

August 2009

Technology Management Solutions - www.Pain-Free-IT.com

Geek Speak

Character is the key

It doesn't matter if you are a seasoned pro or just getting out on the green to learn, business on the golf course is a great way to show your true character.

The most important part of golfing with partners or prospects is sharing time and building relationships. Remember, golf and business etiquette are very similar. Golf is a game of courtesy, honesty, integrity, judgment, respect, perseverance, responsibility and sportsmanship.

Be sure to focus on your conduct and not just a hole in one. Your behavior on the green portrays how you can handle other events in your life or even business. What would you think if a client threw a major tantrum after a poor swing? Could they quickly become heated when discussing business?

Growing your business in a poor economy

It has been a trying year for almost every industry and many companies have folded under the pressures of the current economy. However, growing your business in a tough economy is possible.

Operating in a difficult economy is rough but if you can pull through the tough times, your business will be rewarded with loyal clients and a firm hold on the market when things pick up. Make it through to better times with a few pieces of advice from our own experience and research.

Keep the ball rolling... Don't get discouraged. Your business can compete. Sometimes, business owners feel as though larger competitors are bearing down on their prospects. The truth is, the larger companies are struggling even harder these days to meet their sales goals. As a smaller sized business owner, you have a great advantage that you simply need to capitalize on; you are flexible. This ability is imperative when handling the changing atmosphere of the economy today. While larger corporate counterparts may feel a strain when adjusting to new market trends, you are able to form your business around the needs of your clients.

Don't sell your business short. Take time to revisit your business model and reassess your opportunities. If one area of your company is slowing, work

on ways to create more efficient processes and open up new lines of products or services. Diversify. Expanding your business may require a new perspective and angle, but can prove to be the best solution in times like these.

Be proud of the positives and share your experiences. Marketing may be on the backburner right now, but should be made a priority. Even in such trying times, people want your products and services. Market to your clients and prospects just as you would recommend a great product or service to your grandparents. In a poor economy, people want to see proof that they will receive what is expected. Share testimonials with your clients through your website, e-mails, or even a personal letter. Don't be afraid to be creative and stay visible in your area. If you are involved in any non-profit organizations, you may have an opportunity to sponsor an event or donate your time and materials. Keep your business in the public eye, this will help you build familiarity. Marketing can be a relatively inexpensive way to show people you are still around and that they can count on your services even when things get tough.

Don't leave your employees out of the loop. Be sure to highlight achievements and share your company goals with everyone. Employees are

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Tether your Blackberry to your laptop and go!

Have you ever driven around town looking for those three sweet words "Free Wi-Fi here" and ended paying a fortune for a 30 minute connection?

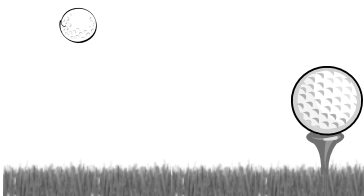
Then you will love TetherBerry. That's right, now you can tether your BlackBerry to your laptop and access the Internet while you bask in the sun on the beach, while you ride in a taxi or on a subway, or

even in a café that doesn't offer it for free.

Don't pay for a connection. If all else fails, use TetherBerry wherever you can make a phone call. Wow! Think of the possibilities. Basically, everywhere you can place a call from your cell phone can be a hot spot for your computer. It's easy to setup and won't cost a dime.

(Continued on page 2)





August Search Tips

Have you ever searched Google, Dogpile, or Bing with no luck? If you know part of the website name or remember a snippet of the headline, does it help?

You would think so. However, a standard "search engine" only locate pages that match the text you specify. You may be left sifting through hundreds, thousands or even millions of results.

Try these three easy tips to modify your search and find exactly what you need.

1. (*) wildcard searches

If a query word ends with a (*) all words on a page which start the same way as that query word will match. For example: Try "gift*" for gift ideas, gift baskets or gift wrapping.

2. (+) or (-) qualifiers

If you place a (+) before a search word, the engine will consider that word as a requirement for the results. If you place a (-) in front of a word in a search, the results will exclude that word. For example: "red +phone" will return only sites with word phone and then search for the word red as well.

3. A Boolean search

You can use the Boolean operators: AND, OR, NOT. Remember, they must be in all capital letters to work. For example: Use "college AND friends" to find sites with both words or try "radioflyer NOT wagon" to eliminate a specific result from your search.

You are now armed with a few new tricks up your sleeve to make your Internet searches more effective.

Growing your business...

(Continued from page 1)

generally more emotionally invested in a smaller company than a larger corporation. Draw out their potential with encouragement and motivation. If they are finishing their duties quickly, they may be able to carry a larger workload. After all, "Getting everything done is not always a sign of good time management, it can also be a sign of not having enough to do." —(S. Billbess)

Remember, employees are a lifeline for clients. Their attitudes and actions help build your organization's reputation. The more involved employees are during this critical time, the more active and engaged they will be when business picks up. This will give your company a better footing in the changing market which will allow you more flexibility as the economy evolves over the next decade.

Control costs. With the economy struggling, prices have changed. Take a look at the inner workings of your company. If you haven't run a cost comparison for the regular services or supplies your company needs, now is the time to confirm your costs are necessary. Look for less expensive office supplies, a more economical cleaning service, an energy conservation program for your utilities, or shop around for opportunities to combine services like Internet and phone service through one provider. Even the smallest changes like these can help lower your bottom line creating a more efficient workplace.

What about technical support? You knew, coming from us, that we had to throw in something

about technical services. And, why not? While you are on a roll looking at cost saving methods, calculate the cost savings that our managed service plan will provide.

Are you currently paying for a full-time, part-time, or hourly technician to support your computer systems? Have you been burned in the past by high-priced technicians who only seem to be interested in one thing, making your appointment last forever? Then give us a call today! We may be able to save you a bundle!

Take advantage of our FREE 27-Point Recession Resilience Audit

Use our technical staff! Give us a full tour and fill us in on your company goals. Then, at no charge to you, we will review your systems for efficiency and pinpoint any exposure or risk to potential lapses in security, data backup, power outages, and system downtime. After the audit, we will outline a comprehensive line of defense against viruses, hackers, and spam, specific to your network and needs. We will also recommend ways to speed up your entire computer network while trimming down costs. Above and beyond, you will receive a report that outlines problem areas and spells out the next step.

Call today to make an appointment before this offer expires, September 30, 2009. Remember, you can grow your business in a down economy. It just takes a little extra strategy and time.

TMS (626) 737-2976

Tether your BlackBerry to your laptop...

(Continued from page 1)

Step 1: Download the TetherBerry software to your BlackBerry and laptop from TetherBerry.com.

Step 2: Provide your BlackBerry PIN.

Step 3: Plug in a BlackBerry provided USB cable from your phone to your laptop.

Then, surf the web and your e-mail on your computer just like you would with any other connection. The best part, there are no contract fees to use TetherBerry like when you use a mobile broadband card. However, double check with your carrier to

ensure that your current data plan supports the use of TetherBerry without additional data charges.

What about speed and compatibility?

No worries there. According to TetherBerry, users report speeds up to 1,800 kbps. This will get you by until you get home or to the office. Also, TetherBerry software is proven to be compatible with all BlackBerry's and carriers around the world. So, you can connect where ever you roam.

We won't lie, this is not the first software of its kind. There are a variety of solutions on the market today that will help you connect. So, if you have questions about tethering, give us a call.

Have you tried Bing?

Bing is a friendly search engine, much like an electronic cataloging system at a library. However, instead of offering title selections for books, Bing organizes information you may need based on your search criteria, terms, or questions.

Is this really different than Google?

Bing narrows your search results to a listing of more qualified topics and websites. Their focus is on the quality of the information presented, not the quantity of the results or popularity like Google.

Microsoft has dubbed their Bing.com creation a "Decision Engine" as opposed to the standard "Search Engine". According to Information Week, Microsoft defines this new term as a search engine that helps users make decisions by organizing search results with more detailed differentiators to find the best results for their query.

The difference is in the results.

In testing Bing.com ourselves, we found the results to be more structured and categorized. This allows you to narrow your search quickly to find the information you need. Bing presents categories on the left hand side of the search window along with related searches and a history of your searches.

Maps, news, shopping tips, and more...

Find what you want quickly with Bing. For example,

you can type in a restaurant type, like Italian, along with your city and state, then the engine returns the top listings in your area for that style restaurant. When your search results appear, simply click on a restaurant to investigate. You will instantly receive the physical information (address, phone number, hours, etc) along with their website, restaurant reviews, a map, and listings of nearby alternatives. Everything is covered so you don't fall victim to a search overload. How is this different than Google?

Categories simplify your decision.

With Bing, you not only receive the information listed above like other "Search Engines" but you also have categories to choose from. So, the final step of narrowing your search is based on what you want, not sifting through pages of results. Back to the restaurant example, once you find the listings in your area, you can organize them based on their ratings, pricing, atmosphere, reservations and even parking so you can truly make an informed decision.

So, the next time you choose a restaurant to meet with new clients or just escape with your significant other, you can be sure that the price is right and the atmosphere is suitable for your needs. There is nothing worse than accidentally choosing a second rate rowdy establishment for a business meeting and losing business because of a poor search.



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Social Networking Sites Slammed

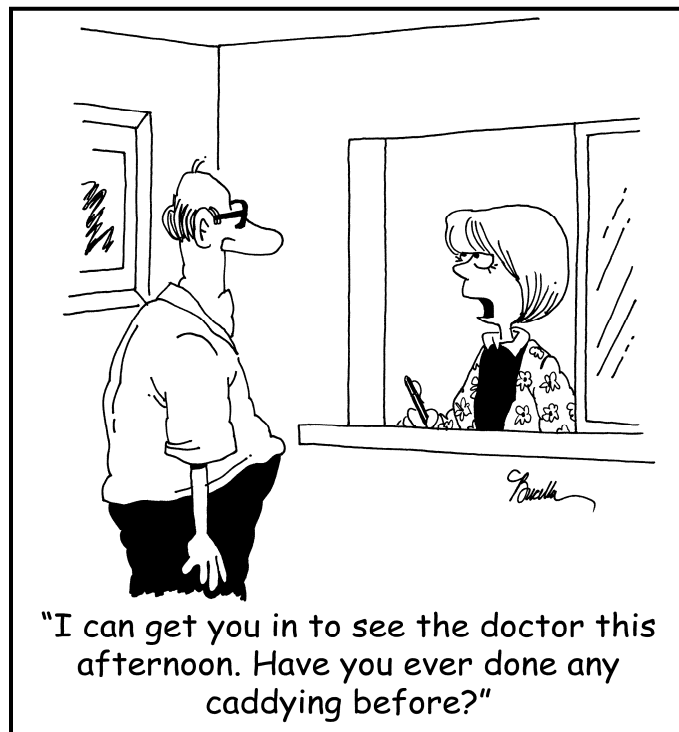
Are you on FaceBook, MySpace, Bebo or Tagged?

If so, attackers are gaining ground on the standard security measures these networking sites have come to rely on. Security experts say the latest Koobface variant, Win32/Koobface is slinging e-mail messages at users of the most popular social networking sites by the million.

What to look for... Keep your eyes peeled for invitations from your contacts inviting you to view a video. These malicious invitations are linked to websites that prompt you to download an Adobe Flash Player plug-in. This plug-in contains a Windows-specific Trojan code that creates a back door into your computer.

In short, if you download a plug-in like this, it's like leaving the front door of your office propped open at night when you go home so anyone can sabotage your equipment and steal your data.

How can you tell if you have it? The first sign is an "Error Check System" message and you may be kicked off of the networking site. Give us a call if you have any questions regarding errors on your computer. If we catch it quickly we can generally save you from a world of headache.





Why is My Network Slow???

Do you find yourself asking why is it taking forever to load a website? Are your employees always complaining about the speed of your network? The question that you should be asking is what are my employees doing on my network? Are they playing music over the internet, watching videos on youtube? Updating their facebook? Well TMS can answer all those questions for you. We have added a new product to our portfolio that we can let you demo for free for 30 days. It will tell you what websites employees are going to, how much bandwidth each user is using. We can ensure users can access the content they need and keep them from the content they don't need. We can analyze & filter web traffic to eliminate virus and security threats hidden in side encrypted content. We can also give you total visibility to identify & fix problems w/ detailed reports on user activity, application traffic and threats. Plus much more

“We make all of your computer problems go away without the cost of a full-time I.T. staff”

Ask us about our fixed price service agreements — Computer support at a flat monthly fee you can budget for just like rent!

access the content they need and keep them from the content they don't need. We can analyze & filter web traffic to eliminate virus and security threats hidden in side encrypted content. We can also give you total visibility to identify & fix problems w/ detailed reports on user activity, application traffic and threats. Plus much more

**Call Us to schedule your 30 trial.
626-737-2976 or sales@TMS-tech.com**

Inquiring Minds...



RSS feeds tickle your interests. RSS is most commonly defined as “Really Simple Syndication” or “Rich Site Summary”. Basically, these feeds transmit web content to your e-mail or mobile device, much like when you follow a blog and receive updates. RSS feeds include a summary of the posting referenced, links to the original posting and other metadata like the date published and author. RSS feeds are a great way to keep current with your favorite websites. When you subscribe, it's like receiving the daily newspaper except you will receive up-to-date information via e-mail. That way, you do not have to keep checking back to see if new content is available on your favorite sites.

Too many feeds! So little time... Once you've settled on a few RSS feeds that fit your interests, you may find that you're quickly overwhelmed with updates. If this is one of the primary reasons you have never used RSS feeds, you may find an RSS Reader is just your cup of tea.

RSS Readers basically lump all of your RSS feeds together into one useful interface. So, you don't have to sift through the sea of messages in your inbox just to uncover the more pertinent messages. There are quite a few RSS Readers online today, but here are a few suggestions to help you find one to fit your needs.

... **Bloglines**—You have to love their tag line, “Your Paperboy Just Got Smarter, it's the same Internet minus the clutter.” This Reader takes everything you love like news, social networking sites, or even broadcasting sites and rolls it into one simple page.

... **Newsgator**—This Reader has the same basic functions as Bloglines but can deliver the Reader message to a Microsoft Outlook folder. You can synchronize your subscriptions, forward posts, read your subscriptions offline, and even post to your blog.

... **Firefox Live Bookmarks**—If you are an avid Firefox fan, you too can catch the latest and greatest from your favorite websites. The concept is the same, the information comes to you. Try it today.

No more clicking through your browser to catch up on world news, local weather, or your favorite blogs. Dive into a world of organized information that streams directly to you with RSS feeds and a good RSS Reader.

Golf and business. More often these days, people are conducting business on the golf course. Business golf is becoming a large part of the modern world playing an important role in building working relationships. Whether you are pushing for an opportunity or being entertained, golfing can help to ease that sometimes uncomfortable atmosphere of initial face-to-face meetings. However, if you are going to venture out on the green for business, be sure to choose a quality course with a nearby

I'd Love To Hear From



Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to our newsletter.

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