

NO MORE MONDAY MADNESS

It is a cold snowy Monday morning. You trudge slowly through the snow-covered parking lot; carefully balancing your coffee, breakfast and the work you took home over the weekend. You enter the office and are greeted by complaints of the network being down. You think, "I'll reboot the server, that should wake up the network this morning". After careful examination though, you discover that the server is not coming back to life and the issue with the backup not running last week, is now a really big problem.

In a situation such as this one, you probably wouldn't hesitate to call Nautalex to restore the network. This, sadly, is what's called the "break and fix" style of network care. This method places a lot of stress on you and can mean a large loss of data, and unplanned expenses. There is another, more proactive style of network care that makes Nautalex your *strategic business partner*.

As your strategic business partner, we know that your computer network is the backbone of your company. It only takes one surprise server outage to realize how much your organization relies on the technology you have put in place. Setting up the network infrastructure is only one step though. For a network to operate efficiently and to reduce the frequency of Monday morning surprise server outages there are ongoing preventative maintenance tasks that need to be performed.

Extending beyond the day to day maintenance tasks, as your strategic business partner, Nautalex looks to weave technology into your business plan, constantly reassessing how information technology can enhance every facet of the business. This type of high-level

planning often crosses over into budgetary, cash flow, and marketing issues. At this level the focus is on getting your businesses operating even more efficiently, with higher productivity, and at lower costs. This type of planning is best performed through tools such as an annual technology audit or plan (updated quarterly).

So before you are faced with the next Monday morning crisis, call Nautalex to evaluate your preventative maintenance options. It is our role to support the backbone of your business. Let us bring you network peace of mind, so that you can relax and enjoy your Monday morning cup of coffee. ☺

WEB SERVICE PROVIDER CONFUSION

We were at a client's office one day when she pulled out a stack of papers and exclaimed, "look at these! We have all these Internet invoices and we have *no* idea what they're for." She asked us to review them to see if we could explain in plain English what each of these Internet-related organizations was doing for their company.

This is a confusing issue for many small businesses, so we thought we'd use this as an opportunity to review the types of Internet service invoices you may see:

1. **Domain Name Registrar:** There are national and international organizations that for a nominal yearly fee will register your domain name so that your company may use it (and no one else may use it). An example of a domain name is nautalex.com.
2. **Internet Service Provider (ISP):** This is the service that your company connects with to access the Internet, whether by dial-up, ISDN, fibre or wireless. The ISP typically hosts your web site, hosts mailboxes, or forwards your mail to your own mail server. It may provide other services too.
3. **Web Site Designer:** Web Designers do the creative work of designing your web site, to your specifications. They may also maintain your web site, or you might employ someone to do the maintenance.
4. **Web Site Maintenance:** You might employ another company or individual to do daily or weekly updates to the data on your web site.
5. **Web Promotion/Advertising:** You might hire the services of specialty organizations who will ensure that your company's name is registered with search engines and that your web page contains all the right keywords associated with your business and industry.

Continued...

INSIDE THIS ISSUE

- 1 NO MORE MONDAY MADNESS
- 1 WEB SERVICE PROVIDER CONFUSION
- 1 THE NEW NAUTALEX.COM SITE
- 2 RISKY BUSINESS?
- 2 COMPUTERS FOR ROTARY
- 2 QUIZMASTER'S CONTEST

If you are using the Internet, you are certainly dealing with an ISP and probably a Domain Name Registrar. You may choose to employ all or none of the other services mentioned above, and there may be a great deal of overlap between service providers as to what they actually do for you.

Be sure you know who you've hired, and what they are doing for you and be alert to scams. Some companies will list you in a web directory and then bill you for that service. It's the old phone directory scam in a new disguise. ▢

THE NEW NAUTALEX.COM SITE

Nautalex is proud to unveil the latest version of its web site at www.nautalex.com by Premier Business Services Inc., in Kitchener. Check out the News section for our previous newsletters and copies of our monthly electronic newsletter. This month: Which Internet Access Level is right for you? To subscribe to our electronic newsletter send an e-mail to solutions@nautalex.com. ▢

TIP: In MS Office, there are two types of paste: normal, and paste special. Paste special allows you to paste the formatting and/or the data into your document. ▢

RISKY BUSINESS?

Terms such as e-commerce, business to business (B2B) transactions and on-line purchasing have become common business language, since the explosion of dot.com companies. So now that the dot.com dust has settled and the real e-commerce champions have emerged, why aren't more companies capitalizing on the potential of web enabled ordering systems?

There are a few answers to this question. Many companies don't realize the business possibilities available through the web. The World Wide Web is truly that, worldwide. By creating an ordering system that harnesses the power of the Internet, your company instantly increases its market exposure. You can tailor your web site to the market that your are targeting by visually creating an environment that your target audience will be attracted to and by strategically placing your site on the search engines that this audience uses. In addition to the huge market exposure companies can gain, a web enabled ordering system adds another sales process that is available 24 hours a day, seven days a

QUIZMASTER'S CONTEST

Send us your technology-related stories. They can be of any nature: a crazy dilemma, an amazing creation, or a downright hilarious predicament. The best story will win an Acer Oxford shirt and may be published in our next newsletter. E-mail or fax your response to Quizmaster at quizmaster@nautalex.com. ▢

week. These transactions are faster and cost less to administer because the process can be automated freeing employees to work on other tasks.

The second answer is that many companies fear the risks associated with opening their business to this large market. It is true that once connected to the Internet, you can never be 100% protected from threats. If you make your organization aware of the risks faced and then create and maintain a well designed web site that uses the latest security tools to guard the relationship between you and your customer, you minimize your risks.

It all comes down to the initial design and ongoing maintenance of your systems and site itself. If a web enabled ordering system is designed properly by a professional from the outset and the site employs a variety of methods to safeguard against threats, the benefits can far exceed the risks faced. Since the market for web enabled ordering is still new, especially in Canada, organizations have the opportunity to leap ahead of their competition by putting in place a *secure* site that gains the confidence of potential customers. Once customers become loyal to your site, the competition doesn't stand a chance. Given the immense business opportunities available, creating a web-enabled database ordering system seems worth the risk.

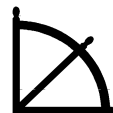
For further information on this topic or to create your own web-enabled database ordering system, contact solutions@nautalex.com. ▢

COMPUTERS FOR ROTARY

Do you have any **working** 486/66+ or low-end Pentium machines which are just "too good to throw out"? The *Rotary Literacy Campaign* can make good use of these older PCs. If you are interested, please contact Paul Stewart at Nautalex (519-622-8840 ext. 6251). ▢

"The greatest of all sacrifices is the sacrifice of time..."
Plutarch ▢

Published by:



Nautalex

Business Services Inc.

Network Solutions for Business

200 Avenue Road, Cambridge, Ontario N1R 8H5

Phone: (519) 622-8840 Fax: (519) 624-5580

E-Mail: news@nautalex.com

Web site: www.nautalex.com

Nautalex designs and implements fully integrated computer network systems for businesses. We offer consulting, outsourced MIS services, software, hardware and peripherals, and cost-effective network solutions. ▢



Microsoft