

## Issue 5

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#### Tips For Staying Out of Trouble When Sending E-mail Messages

Take time to explain your message. Short, blunt messages may come across as being rude.

Using ALL CAPS is the equivalent of screaming at someone. Only use this where it is appropriate.

Make sure you have up-to-date virus protection. E-mail is the number one way viruses are spread.

Get to the point quickly-avoid rambling. Use a short description in your subject line to make filing and referencing your message easy.

<a href="#">Compliance Vault- How it can help you</a>	1
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<a href="#">The Appliance Advantage What does your business sound like?</a>	2
---	---

<a href="#">The VoIP Dream 3 Facts Computer Users Must Know</a>	3
---	---

<a href="#">4 Simple Ways to Avoid Spam</a>	4
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# The Technology Advisor

## ComplianceVault By Intradyn

Sony Electronics and Intradyn have created an archiving and retrieval system for small and medium sized businesses.

The **ComplianceVault™ Email Archiving & Retrieval Appliance** is an affordable, all-in-one device designed for small firms, which until now, have found it difficult to comply with the regulations. It's an integrated hardware/software solution that captures all of a user company's emails on a continuous basis, from an unlimited number of mailboxes.

#### What type of security features does ComplianceVault have?

- There is only one entry point into the ComplianceVault, which is through the web browser-based front end.
- ComplianceVault uses HTTPS protocol for communication between the web browser front end and the ComplianceVault engines. HTTPS is http using Secure Sockets Layer (SSL). Secure Sockets Layer is an encryption protocol invoked on a web server that uses HTTPS.
- The ComplianceVault administrator can also implement IP Access Controls and Authentication Controls. IP Access Controls are rules that allow or deny a request from

E-mail archiving is integral to regulatory compliance, corporate governance and risk management.

The ComplianceVault is an integrated hardware and software solution that can be attached to a company's network to capture e-mails on a continuous basis, from virtually any e-mail system that is based on the common POP3 or IMAP standards, and from a virtually unlimited number of mailboxes. E-mails are stored and indexed to disk for fast search and retrieval, and archived and indexed to Sony's AIT rewritable or write-once, read-many (WORM) media. AIT WORM media limits accidental erasure or alteration of data, enables time and date authentication, and allows for easy off-site storage, all at a low cost. It can content search up to one million emails per second based on keywords.

"ComplianceVault, Intradyn's scalable 'data preservation' unit, is a multifunctional, all-in-one way to sort and archive email for SMBs." Excerpt from a product review in the September issue of [Computer Technology Review](#).

# The Technology Advisor

Page 2

## The Appliance Advantage

There's no denying appliances are a major trend in computing today. What is an appliance? It is a complete, application-specific network server with a web interface. (Note that it's not simply workstation software bundled with hardware.)

More and more software companies are delivering their solutions by integrating them into a standard hardware box, as a closed, all-in-one product. Why? Because small and midsized (SMB) customers are demanding simpler

Appliances provide you with several benefits:

- ◇ No integration - all software and hardware in a single solution
- ◇ Ready to use - plug and play
- ◇ Simple to use - web-based interface
- ◇ Secure, controlled access
- ◇ No individual component obsolescence

### How can I receive software updates and what is the charge?

The ComplianceVault is upgraded via the Internet at no cost. New versions of the software will be available on Intradyn's web site, and the administrator can upgrade the software with a single click using the web browser-based front end.

## What does your business sound like?

A lot can happen in 60 seconds. Callers can hang on or hang up. Keep them on the line with **Muzak Marketing on Hold.**

**Muzak** creates experiences with audio architecture. **The art of capturing the emotional power of music and putting it to work for your business. Create an experience in your business today.**

"Every business wants to create an experience for it's customers and employees. **Muzak** guarantees that your customers and employees remember that experience." -Alvin Collis -Vice President Audio Architecture

With more than 30 years of experience designing and installing thousands of sound masking systems, **Muzak is the most trusted provider of speech privacy solutions.** Whatever your acoustic privacy needs, they can design and install a cost-effective solution that is right for you.

Your Challenge	Your Opportunity
◇ 7 out of 10 callers are placed on hold.	◇ 88% of callers prefer messages to silence or the radio.
◇ 60% of callers hang up when put on hold.	◇ 16.2% of callers make a purchase based on the messages they hear.
◇ 35 % of callers hang up and don't call back.	◇ Messages reduce hang-ups by 50%.

## VoIP Technology-His Dream and Where it is Going

Jeff Pulver has a dream: That his invention a decade ago of making phone calls using the Internet will eventually be used by everyone and **traditional phone networks and copper wires will be a thing of the past** "Whether that will happen in my lifetime is another story but my hope is to basically enable people to be free -- **to have the freedom to define what their communications experience is,**" Pulver said in an interview.

Pulver is a pioneer of **Voice over Internet Protocol (VoIP)** technology and is a co-founder of fast growing VoIP provider, Vonage, as well as founder of a half-dozen other VoIP firms.

As a result, Pulver estimates there are some 9 million paying VoIP customers around the world -- 6 million of them in Asia -- and millions more with Skype, the Web site that allows for phone calls around the world for free to and from computers.

Pulver believes the industry is at a crossroads, with so much room for growth but a host of regulatory and financial issues confronting it. "The challenge is regulation and how it is adopted by governments protecting (telecom) incumbents," Pulver said.

### 3 Critical Facts Every Computer User Must Know About Keeping Their Personal and Financial Information Safe Online

If you own a computer that is connected to the Internet without proper firewall and security measures set up, it's only a matter of time before a worm, virus, hacker, or spyware takes over your computer.

#### Threat #1: Hackers

Small business owners and home users tend to think that because they are "just a small business" or "just a home user" no one would waste time trying to hack in to their computer. Nothing could be further from the truth. The best protection from a hacker is a good firewall. When properly set up, a firewall will make your computer invisible to the scanners and prevent hackers from accessing your computer.

#### Threat #2: Viruses, Worms, and Other Malicious Software

A virus is a freeloading program designed to install itself onto your computer without your knowledge or permission. Once installed, the virus attaches itself to files with the intent of taking over your computer's programs.

A worm is a parasitic program designed to replicate itself on your computer and then spread to other computers via email or a chat program. Both of these programs are considered "malware", which is short for malicious software. That is why you should NEVER open any email attachment from someone you don't know, or that looks suspicious.

The most important thing you can do to protect your PC from viruses is to install and regularly update your virus protection software. Many software programs offer an automatic update feature that will make it far easier to keep your PC safe.

#### Threat #3: Spyware

Spyware is Internet jargon for hidden, undetected programs advertisers install on your PC to gather and report information about you and your online activities. This program is usually installed without the user's knowledge by piggybacking on another program or file being downloaded. While some spyware is harmless, there can be serious consequences of unidentified spyware which include spam, identity theft, corruption and slowing of your PC, and annoying pop-up ads.

Of course you can use Spybot or Ad-Aware as a first attempt at cleaning your machine; however, if you continue to notice that your computer runs slow, if you continue to get crippling pop ups, or any other of the tell-tale signs discussed earlier, you will need to give us a call immediately before this malicious program does more damage to you and your friends, colleagues, and clients.

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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 a delicious dinner for two at Outback Steak House restaurant.

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 certificate to have a great dinner for two on us. 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

### 4 Simple Ways To Avoid Getting An Avalanche of Spam

- 1. Use a disposable e-mail address.** To prevent your e-mail address from ending up on a spammer's broadcast list, set up a free Internet e-mail address with Hotmail or Juno and use it when buying products online, or when joining an online newsletter.
- 2. Pay attention to check boxes that automatically opt you in.** Whenever you subscribe to a web site or make a purchase online, be very watchful of small, pre-checked boxes that say, "Yes! I want to receive offers from third party companies."
- 3. Don't post your personal e-mail address on your web site, web forums, or newsgroups.** Spammers have special programs that can glean e-mail addresses from web sites without your permission. If you are posting to a web forum or newsgroup, use your disposable e-mail address instead of your main e-mail address