

Technology Times

"Insider Tips To Make Your Business Run Faster, Easier, & More Profitably"

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May 2011



"As a business owner, 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 your IT problems finally and forever!"

– Val Aubry
Main Street
Software, Inc.

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Client Spotlight: Serena Riedel, Realtor, Prudential Homesale Services Group



Since 2004, I've been a Top Producing Realtor here in Lancaster county handling residential properties for thousands of people over the years. From the first

time home buyer to the savvy investor, I love helping people reach their real estate goals quickly and effortlessly. I was even voted Lancaster County's Favorite Real Estate Agent by the Lancaster Newspaper's Readers Choice Awards....TWICE (2005 and 2008).

As a Manufactured Housing Specialist and a Settlement Agent for mobile home transactions across the tri-county area (Chester, York, Lancaster) for other real estate agents, I have worked hard to build my massive client base and reputation to what it is today....a thriving real estate business despite the up's and down's of the housing market.

Working day and night from my home office, I rely heavily on technology to keep in touch with my clients and fellow real estate agents. I don't have time in my busy schedule for downtime due to computer problems.

Disaster struck when my home office computer crashed unexpectedly one day during a routine backup cycle. It had years' worth of business dealings, contact information for thousands of clients, and tons of cherished personal photos/videos/songs saved on it. As hours turned into days, I realized how crippling this downtime could be and what emotional distress it caused worry-

ing if I was ever going to be functional again, let alone be able to retrieve these critical valuable files.

After dealing with several well-meaning computer people who were at a loss to explain what had happened, were unable to figure out how to get my computer running again and were unsure if they could recover my backed up data, it was painfully obvious that my business had come to a grinding halt.

After a week of "waiting in limbo", I finally gave up and purchased an entire new computer system out of sheer desperation and lack of patience. After wasting all that time and money on these other computer people, I realized I needed a better plan for the future with my new system.

I immediately hired Main Street Software to get me set up and operational within a two day period. What a huge relief!

I know I have made the right decision by hiring this team of professionals to watch over my computer system day and night and keep me advised of any potential shortcomings in technology that I might need in the future to upgrade. Every time I have a question, they are there to help me. Quick response time by friendly staff is just one of the benefits I have found with Main Street Software..... Peace of mind is really what they offer.



May Trivia Challenge

The Grand Prize Winner of April's Challenge is...

JoNan Shirk from **Donegal Industries**. She correctly answered our question:

In a 1980 April Fool's Day hoax, the BBC reported that the iconic Big Ben would undergo a dramatic transformation. What was the transformation?

The answer was **c) Go digital**

Congratulations, JoNan!!!

She won a \$25 Restaurant.com Gift Card.

Now, here's your chance to win a beautiful boutique of flowers.

Please note: One prize per entrant per quarter.

This Month's Trivia:

What was put on sale for the first time in May of 1886?

- A) U.S. Savings Bonds**
- B) Coca-Cola**
- C) Mother's Day Cards**
- D) Hot Dogs**

Call now with your answer:

717.898.2946

Email your answer to Amy: **amy@mssinc.com**

Must answer by May 20th to be eligible

What To Do When You Want The Advanced Features Of Microsoft Exchange But Don't Want The Costs

With the complexity, costs and problems associated with installing a mail server, many businesses are now opting for "Hosted Exchange" in the cloud rather than bringing the server in-house. What are "cloud"-based or "hosted" services? Think of them like a gym membership. Instead of purchasing your own home gym equipment, which can be expensive, require maintenance and take up a lot of space, you can pay a small monthly fee to go to the gym and use a multi-million-dollar facility that is kept and maintained by someone else.

Hosted Exchange works the same way. Instead of incurring the costs and hassle of building and maintaining your own mail server, you can pay a low monthly fee and get top-of-the-line services, storage and security for your e-mail. Plus, you get the following benefits:

Being able to access your e-mail remotely from any device

- More uptime and fewer issues
- E-mail archiving (storing of old e-mails)
- Spam filtering and anti-virus included
- 24/7/365 support
- Unlimited storage
- Easy synchronization with mobile devices

Want to find out how Hosted Exchange can save you a lot of money and solve your storage and archiving problems? Give us a call at 717-898-2946.



Data Breaches - What You Need To Know & Do

What It Is: A data breach is the release of once secure information to the world at large. It can be intentional or unintentional, either way the results are the same - private information is no longer private. The recent data break-in at third-party marketer Epsilon is a case in point. This breach exposed email addresses and names. Epsilon does email marketing for hundreds of companies like Best Buy, TiVo, Target, Chase, Citi, Barclays, and Capital One. Thankfully credit card numbers were not exposed. As Alex Eckelberry, our General Manager said, "this type of incident should not be taken lightly. It's another reminder that privacy is an illusion on the Internet."



Data breaches, leaks or spills are created by criminal hackers with backing of organized crime or even governments. In essence it is a security violation where sensitive, confidential and/or private data is copied, viewed, stolen or used without authorization.

What You Can Do: In the case of Epsilon, the breach exposed email addresses and names and hopefully no financial info. The downside of this is the bad guys now know where you shop or do business or banking. You should be prepared for a slew of phishing emails. Your bank or Target is not going to solicit your password through email channels. You should be wary of emails coming from companies that were violated through Epsilon. You would not see the Epsilon name as they are doing the mailings for the various companies to turn a jaundiced eye to any emails purportedly coming from those companies. Do not click on any links as they might take you to a bad guy site. Another way to tell if the email is coming from the crims is to examine the return email address, there usually is some slight alteration or instead of saying dot com it has some other domain linkage. Just be suspicious as you can be and you should be okay.

Had this been a breach of a financial institution you are using this would be an excellent time to change your passwords. Also monitor your accounts and credit reports. Put fraud alerts on them so they contact you prior to opening any new accounts and report any incursions to the proper authorities as well as the financial institution.

The U.S. Federal Trade Commission has an excellent write-up on what to do if your ID is stolen. <http://www.sunbeltsecuritynews.com/QZMH10/110406-ID-Theft>

Do not take anything for granted. Do not answer emails with strange requests or click on links from folks you don't know. The identity you save might be your own.

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Join Us on May 12th at 2pm!

If you missed out or couldn't join us for our April seminar on eCommerce "**Saving Time & Money Using Web-Based Applications Linked To Sage Pro**", then your just in luck!

We will be holding a webinar on May 12th at 2:00pm.

If you are interested in being part of the webinar, please take 2 minutes to respond. All we need is your email address and all of the information will be sent directly to you; including a short questionnaire and the login details.



Email Amy right now at amy@mssinc.com!



Products & Services We Offer:

- ◆ Small Business Network Support
- ◆ Offsite Desktop & Network Monitoring
- ◆ Network Upgrades & Implementation
- ◆ Virus Protection & Removal
- ◆ Network Security & Firewalls
- ◆ Hosted Exchange
- ◆ PC Repair & Troubleshooting
- ◆ Backup Disaster Recovery
- ◆ PC's & Networking
- ◆ Accounting Solutions
- ◆ Programming Services

We are proud partners of the WAC Consulting Group

Independently owned companies sharing expertise & enhancements to better serve our individual accounting customers' needs.



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Five Safe Computing Tips:

1. You can encrypt Google searches and other online activities simply by changing the "http" in the web address to "https" with the "s" standing for "secure."
2. Don't open Facebook or other unsecure websites in open Wi-Fi networks (like at Starbucks) without the "https" security (see above).
3. Never go to an open forum online and post your personal e-mail address.
4. Be sure your security software remains updated, especially if you have not used your computer recently.
5. Practice smart password management. Change passwords often. Use different passwords for different accounts.

Welcome My Newest Clients & Friends!

- Marti Zamboni
- Catharine Horvath
- Taurus Consulting
- Elite Home Products, Inc.
- Steve & Linda Himpls
- Terri & Jim Metzger

**MAY 15-22, 2011
WOMEN'S \$10,000**

AWARD WINNING EVENT



**Koser Jewelers
USTA Pro Circuit
Tennis Challenge**

Grand Slam Sponsors:



Referral Program

We will pay you **\$25** for anyone that you refer to us that becomes an appointment.

When you give us a referral that becomes a new client, we'll pay you **\$75 more** and give your referral **\$100 off** their first purchase of \$500 or more.



We Want Your Input!

We want to hear from you! Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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- ◆ Fax: 717-898-3087