



good news from

 **communicat**

Microsoft
GOLD CERTIFIED
Partner

The team at Communicat is always keen to bring you new ideas at affordable prices to save you time.

We are delighted to announce these new initiatives to streamline your business.

In this newsletter:

- **New Communicat Backup Diary - FREE**
- **SpamDetour - remove spam before it reaches your internet link & your computer**
- **Tracking client information in the office and on the road**
- **Wireless internet links for your office are now affordable - primary & "fallback"**
- **How NOT to increase your sales (and ours too)...**



New Communicat Backup Diary

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Free Backup Diary - based on Grandfather / Father / Son cycles

We are all more reliant than ever on our computer systems. What would you do if your system was destroyed and your backups were invalid? It doesn't bear thinking about!

Many of our clients have been using our Backup Book system for a long time. We have recently updated the Backup Book to a new and simplified diary format with extended data retention cycles. The new system is much better suited for today's mission critical systems, especially with our heavy reliance on email. Most organisations now need access to tape backups for a longer period instead of overwriting the data every week or month. Under the new system your "Grandfather" tapes are retained for one year minimum, "Father" tapes are retained for three months and "Son" tapes retained for two weeks.

Several clients have come to us needing to retrieve data from several months ago to replace data accidentally erased, or for the purpose of litigation. In some cases they were unable to retrieve the data since the tapes have been overwritten within the backup cycle. It is important to note that under new Australian laws it will be an offence to allow data to be destroyed which is known to be required for future litigation.

If your organisation is subject to Sarbanes-Oxley, or if you are preparing for the new national laws requiring more extensive data retention, or if you are subject to audit then you should definitely reconsider your tape backup cycle and your policies regarding data retention and off-site backup. We also can introduce you to service providers who can collect your tapes and take them off-site for secure storage on a daily, weekly or monthly basis.

With the new Backup Diary you simply tick the box for each day to record the result of your overnight backup. The Diary clearly sets out which tape you should be using and which tape should be transferred off-site. Also, the diary provides a full set of tape stickers and a

procedure manual.

The backup diary for 2007 is ready for you now. It has a list price of \$25 but, if you request your copy before 15th November it will be delivered to you FREE. Every business needs a backup diary so dont miss it!

Please note: the free offer includes a Level 2 cycle (Basic Security) backup diary and tape stickers. We can also design a tailored cycle for the special needs of your organisation, if required.

Dont take risks with your backup. Call us on (03) 9329 0766 or email us to request your free Backup Diary.



The image contains the SpamDetour logo and a diagram. The logo features a red octagonal 'STOP SPAM HERE' sign, a yellow diamond 'SPAM DETOUR' sign with an arrow pointing up, and the text 'SpamDetour Stop spam before it reaches your business'. To the right is a diagram showing a cloud with a person and a laptop. An arrow labeled 'spam' points from the cloud to a 'YOUR SERVER' box labeled 'AVAILABLE INTERNET LINK'. Another arrow labeled 'email' points from the cloud to the server. A third arrow points from the server back to the cloud.

If you hate spam you will love SpamDetour!

Over 80% of all email in the world today is spam. Spam is no longer just a time waster - it's a menace. Spam is a major cause of fraud. It places data and reputations at risk. Even experienced computer users are sometimes caught up in email fraud.

SpamDetour is a new type of anti-spam system. It cuts off spam while it is still out on the internet, before it reaches your internet link and your computer system.

SpamDetour uses powerful anti-spam technology, requires no installation, no hardware and no software maintenance on your system. It is a managed service. It operates as an advanced warning system against spam which is headed your way. Spam is eliminated before it reaches you. SpamDetour also increases your security against hacking.

A major European study has shown that spam costs employers US\$900 per year for each employee. Now, with so many people accessing email on their PDA or mobile phone, spam is even more annoying. SpamDetour will save you time and money plus improve your security.

Prices start at \$55 per month for 10 users. Membership will protect every user on your email system.

We are so sure you will love SpamDetour that we offer a 100% money back guarantee **or** a free 30 day trial. Plus, join SpamDetour before the 15th November and you will receive two Gold Class cinema passes. After all there are better things to do with your time than waste it on spam!

For more details on SpamDetour visit www.spamdetour.com.au , email us or give us a call.



Who is keeping track of your clients?

Tracking client data in the office and on the road - is now affordable for every business

Where is that lead? When is your next sales visit? What did the client request? What price did we agree? How do I spell her name? What's their phone number? Why can't I access this information on my mobile?

Would you like to instantly share client information between sales staff to increase their team effectiveness?

Today, with 3G communications, PDAs and mobile phones, you can quickly access the internet easily and affordably. Plus, you can quickly keep track of your client information - with Qiktrak! This simple and affordable client contact system will link your mobile sales force to email and your client database - online while your sales team is out on the road making sales.

The mobile revolution...

The advent of mobile connectivity is bringing a quiet revolution to business on a major scale. The scale is as significant as the impact which the internet and email had on business some years back. The idea that you can be out on the road with your clients and still in contact with your information is revolutionary. And now it is also practical and affordable. We will help you to bring this revolution to benefit your business.

Communicat have the "Rolls Royce" Client Relationship Management System - Microsoft Dynamics CRM. Also, if you want a lite and simple CRM - consider Qiktrak. Plus we have a range of Sales Force Automation systems in between. This technology is now simple and affordable so it's time to GO!

We understand how important it is to keep both your office staff and your mobile sales force in contact with your clients. Providing PC software is the easy part. We can also help you to choose the right mobile equipment including blackberries, mobile phones, PDAs and notebooks. Then we will help you to choose a simple, efficient client contact database to fit within your budget.

Whether you want to track your client information from the office or on the road, or create an email newsletter (like this one) we'd love to help you achieve your goals.

By the way, prices for web based client contact tracking start at \$137.50 per month for 5 users.





Wireless internet links for your office are now affordable - primary & "fallback"

We are concerned about the number of our clients who are highly dependent on their internet and VPN/WAN connections to run their business, but dont yet have a fallback communications link. We want to make you aware that wireless communication is now very affordable. Costs start from as little as \$50 per month. Now every business can afford to have a fallback internet link!

Does your business depend on your internet link? What happens to your business if someone digs up the cable in the street or if there is a fault at the local exchange? In an emergency you still have phone services - you can divert calls to your mobile phones to keep your business running, but what about your links to the internet, your branch offices and your clients?

The benefit of wireless communication is that it uses completely separate and different technology to wired internet links, so it is an ideal fallback system. If your local telephone exchange has a problem it may disable ADSL, Frame Relay, ISDN and voice all at the same time. Some of our clients operate both ADSL and ISDN for fallback/redundancy, however this involves an element of risk.

Wireless communications removes this risk. It can take over and support your business if your main link fails. You also have the option to run your voice phone system over your wireless link either as a fallback in an emergency or on an ongoing basis.

Dont worry about the terminology - wireless, microwave, 3G. We will recommend a technology to suit your needs and your budget.

Today many organisations operate their complete business on wireless internet links. They have dispensed with wired links altogether, for both data and voice. This is especially true in new property developments where wired services are limited. Costs may be roughly equivalent between wired and wireless links, however the advantage of wireless is speed. Wireless often provides much faster speed than wired connections. The cost of an "always-on" wireless service varies between \$200 per month to \$1,000 per month depending on speed, traffic volumes and the level of service level required. Standby wireless internet services start at \$50 per month.

Think about what would happen to your business if your land-based internet link breaks down. What would it cost your business? Is it time to consider wireless as your fallback - or primary - internet link?



Keeping your email, calendars, client records and documents "in sync"

Do you operate, or thinking about buying a blackberry, PDA or mobile phone with email capability? It's vital that your devices are synchronised. The next major step in the evolution of your business methodology is to access your information available everywhere, seamlessly, on multiple devices - and "in sync". Be aware that the devices dont provide synchronisation. You need the right software systems.

What does "in sync" mean? Let's say you process an email, update a calendar entry or client record or change a document on your desktop PC. It's vital that exactly the same version of this information is updated to every device - your laptop, PDA, mobile phone and also when you access your information from a friend's PC or at an internet cafe. That way you can swap devices and know that you are always "reading from the same page". This technology is available today. We call it "replication" or "synchronisation".

If you are already running the Microsoft Outlook client on Microsoft Exchange Server then you already have the foundation of the world's best replication and synchronisation technology (you might need to configure it to get the most benefit from MS Exchange). The only problem is that not every organisation can justify the investment required to implement and maintain a Microsoft Exchange Server.

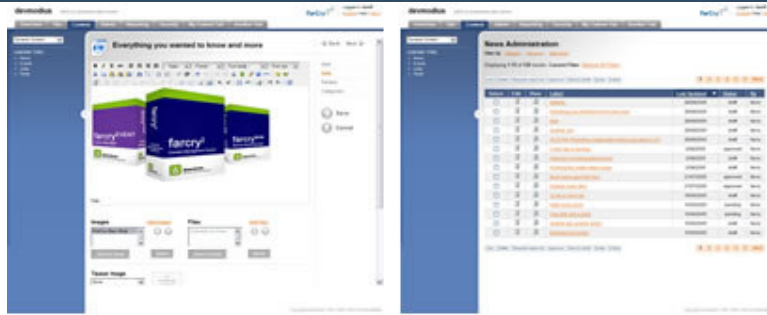
Long term trends show that, as organisations move to operate more powerful systems they will increasingly outsource their IT infrastructure (e.g. servers) to managed service providers such as Communicat.

Small organisations find it simpler to use a managed service provider to gain the same powerful tools as their larger competitors. They simply rent the "software as a service". Larger organisations also often find it is more cost-effective to outsource the technology solution to a service provider and pay a simple monthly rental.

We are delighted to announce that Communicat now offers a range of systems, including Microsoft Exchange Server, on an a managed service basis. That means no licence fees, no maintenance, no expensive hardware and no backups to worry about! You simply pay a monthly rental. We take all the pain out of operating these powerful systems.

If you would like to operate the worlds most effective email, calendar and client record system - with a minimum of fuss and expense - give us a call.

Content Management: Managing your intranet, extranet & internet websites



Communicat is now offering a range of new Content Management technologies.

Hear what Curtin Business School had to say:

"The (Content Management System) has provided one of the most comprehensive and technically advanced solutions around using Macromedia ColdFusion MX. FarCry provided Curtin Business School an opportunity to develop a robust, fully customised content management system to support a progressive and complex website. Most importantly, the open source availability represented exceptional value, with CMS solutions of similar calibre priced in the order of \$100,000."

Michael Wall, Project Leader Curtin Business School, Curtin University of Technology

Hear what Bakers Delight have to say:

"Some of the material that must be disseminated around the world is very dynamic, such as news and announcements. Other items change infrequently such as the mission statement, model contracts and occupational health and safety information but it is important that the latest versions are always available when needed. The (Microsoft Sharepoint) extranet provides a central point of reference for all our staff and franchisees. It is easy to find all our policies and procedures."

We can help you to choose a cost-effective internet/intranet/extranet solution to suit your business.



How NOT to increase your sales (and ours too)...

Do you know anyone who enjoys phoning a supplier and talking to a computer? Are you reassured when the recording announces that "your call is important to us" while you listen to hold music? Or do you think that sometimes technology just doesn't really work?

And more importantly... How to increase your sales (and ours)...

At Communicat we take pride in recommending technology that will really help to build your business. All of the technologies in this newsletter are tried, tested and proven. They will help to make your business more successful. It's important to move forward with technology, but also to know the facts and minimise the risks.

We are dedicated to building long term trusted business relationship with our clients. We avoid selling technology which might sour that relationship. We are fortunate that most of our clients value our modern approach to technology combined with our "old fashioned" approach to business ethics. We do our homework and only recommend solutions which really work. That's how we build long term trusted business relationships.

We hope you have enjoyed reading our "Good News" publication. If you would like to save time and make business more successful and efficient.... please give us a call or drop us an email.

Communicat Business Solutions

52 Chetwynd St., West Melbourne 3003 - Phone: (03) 9329 0766 Fax: (03) 9329 2433
online@communicat.com.au www.communicat.com.au

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