



**DIRECT  
LINK**

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# The Technology Advisor

## **Warning: Dangers of Remote Access You Must Know About!**

According to the 2005 American Interactive Consumer Survey conducted by Dieringer Research Group, millions of Americans are fleeing the office to work at home or other remote locations:

- ◆ 45.1 million are working from home.
- ◆ 24.3 million worked at a client's office.
- ◆ 20.6 million worked in their car.
- ◆ 16.3 million connected to the office while on vacation.
- ◆ 15.1 million at a park or outdoor location.
- ◆ 7.8 million while on a train or airplane.

If you are one of the millions remotely accessing your business network, here is a security threat you need to be aware of.

**While most remote-access applications such as pcAnywhere and GoToMyPC are relatively secure, the computers hosting those applications may not be.**

Cyber criminals are installing keylogger viruses to publicly used computers found at schools, libraries, and other business locations to steal passwords, credit card numbers, bank accounts and other personal information.

Keylogger viruses record keystrokes, ICQ/AIM chats, websites visited, and keystrokes entered by the user, and transmit this information to another remote location. This information is then used to steal money, make unauthorized purchases under your name, and many other illegal and devastating practices.

For example, a man named JuJu Jiang was arrested last year for hijacking the accounts of several GoToMyPC customers by installing a keylogger virus onto a Kinko's computer terminal.

The victim who first noticed this exploit was sitting in front of his home computer and realized it was being controlled remotely. Without touching the keyboard or mouse, he watched as an online account was created using his personal credit card. The victim later recalled using a terminal at the Kinko's where Jiang had installed the keystroke logger.

The only sure way to protect yourself and your company is to give up the convenience of using public PCs for remote access. It is highly recommended that you carry your own laptop when traveling and only use public terminals to access information you don't mind others seeing. Never use them to access your bank account, to make purchases, to log onto a secured company website, or access personal accounts of any kind.

If you would like more information on how to set up a secure virtual office, please contact us at 800-875-5675 Ext 101 or send us an e-mail to [info@dlhelp.com](mailto:info@dlhelp.com).

### **Receive an American Express Gift Card**

Thanks to loyal customers like you, Direct Link is growing faster than ever! We certainly couldn't have done it without the help of our customers referring their friends and colleagues. That's why we'd like to thank you for your referrals with an American Express Gift Card.

All you have to do is refer a business owner or IT Manager to Direct Link who is looking for any of the services we offer. As a token of our appreciation, we'll send you a gift card. Just consider this our way of saying "Thanks!"

To send us a referral, simply call John or send him an e-mail to [info@dlhelp.com](mailto:info@dlhelp.com). Or you can tell your friend to mention your name when they call.

## ***Exciting New Products at Direct Link***

The Technology Advisor

# **Control4® - Get Ready For a New Approach to Home Automation & Home Theater Solutions**

Whether home theater means a cozy corner of your living room or a screening room with theater seating, Control4® products make it easy to find a solution that fits your home perfectly. The possibilities are endless — and setup is easier and more affordable than you ever imagined.

## **Control It All— And Rock the Whole House**

### ***Start with your TV, DVD Player, and CD Changer.***

**Add 80 gigabytes of digital music and multi-room audio capabilities—as well as complete home theater in a whole home automation—with the Control4 Media Controller.**

**Enable audio distribution from the Media Controller by adding Control4 Speaker Point to rooms throughout the home.** Audio/Video- For many people, home automation begins with audio and video systems. Control4 offers an impressive range of audio and video products that make it easy to automate the control of complex audio, video, and home theater components and add exciting new capabilities to existing systems

**Control Overhead Lighting in the home theater with Control4 Wireless Dimmers.** Control Lamps in the home theater with Control4 Wireless Outlet Dimmers. Finally, affordable and reliable lighting control comes in wireless or wired options. Start with one of our intelligent, feature-packed Dimmers, then add additional lighting control to the home automation system.

**Climate Control-** Control4 climate control products make automated temperature control a simple and affordable part of any Control4 home automation system.

**Controllers-** Our powerful controllers automate any intelligent device in the home with ease. Choose from the amazingly affordable and versatile Home Controller, the powerful audio capabilities of the Media Controller, or the feature-packed Home-Theater Receiver Controller.

### **Eliminate your current remotes and control everything with the included System Remote Control.**

Experience the ease and beauty of home automation technology with the **Control4® 10.5" Wireless Touch Screen. This cost-effective automation solution is setting a new standard in touch screen technology.** With rich color graphics and an easy-to-navigate interface, the Wireless Touch Screen allows a homeowner to take full advantage of the sophisticated Control4 technology and state-of-the-art software. **The Wireless Touch Screen provides the ultimate in portability and functionality, enabling control of any aspect of home automation at any time, from anywhere in the house.**

- ◆ **Vivid color**—10.05" viewable/touch area packed with rich graphics.
- ◆ **Absolute Mobility**— Move from room to room with the battery powered wireless Touch Screen.
- ◆ **Recharging Options**— Recharges independently or with the Control4 Table Dock.
- ◆ **Easy to use**-Dynamic color graphics featuring tabs and icons for simple touch access.
- ◆ **Plug and play ease**— Pre-programmed to work right out of the box.
- ◆ **Wireless**— Intelligent, reliable, wireless connectivity using Wi-Fi 802.11 networking.
- ◆ **Control for anything**— Controls an entire Home automation System.
- ◆ **Personalized Preferences**— Set preferences for everything in the home automation system, from music to movies to lighting.

### **Internet Services**

Control4® home automation systems have an unmatched array of features and functionality right out of the box. But, that's not all. Because our products natively utilize the same standards-based IP communication that powers the Internet, Control4 system capabilities can be further extended through a variety of Internet-based Services. An assortment of Internet Services are already integrated for free use with every Control4 system.

**Contact us at Direct Link if you are interested in seeing a demo. For more information on Control4, please email [info@dlhelp.com](mailto:info@dlhelp.com) or call John at 800-875-5675 x101**

## Promotions from Direct Link

Direct Link is an Authorized Sprint and Verizon Dealer

### Are you a Sports Fan?

With **Sprint** you can get exclusive NFL content 24/7 including team and player info. Make it happen with these 2 easy steps.

1. Sign up for Sprint with Direct Link
2. Text NFL to "7777"

It's like being at the game with scores, game video and audio highlights.

Through **Verizon** you can manage your businesses wireless accounts. My Business Account helps you **save time managing your wireless telecommunication costs**. It's everything your business needs to stay on track.

### View & Pay Your Bills

- ◆ Pay your bills quickly and securely
- ◆ Save time and access multiple billing statements over a single interface

### Manage Your Accounts & Services

- ◆ Update and manage your employee's wireless services
- ◆ Organize and control access over all billing accounts

### Access Reports

- ◆ Obtain account and wireless telephone number usage information
- ◆ Download reports in multiple formats

## Direct Link's Client in Review

### Bentson & Vuona, LLP

**Bentson & Vuona** have been a client of Direct Link's since February of 2004. The services that they can provide for you range from **Asset Protection & Profit Sharing Plans to Business Valuations & Accounting Services**.

Visit their website at [bentsonvuona.com](http://bentsonvuona.com) to read about the benefits of telecommuting and see their helpful tax calendars.

They have 2 locations to serve you: 17 Goddard in Irvine and 2500 Via Cabrillo Marina, Suite 100 in San Pedro.

## Hurricane Season Is Here! Are You Ready?

If nothing else, the hurricane disasters of last year should have taught us the importance of being ready for natural disasters. **Even if you don't live in a hurricane zone, the threat of fire, flood, severe storms, water damage from office sprinkler systems, and even theft is very real.**

As a business owner, **one of the most valuable assets you have is your company data**. Hardware and software can easily be replaced, but a company's data cannot. As a reminder to all of our clients, here are 3 things you should do to make sure your company is ready for any natural disaster.

**1. Back Up Your Data Remotely!** Everyone knows that data should be backed up on a daily basis, but many people still use in-house tape drives that will get damaged in a natural disaster or fire, and can easily be stolen. We recommend backing up all data to an off-site location.

**2. Use a Quality Surge Protector With Uninterruptible Power Supply Battery.** A high quality surge protector combined with an uninterruptible power supply battery backup will go a long way in protecting sensitive electronic equipment from surges and other electronic irregularities that can destroy your computer's circuitry.

**3. If You Have Time, Take Your Computer and Server With You.** The business owners in Louisiana were given enough warning to evacuate and had the opportunity to take their computers and servers with them. Obviously, not everyone gets advance warning (in the case of theft or a tornado), but if you do, taking your computer or server with you is a good way of protecting it from damage. **If disaster strikes and you discover your computer or service is damaged beyond repair, call in a professional.**

**Do not try to recover the data yourself or to save money with an amateur. This is not a situation where you want to pinch pennies. If the person recovering the data is not experienced, they can worsen the situation and destroy any chance of recovering your data.**

Contact us at Direct Link. We can help you back up your important data so the worst does not happen to you. If the worst has already happened to you, please contact us immediately so we can recover your lost data before it's too late. Please call **1-800-875-5675 x101** or **email us at [info@dlhelp.com](mailto:info@dlhelp.com)**.

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## Business Performance Management

*The Microsoft business performance management (BPM) solution consists of comprehensive scorecarding, reporting, analysis, and dashboard applications that provide employees with insight into business data. Using the Microsoft BPM solution, companies can align action with strategy to improve performance by enabling every employee, process, and system to understand business drivers, shape solutions, and execute shared plans.*

### Define Strategy

Define your company's strategy by putting it within the context of key performance indicators (KPIs) and objectives. *Management teams and employees will gain deeper insight by combining rich drill-down capabilities, personalized scorecards, reports, and analysis tools with unstructured data such as documents, spreadsheets, and Web sites.*

### Monitor Metrics

*Monitor business performance by tracking the progress of KPIs using detailed scorecard views of performance and accountability. Scorecard views can be customized by employee role.*

### Analyze Issues

Formulate a strategy and execute on plans to build scorecards in a collaborative environment. *Share insight and feedback through group analysis before scorecards are published and made available to an organization.*

## Services We Offer:

- Phone system consulting, design, & implementation
- Cabling Infrastructure for Phone and Data Networks
- Computer / Telephony Integration
- Voice over the Internet (VOIP) Implementation
- Customer Relationship Management (CRM) Solutions
- Software Analysis & Recommendations
- Telephone System Repair, Troubleshooting, & Support
- Call Center Analysis and Product Recommendations
- Accounting Solutions
- Call Detail Reporting for Tracking Usage and Billing
- Call Detail Reporting for Tracking Advertising Campaigns
- On-Site Training for Individuals and Groups
- Contract & Time and Billing Services
- Qualified, On-Site Technicians
- Remote Network Monitoring - Save Money on Service Calls
- Remote Help Desk Support
- Local, Long Distance and Data Services Recommendations - Integrated Services.

## Collaborate and Act

*Align employees' daily activities with your organization's business strategy. Making scorecards and action plans available throughout your organization demonstrates how projects align with KPIs and objectives.*

### Multiple Data Sources and Targets

*Include multiple key performance indicators (KPIs) in a single scorecard, all of which retrieve their target and actual data from the same or different ADOMD.Net or Open Database Connectivity data sources.*

### Role-Based Security

*Control access to the Microsoft BPM solution's data and tasks by assigning role-based permissions to users and groups. There are two types of roles:*

—**Server roles:** The server roles exist on the server on which the Microsoft BPM solution is installed and grant system-wide access to its data and tasks.

—**Scorecard element roles:** Scorecard element roles grant access to the data and tasks related to KPIs, scorecards, data sources, and indicators.

**Do you think your company can benefit from this?**

**Call John at 1-800-875-5675 x101**