

# Technology Times

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

Volume IV, Issue X

October 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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**Happy Halloween**

## "Follow Us To The Clouds" Recap of our Technology Event

Bob and I want to thank all of you that attended our Technology Event on September 23rd. If you were not at the event, there were exciting breakout sessions offered throughout the day. Our theme was "Follow us to the Clouds" because we want to help you learn how cloud computing can benefit you now or in the future.

Like everything else in IT today, cloud computing can be either perceived as unnecessary in your business operations – or it could be something you really need. Even though a recent survey on the perception of the cloud shows that almost half of small business owners are more or less dismissing it outright, we think every company can benefit. Our sessions exposed some of those benefits.

### Here is a recap of the sessions

#### ◆ TIW Corporation

Rod Hatcher presented a new Alere Accounting application called Data Acquisition. Data Acquisition uses scanned data when creating a sales order, shipping line items, receiving purchased items, transferring, and more. TIW also released a new commissions module and a DRP module this summer. Alere in the Cloud is purchased based on a monthly fee per user instead of purchasing the software outright and installing on your own server.

#### ◆ docSTAR

Gordon Stapleton shared the features of the new docSTAR Eclipse product. File sharing, compliance, security, and dealing with mountains of paper challenge virtually every business. Typical document management solutions tend to be costly and require extensive technical resources... until now!

The Eclipse service does not require specialized hardware to manage and no up-front capital

investment. docSTAR Eclipse allows remote access from any PC with Internet connection, from anywhere in the world. Designed with enterprise customers in mind, docSTAR Eclipse flexibly and affordably meets the needs of small office environments.

#### ◆ Mid-Atlantic Communication Consultants

Casey Rowe has been a guest speaker in our office several times and has worked with our clients to evaluate their current telecom expense and provided them options that save money. Of course clients' telecom requirements may change as they consider the cloud. He offers a 3 step approach. He will audit your current services, offer suggestions to migrate your service to another carrier to save you money or enhance your service, and then finally he will manage the transition eliminating frustration and time you may have had to invest on your own. We will be working closely with Casey as more clients consider the cloud.

#### ◆ WAC Consulting Group - Virginia

Dane Karcher is one of our partners in WAC Consulting Group. He has also been a guest speaker in our office sharing his eCommerce product. While eCommerce has a perceived definition, Dane has developed web integration that far exceeds a traditional shopping cart. Here are some of the features:

Web specific data is added to your backend accounting to compliment data already maintained in your system. Web setup information, customer data, inventory, order and invoicing information is automatically pushed to the web as you update/change the data in accounting. Optionally you could synchronize your data based on a timer, and manually export/import data if your internet connection isn't dependable. Your web store can be hosted on a world class hosting facility

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## Technology Event Door Prize Winners

- ◆ Justin Roye won a Golf Bag provided by Apex Advertising
- ◆ John Bennawit Sr. won a box of laundry detergent provided by Gorman Distributors
- ◆ Darryl Eberly won a HP desktop computer provided by HP
- ◆ Brandon Smith won a Dunkin Donuts Gift Card provided by Identocard Systems
- ◆ Chris Offidani won a Dunkin Donuts Gift Card provided by Identocard Systems
- ◆ Casey Howe won a \$50 Gas Card provided by Lenovo
- ◆ Joe Offidani won a \$50 Gas Card provided by Lenovo
- ◆ Serena Riedel won a Vizit Photo Frame provided by Main Street Software
- ◆ Joe Offidani won a USB Monitor provided by Main Street Software
- ◆ Laurie Beeler won a course of her choice provided by PC Easy
- ◆ Alexis Aubry won a laser printer provided by Quality Digital Office Solutions
- ◆ Steve Beeler won a \$100 Longhorn Steakhouse Gift Certificate provided by TIW Corporation

## October Trivia Challenge

The Grand Prize Winner of last month's Challenge is...

**Nancy Groff** from **Groff's Meat, Inc.** in **Elizabethtown**. She correctly answered our question:

*The very first what appeared in a newspaper on September 11th, 1875?*

The answer was...

**C) Comic Strip**

Congratulations, Nancy!!!

She won a Multifunction Radio Lantern.

Since the holiday's are rapidly approaching... Here's your chance to win a **Portable Party Platter** (a \$29.99 value)!

### This Month's Trivia:

**What is Halloween called in some parts of Ireland?**

- A) Fright Night**
- B) Pooky Night**
- C) Spooky Sundown**
- D) Spirits Night**

Call now with your answer:

**717.898.2946**

Email your answer to Amy:

**amy@mssinc.com**

\*Must answer by October 21<sup>st</sup> to be eligible\*

*\*Please note: One prize per entrant per quarter.*



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Main Street Software has arranged for their clients to receive **FREE EMBROIDERY SET UP and TAPE CHARGES** from Apex Advertising for all your embroidered clothing needs. Apex Advertising also offers free art work for all promotional product orders. So if you do not have a logo, or need a logo change, Apex Advertising will be happy to help.

Contact Mike Freisher at Apex Advertising for any information you need regarding promotional items at 800-666-5556 ext. 113 or at [mikef@apexadv.com](mailto:mikef@apexadv.com). You can visit their website at [www.apexadv.com](http://www.apexadv.com).

Apex Advertising - celebrating 20 years serving clients worldwide - is located in Lancaster, Pennsylvania with offices in Philadelphia PA, Richmond, VA and San Diego, CA.

## How Prepared Were You For The “Flood of 2011”?

Unfortunately, you never know when something might happen that will make you unable to work, even for a short period of time. If you aren't prepared, you could face consequences that hurt your business. The only way to manage crises effectively is with a standing Business Continuity Plan.



Business Continuity Plans aren't just about being prepared for high profile disasters, but also being ready for any incident that may cause a disruption to your business.

### Here's Some Important Considerations:

- ◆ Prepare for a power outage
- ◆ Prepare for Internet outage
- ◆ Have an offsite backup or BDR appliance
- ◆ Elevate equipment off the floor
- ◆ Document all emergency & support phone numbers
- ◆ Take pictures of your office & equipment - and stored on the offsite backup
- ◆ Prepare to re-direct phone calls
- ◆ Prepare for alternate ways to receive/send emails

A Business Continuity Plan is essential to protect the well being of your company. This cannot really be over emphasized, yet many businesses side step the issue or hold onto plans which are clearly out of date or inadequate.

That's why we want to help! Part of the reason many businesses don't have a Business Continuity Plan is the complexity of the task. We are taking that complexity out and making it a simple process. We will come in, sit down with you, and help you develop your Business Continuity Plan.



Business in Ephrata, PA

**Contact us today to schedule your consultation!**

**717/898-2946**

**1 Hour Consultation  
for \$99**

## *The Lighter Side*

### **What Would You Do?**

#### A Real-Life Interview Question

You are driving along in your car on a crazy, stormy night. You pass a bus stop and see three people waiting for a bus:

1. An old lady who looks like she is about to die.
2. An old friend who once saved your life.
3. The perfect man or woman you have been dreaming about.

Which would you choose to offer a ride?

Think carefully, this is quite a moral dilemma...

You could offer the old lady a ride because she looks pretty pitiful so probably “should” save her first.

You might want to take your old friend, after all he did save your life once.

But you must consider that you may never see the love of your life again so this may be your only opportunity.

This scenario has been used as an interview question by employers. In one experience, out of the 200 applicants, the one who was hired answered as follows:

“I would give the car keys to my old friend and have him take the old lady to the hospital. Then I would stay behind and wait for the bus with the woman of my dreams.”

This is a reminder that there are always several solutions in solving your problems. Sometimes you just have to be creative.



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



**Technology Event Recap Continued**

and can work independently from your internal ERP system allowing for a 99.99% uptime guarantee.

What sets cloud computing apart from other hosting services is the way it's managed and used. Management is handled completely by the service provider, and subscribers can adjust the specific features they use and pay only for those, similar to how on demand IT services work. Cloud computing usually also includes virtual data storage, with most if not all data stored off-site and in the cloud service's servers.

Of course, the way the cloud impacts each particular organization will vary, and how it will affect your business in the short and long term depends on your needs and requirements – and whether you even need it in the first place. There are pros and cons to any cloud-based service, but at the very least it deserves some serious thought.

We have recently published a series of articles in the local newspaper to help educate the local community. We would also like to educate and help you learn more about cloud computing and how it may affect your business. Please give us a call, we'll be happy sit down with you, discuss any issues and concerns you have, and help you determine whether the cloud is right for you.



**Larry Weinstein of Northeast Agri Systems was the grand prize winner of the 32" High Definition TV. Congratulations Larry!!**

**Welcome My Newest Clients & Friends!**

- Tomasetti Chiropractic
- Hart & Iliff Fuel & Energy Systems
- Paul Shumate
- Chase Gnade

**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!

- ◆ Email: [amy@mssinc.com](mailto:amy@mssinc.com)
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