

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”



“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!”

Peter Verlezza
SMB Networks, LLC
 October, 2009
 New Haven, CT

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“Kids.”

New Software Model Dramatically Increases Cash Flow

In an economy where most credit lines are being tightened or eliminated, vendors are becoming stricter about payment terms, and your customers are taking longer and longer to settle their invoices - cash flow is king. So for many small businesses, finding ways to minimize up-front costs and large investments is increasingly important to the survival and success of their company.

One way a small business can minimize up front costs is through using software as a service, or “SaaS”. Instead of purchasing software up front in a lump sum and having to put up the cash or finance it, small businesses can now purchase software through their IT service provider in a rented model. The software you need is typically stored on another offsite server and accessed via the Internet. By renting software on a monthly basis, your business can try different software to improve processes like finances, payroll, customer service, and sales without the financial risk.

Here’s a breakdown of how SaaS can help your business:

- (1) **You Keep More Of Your Money** – If you’ve ever had to purchase a piece of software to run your business such as a financial package, customer relationship management (CRM) software, or even a simple Microsoft Office application, you know how expensive of a proposition that can be. Before the software rental model of SaaS, if you needed certain software to operate, you were forced to plunk down hundreds or thousands of dollars to get it, not to mention pay exorbitant support fees. Now, depending upon your needs, you can be up and running with a software solution for under \$10/month.
- (2) **You’re Not Locked In To Something You Don’t Like** – Because your IT company is paid monthly for the SaaS, the onus is on them to make sure their product works to the satisfaction of their clients. If you are not happy with the product, you have the option of simply moving on to another monthly fee solution that will work better for your needs. In most cases, your IT service provider can work with you to replace your software with a new solution that is right for you and continue to incorporate it into your monthly IT service agreement so you don’t have to worry about multiple bills.
- (3) **You Never Have To Think About Upgrades** – Since the SaaS model is pay as you go, you automatically get any upgrades that

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Halloween Fun Facts



Orange and black are Halloween colors because orange is associated with the Fall harvest and black is associated with darkness and death.

Jack o' Lanterns originated in Ireland where people placed candles in hollowed-out turnips to keep away spirits and ghosts on the Samhain holiday.

Pumpkins also come in white, blue and green. Great for unique monster carvings!

Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance, and tell fortunes.

Tootsie Rolls were the first wrapped penny candy in America.

The ancient Celts thought that spirits and ghosts roamed the countryside on Halloween night. They began wearing masks and costumes to avoid being recognized as human.

Halloween candy sales average about 2 billion dollars annually in the United States.

Halloween is the 2nd most commercially successful holiday with Christmas being the first.

Bobbing for apples is thought to have originated from the Roman harvest festival that honors Pomona, the goddess of fruit trees.

Black cats were once believed to be witch's familiars who protected their powers.



come out for the software you use. You don't have to set aside a budget for any additional software costs and you don't have to worry about whether or not you are running the latest version; those things are typically already incorporated into your monthly agreement.

- (4) **You Can Compete With The "Big Boys"** – Some software applications are designed and written for large organizations and help companies to streamline many processes into one program. SaaS makes this level of software affordable and accessible to a small business owner and gives you a way to stay up with or ahead of your competition, even if your competition is a much larger company.
- (5) **You Can Have Access From Anywhere** – SaaS software vendors typically host the application on their own servers so you have access to it over the Internet, don't have to worry about buying additional hardware, and have a lower chance of downtime.

FREE Small Business Software Assessment (A \$395 Value!)

Want to learn if the software you need can be set up in a SaaS model and improve your cash flow? Take advantage of our FREE Small Business Software Assessment until the end of this month to find out.

This offer is only valid through the end of this month, so call us at **866 975-1688** or visit www.smbnetworksllc.com to schedule your **FREE Assessment NOW.**

Complete Pediatrics, North Haven, CT.

Liesel Gould, MD, Michelle Caserta, MD and Linda Jacobson, CPNP are thrilled to announce the opening of Complete Pediatrics PC, a pediatric practice conveniently located at 451 State Street, North Haven (Route 5) minutes from New Haven. Complete Pediatrics is committed to providing comprehensive pediatric and adolescent care, each clinician has over 13 years of experience caring for our area children.

SMB is pleased to have been an integral partner in the opening of this beautiful new office. Congratulations!

How Google Can Make You A Star

Most business owners are aware that Google is a useful tool if someone is searching for your company on the web. However, what many people don't know is that you can also use Google to help build your credibility.

As a free service, the search engine offers something called Google Alerts, which will e-mail you with any articles, web pages, or news pages that happen to mention your company or you so you can keep track of what your local or national media is saying about you. The benefit to this, of course, is you can use these online articles and posts to show yourself in the spotlight providing more "proof" that you and your company are worthy of doing business with.

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Which Smartphone Is The Smartest Choice For You?

Shopping for a new phone these days is no small task.

With literally hundreds of phones and features to choose from, a business owner could spend hours determining which option is best for them.

To make your next cell phone search a little easier, look at this list of popular cell phone functions and determine how important each is to you. It will help save you a ton of time and give you the confidence that your choice was a good one.

- Calendar/Agenda
- Tasks
- Contacts
- E-mail
- Web Browsing
- Speed
- Word Processing
- Spreadsheet Function
- Camera
- Video Camera
- Video Playback
- Music Playback
- Large Storage Space
- Touch Screen
- QWERTY Keyboard
- Sliding Keyboard
- Flip Style
- Built-In GPS
- One-Handed Operation
- Size/Weight
- Battery Life
- Accessory Options
- Worldwide Usage
- Synchronization
- Games
- Screen Clarity
- Cost/Plan Options
- Ease of Texting

If you'd like to know which phone will integrate best with your current e-mail, call us at **866 975-1688**

To sign up for this free service, simply go to <http://www.google.com/alerts>, enter in your company name and e-mail address and click "create alert".



"Who Else Wants To Win A \$20 Starbucks Gift Card?"



[Take my monthly Trivia Challenge and you could win too!](#)

The Grand Prize Winner of last month's Quiz is...drum roll please: Susan Gordon, Plainville, CT. was the first person to correctly answer my quiz...

In which city did Paul Allen and Bill Gates found a small partnership named Micro-soft in 1975?

- a) Albuquerque b) Seattle c) Dallas d) Boston

The answer is "a)" – Albuquerque. Now the headquarters are in Redmond, WA.

Congratulations Susan, you've won a \$20 Starbucks Gift Card. Now...let's move to this month's question for another \$20 Starbucks Gift Card

Who invented the Internet?

- a) The Russian Military b) Microsoft c) Al Gore d) U.S. Department of Defense

[Call Me Right Now At 866 975-1688!](#)

Warning: If You Use Tape Backup, Your Business May Be At Risk

If you use a tape backup or an external hard drive to protect your company's critical data, you are actually putting yourself at enormous risk for downtime.



Tape backups, external hard drives, and other media-driven backup solutions are designed to do only one thing – backup the data itself. But what about all the other stuff on the computers you use every day to run your business, like e-mail, software programs, and the way the network is configured?

When your server goes down, and all you have is the data, you have to rebuild your entire infrastructure in order to get back up and running.

Depending upon what caused your server to go down in the first place (hardware failure, software corruption, fire, flood, theft) it could take a week or more to order new hardware, order new software, re-configure the network, and then reload the data back on, potentially costing you thousands of dollars in downtime.

To prevent server downtime from affecting your business operations, you need to have a virtualization component to your backup solution. Virtualization means that another server can "take over" if your original equipment goes down.

It works by taking an exact picture of your current server - including data, software, and configuration – and allows you to get back up and running within 24 hours of major disasters or within 30 minutes of basic hardware or software failure. Having the right back-up solution can literally save your business.

[FREE Report: 12 Little Known Facts About Data Back-Up](#)

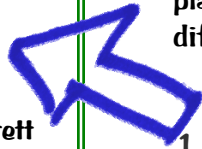
To learn more about how you can protect your business from disaster, download this critical FREE Report now at www.smbnetworksllc.com

Please Welcome My Newest Clients And Friends!

I'm thrilled to welcome my newest clients into our company! I want to extend a sincere "thanks" for the trust and confidence they have shown in us:

**Pediatric and Adolescent Medicine
Orange, CT**

Referred by Kathy Parrett
Many thanks Kathy!



5 Simple Steps To More Productive Employees

Most business owners would agree that your most valuable assets (and possibly your most time-intensive resources) are your employees. No business owner is an island and in order to run a successful company, we need to rely on quality, "A player" people to help us get to our goals and beyond. So, how do you make sure that you get the most out of your star players? This easy to implement list can provide you with some noticeable differences in your employees' performance.

1. **Offer Incentives.** To help drive your team toward important company objectives, you can structure a bonus program around meeting or exceeding those objectives. Though some incentives are monetary, you can also offer other rewards such as trips, days off, restaurant gift certificates, movie passes, or free parking for a month. Just the recognition for extra efforts can often be enough to motivate an employee to push beyond their previous performance.
2. **Tell 'Em That You Love 'Em.** Make sure your employees know they are important. Business owners sometimes forget the power of sincere compliments. And, whenever possible, praise your employee publicly in front of their co-workers, spouses, or friends. If they know you will pat them on the back and notice their hard work and results, they will be more inclined to produce.
3. **Include Them In Company Decisions.** Though most business owners are used to calling all the shots, there is definite power in allowing your employees to have some control. Make your employees feel like they are on the same level as you and that their opinions and feelings matter. It will have a big impact on how much they care about your organization and, ultimately, how much effort they put into making it successful.
4. **Give Them More Responsibility.** This one probably sounds like the easiest to do. If your people are top-notch folks, they will feel a sense of pride when you give them higher-level challenges than what they currently face. Typically, people will rise to the level of expectation you set for them.
5. **Show Them The Way.** If you want your employees to act a certain way, respond to customers with certain flair, or support each other as a team, then you need to do the same. Do what you say you will do and expect the same from them. Let them feel that you are there for them through your leadership to keep them inspired.

FREE "No-Tricks-All-Treats Network Audit" (\$297 Value)

For the Halloween season, we've decided to give away FREE chocolate to any new clients who sign up for our 27-Point Problem Prevention Network Audit in the month of October. This Audit will "exorcise the demons" from your network and make sure:

- Your firewall settings are secure and protecting you from hacker invasion
- The backup is working properly and your important company information is safe
- Your files and programs are loading up as fast as they can be...plus 24 other critical check points

Book Your Audit before October 31 and Receive a Delicious Solid Chocolate Witch FREE NOW!

Call - 866 975-1688

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