

July 2010

Volume 5, Issue 7

We're ALWAYS here for you!

Have an **EMERGENCY** and need to reach us outside of our normal business hours?

Technical Support:

David—781-838-0556
Devin—339-793-3754
Henri—339-793-3755

Web Design

Pam—781-838-0557
George—339-793-3756

Emergencies Only Please

For regular support and web design questions please call us:

781-834-9208
M-F 8:30–5:00



*"As a business owner myself, 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 all your computer problems finally and forever!"*

~ David Snell
ACTSmart, Inc.



Client Spotlight



Ralph Constantine, owner of the Jamie's Pub & Grill chain on the South Shore has opened a Mediterranean restaurant featuring Italian and Greek cuisine.



We're happy to announce this because we've eaten there and **LOVED IT!** The atmosphere is comfortably elegant, and the Constantine's menu offers great variety, is affordably priced and kid-friendly!

"Many of the recipes are recipes that I learned growing up in the business from my father and grandfather. These are family recipes that I enjoyed for many years. Some recipes also have come from our chef Mike Fitzpatrick. The lamb, beef and chicken souvlaki (shishkabob) has quickly become a customer favorite, but chicken and veal parmesan are popular as well."

We've been taking care of the Jamie's Pub & Grille restaurants' technology since they opened the Marshfield location. Pam designed their first website and a special feature that allowed them to update the "Daily Specials" themselves. This was unique at the time and has become a standard in many restaurant websites. Constantine's new website takes advantage of Wordpress technology so it is easy to update and also search engine friendly.



"Our websites have really helped us to promote and grow our business. They have allowed us to keep our customers informed about our daily specials and any promotions that we are running. They are an instrumental part of our marketing program."



Be sure to save room for dessert because Ralph's Mom makes all the desserts from scratch! We were so glad that we did!

Visit ConstantinesRestaurant.com for more information and a mouth-watering look at their menu! **Please tell them we sent you!**



Farewell George!

We know that all our clients join us in sending George Whitcher best wishes in his new position as webmaster for NE Real Estate Journal! We are proud to have been a part of George's education and growth!

Soar high, George!

Check out page 3 and meet our new web designer Yana Lambert.



Have you signed up for "Summer School"?

Sign up at MondaysMarketingMinute.com and you'll receive a **FREE** e-zine newsletter full of great marketing tips and information.

At Monday's Marketing Minute, we are working hard to help our clients be successful and, in doing so, be successful ourselves. As we find new ways to help our clients, we will share them here. Since the first Monday's Marketing Minute newsletter, we have seen our web business grow. Our clients know that we are not being complacent and taking them for granted; we are always looking for new and better ways to help them.

Sign Up Today!



Now's The Time To Tackle Windows 7

Did you know that later this year, your ability to downgrade Windows 7 licenses to Windows XP will expire? Small and medium sized businesses clinging to the older operating system for fear of application compatibility issues in Microsoft's latest and greatest, need to start thinking about a remediation plan for legacy software holding back an upgrade.

Transparency Is Key: Applications running in Windows XP Mode are virtualized, but you're able to launch them the same way as any other app. The good news is that, in reality, there is very little to stress out about. Microsoft made application compatibility one of its top priorities during its Windows 7 development process, and there are a number of different approaches that you can take to ensure a transition goes smoothly.

One of the most inspiring adoption tales comes from Intel, which is in the process of migrating from Windows XP to Windows 7, citing the new operating system's performance, security, manageability, and productivity advantages as reasons to upgrade. Before it flipped the switch on more than 80,000 employees, though, it ran a beta deployment with 3,000 employees. During the course of the test, Intel determined that roughly 25% of its Windows XP-era apps would require remediation (meaning 75% installed and executed properly).

For Intel, it was important to establish a controlled workflow, where software versions could be consolidated, tested, and remediated. But the process is simpler in an SMB environment; it really boils down to just a couple of steps.

First, if an application fails to install or run correctly in Windows 7, try running it in Application Compatibility Mode. Go to the Control Panel, double-click Troubleshooting, and select "Run programs made for previous versions of Windows." Picking the troubled app from a list allows Windows 7 to emulate certain APIs used in operating systems as old as Windows 95.

Easy Access: Software requiring a safety net solution is still easily accessed through Windows XP Mode. Beyond what Intel terms self-service remediation, the company uses two safety net solutions. The first, Windows Terminal Services, works great for large enterprises because it enables application sharing in a multi-user Windows Server 2003 environment.

The more interesting answer for SMBs is Microsoft's Windows XP Mode—an actual copy of Windows XP running in a virtual machine on Windows 7. It's important to note that in order to run a virtual instance of Windows XP there are certain hardware requirements necessary. Do not just assume a "new" computer will meet these minimums either – due diligence is necessary when configuring a new computer that's capable of running Windows XP mode under Windows 7.

The point here is to enable seamless integration. When you set up an app in Windows XP Mode, you bind it to the virtual environment. From then on, whenever one of your users starts that piece of software, the virtual PC loads on its own in the background; what's happening underneath the app is totally transparent and hidden from the user.

In Intel's case, 25% of the applications written for Windows XP weren't able to launch or install properly in Windows 7. Of that small percentage, most were successfully addressed with remediation through Application Compatibility Mode. Fewer than 10 of the 1,000+ tested titles required one of the safety net options.

What does all this mean to you? Simply that the vast majority of software—even the older stuff—is already Windows 7-ready and applications that aren't, can be made to run seamlessly in Windows 7 using tools Microsoft bundles with the operating system.

If you need some suggestions or recommendations give us a call. We can provide a test roll-out in your environment to identify and remediate the problems before you jump in with both feet. My team and I would be happy to assist you. 781-834-9208

Welcome!

We Warmly Welcome Our Newest Clients!

Lorraine's Cake Supplies

Hanover, MA

MotherTeresaPrayerCards.com

Brockton, MA

A. D. Makepeace

Wareham, MA

Dr. Timothy Colton, D.D.S

Norwell, MA

South Shore Business Check

Hanover, MA



Welcome Yana Lambert!

Yana comes to us with a wealth of talent and diverse experience in the publishing industry. As an editorial assistant then editor for Kluwer Academic Publishers (which merged with and became Springer Science+Business Media), Yana is experienced in all aspects of the publishing process. She combines a keen eye for design and page layout with excellent copywriting and editing skills.

Early in her career, Yana had the opportunity to work closely with Bill Harvey, a media/marketing consultant, prolific author, and founder of Next Century Media. Working in New York City, she learned about branding and the science of measuring advertising effectiveness. She researched and contributed to the writing of comprehensive industry reports on the emerging electronic media, which predicted the advent of much of the technology we take for granted today.

When Springer closed its Norwell and Cambridge offices in May 2009, Yana decided to parlay her publishing and graphic design experience into web design. She recently completed an intensive program at the American Career Institute, earning her Master Certificate in Web and Graphic Design in June 2010.

Yana is excited to join the ACTSmart team, and we're equally excited to welcome her onboard.

OFFICE PET OF THE MONTH

Send your Office Pet
Photos to
Pam@GoAmerican.com

Sophie was adopted by Lee MacDonald, Office Manager at South Shore Dinner Club on Thanksgiving Day 2008. Sophie's original family couldn't keep her and she was only 3 months old.

She's now 1½ yrs old and hasn't missed a day of work! Customers who came in to buy the South Shore Dinner Club Book last year, and then came in again this year remember our little Mascot, Sophie. She's the hit of the office!

Bringing Sophie to work right after Thanksgiving was only supposed to be temporary, but the owner – Steve, fell in love with her and now she's a permanent employee! Come meet Sophie....and the rest of us...at The South Shore Dinner Club and United Marketing Solutions in Pembroke.
(SouthShoreDinnerClub.com)



Steve Hebert and Sophie

ACTSmart, Inc.
769 Plain Street, Suite L
Marshfield, MA

Our Services Include:

Computer Support/Monitoring

- Pro-Active Computer Care
- Onsite Computer Support
- Network Management/Support
- Network & Server Installations
- Network Security & Firewalls
- Remote Access / VPNs

Healthcare Service Providers

- Medical, Dental & Chiropractic
- Software & Hardware Integration
- Security Solutions (including HIPAA Compliance)

Backup & Disaster Recovery

- Business Continuity
- Secure Offsite Backup

Email, Web & Marketing

- Spam Filtering & Email Hosting
- Email Encryption & Archiving
- Website Design & Hosting
- Wordpress Website Training
- Small Business Marketing



ACTSmart, Inc.

American Computer Technologies

769 Plain Street, Unit L
Marshfield, MA 02050

Phone: 781.834.9208

Fax: 781-834-0146

E-mail: Newsletter@GoAmerican.com

GoAmerican.com

ActSmartWeb.com

ActSmartARCA.com

IronCladBackup.com

MondaysMarketingMinute.com



Mission Statement

At ACTSmart, American Computer Technologies, we work to help people and businesses throughout New England solve their technology challenges and attain their business goals.

Everything we do reflects our mission and the **core values** that make it possible:

- Integrity and honesty
- Passion for our customers, our partners and for technology
- Openness and respectfulness
- Taking on challenges and seeing them through
- Constructive self-criticism, self-improvement and personal excellence
- Accountability and commitment to customers, team members and technology partners for exceptional results and quality