

May, 2009

Volume 4, Issue 3

Inside this issue:

- Difference Between VPN, RDP, and Terminal Services **2**
- Tigerpaw Software **3**
- Twitter **3**
- Our Sweet Sixteen **3**
- Testimonial Contest **4**
- Outlook "Nicknames" **4**

We Have A New Look!

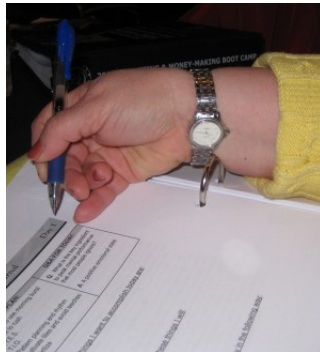
We're now using a high end color printer from our friends at U.S. Office Solutions and we're thrilled with what we can do with it; we hope you will be too!

We've usually had to wait 10-14 days turn around time from our printer and now we can print in house so our newsletter can be more timely!

Wait 'til you see what we have up our sleeves! It's going to be great!

Boot Camp 2009

For 3 full days during the first week of April, David and Pam attended the Technology Marketing Toolkit Boot Camp in Nashville, TN. Our heads are still swimming with information, ideas and inspiration! When we left Nashville, our small suitcase weighed in at 38 pounds – full of seminar books, notebooks chock full of notes we'd taken and tons of handouts.



Pam wears her watch on her right hand to help her "think differently."

Among the featured speakers were:

Gary Pica of TruMethods' "Revolutionizing Your Business" was a perfect opening presentation. He had us take off our watch and wear it on the other wrist to have us think differently; think outside the box. David and I wore our watches on our other wrist for the rest of the weekend and it worked - we both came back with new, enthusiastic and energized attitudes.

Gary cited Jim Collins' book "From Good to Great." In Jim's book, he notes that "water is hot at 211, ° at 212° it boils, and with boiling water comes steam." Steam can power a locomotive. One extra degree of effort makes all the difference. And the one extra degree in business and in life, separates the good from the great. See the presentation at <http://www.212movie.com/> to get inspired—we were!

Internet Marketing Superstar **Dan Hollings** spoke for several hours. You can read more about Dan and his top 10 Internet Strategies in my April 6th Monday's Marketing Minute—find it at MondaysMarketingMinute.com under *Back Issues*.

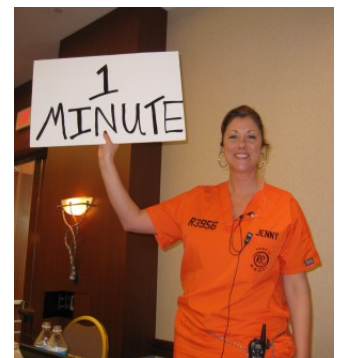
You'll also find Dan's suggestions on Twitter in this newsletter on page 3. Be sure to check it out—it was eye opening to us!

Garrett Gunderson, author of Killing Sacred Cows educated us with his Investor's Guide the 7 Keys to Successful Investing and How to Avoid Costly Mistakes. His ideas made so much sense – especially when he said to invest in yourself, get more education, make yourself more valuable.

Massachusetts' own, **Dr. Ned Hallowell**, gave us a 31 day program to put control back in our "Crazy Busy" lives. His 7 daily steps to success are easy to follow and only take about 15 minutes a day. We started his program with great enthusiasm but then.... our Crazy Busy lives got in the way. We'll be starting up again soon!

This Boot Camp was the best run seminar we've ever attended! Everything ran like clockwork; every speaker kept to their time limits with breaks and meals planned down to the minute. We were both exhausted every night and enthusiastic about what we had learned at the same time.

Our mentor, Robin Robins delivered on her mantra: **"Strive For Excellence, Be Disciplined, Stay Focused, Have Fun, Be Committed, Never, Ever Quit!"** Words for us all to follow!



Robin Robins's staff member Jenny holds up a sign, keeping the presenters on time.

If you could roll out of bed, commute just 40 feet, work in your robe and fuzzy slippers, and save thousands of dollars on travel expenses, would you do it?

And, as a business owner, would you offer the same benefit to your employees?

No doubt telecommuting benefits employees and employers alike.

Keeping your technology and data secure, your teams connected and your staff accountable is very important also.

Implementing a secure and comprehensive telecommuting plan at your business may also yield a happier, more productive team.

If you're finding it necessary to provide remote access for your own use or any of your employees, give us a call.

We can help you deploy the most cost effective and secure solution for you and your business.

What's the Difference Between VPN, RDP, and Terminal Services?

As a business owner or employee, you may have heard the terms VPN, RDP, and Terminal Services, but you may not be too sure about exactly what they do or the differences between them. For starters, they are all different ways of remotely connecting to computers or servers at the office when you are away from the office. We'll discuss each one below.

VPN stands for Virtual Private Network. What this does is connects the remote PC or laptop across the Internet to the office network. This method does not connect you to a specific machine, but rather the network in general. From that point you have access to any authorized network resource such as servers, files, folders, printers, etc. The risk that is involved with VPN is that it extends the network to the remote PC, even if that remote PC is the home PC of an employee that also gets used by friends, family, or teenagers. Businesses work very hard to protect their network, but they do not have a way of securing an employee's home PC. So if the employee has worms, viruses, etc. on their home PC, that malware may try to insert itself into the office environment via the VPN tunnel.

RDP stands for Remote Desktop Protocol and eliminates the possibility of inadvertent infection. The reason is that RDP does not allow file transfer between the remote machine and the office environment. With RDP, you log in directly to an individual computer and log on to your specific profile. Let's say you have a PC at your desk at work. You go home at the end of the day, but later that night you want to do some work. You use RDP to connect directly to your PC at your desk at the office. It asks you to login, so you supply your User ID and Password. It then loads up your profile and your desktop. So now the computer screen at your house is displaying the desktop on your work PC. At that point, you are working directly on your work PC. You can open any of your files, folders, icons, programs, email, or whatever you need access to. This will also give you access to network resources such as mapped drives, servers, etc. just as if you were sitting at your desk. There is one thing to mention. If you open a file using RDP and you want to print it out on your printer that is connected to your remote PC at home, you need to be aware that some printers are designed to work with RDP and some are not. So go ahead and try it. If it works, great. If not, ask our tech team and we can help you determine whether your printer model works with RDP or not.

Terminal Services works the same as RDP, but instead of logging into a PC, the remote user is logging into a server. With a PC, only one person can remote into the machine at any given time. With a server, as long as you have the appropriate number of licenses, multiple users can be logged in at the same time. The benefit of using Terminal Services comes into play when you have users that are constantly out of the office or users that never come into the office such as remote users who live out of the area, work out of their house, or spend 95% of their time in the field or at clients' sites. With RDP, each of those people would have to have a separate computer that they could log into. If you had 8 permanent remote users, that means you would have to buy 8 computers and find a place to put them even though those users never or hardly ever come to the office. But with Terminal Services, you put one server in the server room, and you could have 5, 10, 20 people or more remotely accessing that machine. This reduces equipment costs, footprint, energy and cooling costs, and thereby reduces your Total Cost of Ownership. If you only have one or two people that remote in, and they both have their own computers at a desk already, then Terminal Services may not be the answer for you, but if you have users that spend more time out of the office than in the office, Terminal Services may provide you with the most value.

Tigerpaw Software



We're very excited to announce that we've invested in a new Professional Service Automation management program. Tigerpaw Software, Inc. is a leading developer of end-to-end business automation and service management software. It's going to allow us to integrate, and automate all of our marketing, sales, service, inventory and accounting functions.

We met the Tigerpaw people at Bootcamp and were very impressed with their program and with their dedication to customer service. We've already started to implement the PSA programming and project that we will be up and running fully within the next 90 days.

What will Tigerpaw mean to you, our clients? We will now have one central location for all client information, work orders and documentation of services performed. We'll also be implementing a web portal that will allow you to log into your accounts and access and pay invoices as well as initiate and review historical support "tickets" for service. This will greatly improve our work flow process and increase customer satisfaction!

Are You Twittering?

"Opportunity may knock only once but it "Twtters" all day long! ~ "Twenius" Dan Hollings

Neilsen stats show that the fastest growing group on Twitter is between the ages of 35–54, making up 41.7% of people on Twitter!

Why should you Twitter? It's a quick headline (only 140 characters) out into the world and you can attach a link to more information. It's the new "golf course" where bonds form and business deals are made.

Twitter posts (if done well) can be very valuable and/or interesting tidbits of information. However, rest assured that even the most attentive follower will not read all (if not most of) your posts. So, repurposing previously tweeted posts is a good idea provided you do it with prudence. On posts you feel are particularly interesting or valuable, repost or "reTweet" these with honesty while spacing them broadly across time.

Here are some categories of use in which a Twitter account may be beneficial to your business: Customer support, Inner Office Communication, Branding, Consumer Tips, To Do Lists, Event Updates, Polling, Traffic Generation, etc. Reserve accounts for each category.

Make certain there is a dedicated person to update each Twitter account you plan to maintain. A Twitter page where rigor mortis has set in does little to help your business and a lot to make you look like a zombie. For more info, go to <http://TwittinSecrets.com> — 100 Twitter Tips



We're Celebrating our "Sweet Sixteen"



It's 1993 — Bill Clinton had just become president, the Dallas Cowboys beat the Buffalo Bills in Super Bowl XXVII (52-17) and the 65th Academy Awards, hosted by Billy Crystal gives the Oscar to *Unforgiven* for best picture.

David Snell has always had a dream to have his own business. This is not a new dream and it's not his first business; he and Pam started a mail order craft pattern and kit business (Rainbow Connections) in the early '80s. They had a successful home party based craft business (Country Faire) in the mid '80's until the economy tanked in the late 80's. A few other business ventures tried and discarded...

David, an early adopter of "dial-up" internet starts to sell PC shareware at computer shows and the Raynham Flea market. This leads to buying and selling refurbished computers, then computer repair, building computers and ultimately helping businesses with their technology. 21 employees, 4-5 Interns, 5 locations and 16 years later, ACTSmart, Inc is going strong — thanks to YOU! We truly appreciate your confidence and support! **THANK YOU!! THANK YOU!! THANK YOU!!**

American Computer Technologies

769 Plain Street
Unit L
Marshfield, MA 02050

Phone: 781-834-9208
Fax: 781-834-0146
Email: David@GoAmerican.com

GoAmerican.com
ActSmartWeb.com
IronCladBackup.com
MondaysMarketingMinute.com



Win A Great Prize!

We're holding a Testimonial Contest and we want YOU to be the Winner! So, take off that gag, untie those ropes and let us know what you really think about us. (If you have a problem with us, we want to know that, too—and you'll still be put in the drawing!)



Send us your testimonials including your name and company and let us know how we've made a difference in your business.

Have we helped you out of a jam, been there when you were tearing your hair out, showed up BEFORE you knew you had a problem or your server was going to crash? Remotely resolved a system problem instantly getting you back to being productive

We'll enter every testimonial into a monthly drawing and announce the winner in the next month's newsletter so fax, email or go online to GoAmerican.com/testimonials and **Good Luck!**

Outlook "Nicknames" Just another name for "cached email addresses"

There's danger in being overly dependent on Outlook Nicknames (cached email addresses). So, why not save them as contacts?

Think about how you enter an email address for a recipient when you create an email in Outlook. Do you rely on the auto fill function (cached email addresses) that already exists to fill in the address? This is a great time saver although it can cause problems. On more than one occasion, I've simply pressed enter to add the address to the email, pressed the send button and THEN realized it was not the person I intended to send that particular email too. Embarrassing - to say the least. These "cached" addresses are also not automatically backed up and transferred with your Outlook profile so it's not a simple task to protect this information.

Use your address book every time you address a message.

Have you ever been disappointed by the auto fill function not finding a contact you know is in your address book? Here is a handy solution to speed things along: press "CTRL + K" after typing the first few letters of the recipient's name. This prompts the "Check Names" button that looks at the characters you have typed so far and compares them with your address book entries. If there is only one match, it will complete the entry for you. If there is more than one name that fits the criteria, you will receive a list of contacts to choose from (not including the names stored in your "nickname list").

How can I add recipients in the cached nickname list to my address book quickly?

The next time you address an e-mail and you use the auto fill function to add the contact address, right click on the address after it is entered into the field and chose "Add to Outlook Contacts". A pop-up window will appear allowing you to enter the appropriate information for the contact.

How can I delete names from the list?

Have you ever composed a message and noticed that the name automatically populated did not have the correct address or realized there were other names you no longer needed to save? Clean out your "nickname file" by typing the first few letters and then using the arrow up and down keys, highlight the name and press DELETE to erase.

If you've lost your "cached e-mail addresses" and really want to get it back, give us a call. We may be able to help!