days better when issues do arise.

IMS has been a key IT partner in the development and growth of FrostFire Media Corporation's business and will continue to be an integral part of our ongoing business development needs.

If One Is Good...

Christopher!

Two Must Be Better

If you're like most business people, you have a common password that's used on both your business and personal computers. Your password is likely to be something containing items such as your street address, birthday, school, family name, etc. which an easily accessible, password-stealing program could identify in just minutes.

To avoid being a victim of cyber criminals, security experts at the University of California, Davis, suggest having two passwords. One would be an easy password that could be used where not much security is needed. The second password would be more intricate and used for banking and other security-sensitive matters. Here are some tips to beef up security:

- Never use a proper name or a word that appears in a dictionary of any language.
- Use at least eight characters including upper and lower case, numbers, and symbols.
- Try using the first letters of words in a quote, phrase, or title.
- Change an element of the password at least quarterly.

Did You Know...

A typical computer chip without a heat sink gets as hot as 370 degrees. Keep those vents clean and the fans running!

If you opened the case of the original Macintosh, you would find 47 signatures, one for each of Apple's Macintosh division as of 1982.

The first computer company to register for a domain name was Digital Equipment Corporation.

The technology contained in a single Game Boy unit in 2000 exceeds all the computing power that was used to put the first man on the moon in 1969.

The QWERTY keyboard layout used today is more than 129 years old.

One terabyte (1000 gigabytes) is equivalent to storing a stack of documents that is more than 16 times the height of New York's Empire State Building.

According to University of California researchers, 1,693,000 terabytes of information are produced and stored magnetically each year.

The distance between a CD and a CD recording head is 1 micro inch. For perspective:

- A human hair is 4000 micro inches
- A red blood cell's diameter is 300 micro inches
- A particle of tobacco smoke is 250 micro inches
- A particle of smog is 100 micro inches

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The Lighter Side...



Use Video To Boost Your Online Presence and Profits

YouTube is a phenomenon like no other with more than 3 billion videos viewed on the site in January 2008*, covering virtually every topic under the sun. Imagine the impact to your business if you could capture even a tiny fraction of those eyeballs.

YouTube's popularity has been fueled by its low barrier to entry including free video uploads and no need for high-end production. You can produce low resolution videos using simple camcorders and PC-based editing equipment with standout videos costing less than \$1000.

Even though it's easy to produce videos for use on YouTube, finding a good concept and reaching the appropriate subset of customers is tougher.

The videos that rate the highest provide education, entertainment, or valuable information. You can get those eyeballs for your business if you can provide one or more of those qualities.

Old Goats

A tourist bus stopped at an English cheese farm. The guide explained the process and 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. Then she asked the tourists what Americans did with their older goats. A spry old gentleman answered, "They send us on bus tours!"

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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Businesses are using YouTube for product advertising (using demos and highlighting benefits), product promotions (including price reductions or bonus goods), as well as product support (addressing common issues at the customer's convenience).

There is also a growing trend to use YouTube in providing business support services such as recruiting, employee training, and general company communications.

As a business owner, YouTube offers you both value and opportunity. It's like no other media because it costs so little but can allow you to reach millions -- 24 hours a day. With the right investment in messaging and creativity, your ROI could be infinite.

*Source: comscore.com



SHORTCUT CORNER

F3:	Insert AutoText entry
Shift+F3:	Change case of selection
Ctrl+F3:	Cut selection to the Spike
Alt+F3:	Create an AutoText entry
Shift+Ctrl+F3:	Paste information from the Spike

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