



Mapping IT Goals with Business Aims in Mind

The gap between what technology promises and what it actually delivers will often point companies in the wrong direction. Elimination of this gap requires companies to find proven methods to minimize costs and maximize benefits of information technology. If you can manage to close the gap, the benefits achieved will be a bonus to your enterprise not to mention your future success.

The undertone of all IT goals and strategies is smarter growth and better use of technology to directly support a company's needs. Some tools used to drive the master plan formulation may consist of defining:

- Company Mission statement
- Primary Goal(s)
- Key Operating Goals for 2003
- Departmental Main Goals
- Supporting actions (how the company plans to achieve the short-term and long-term goals)
- Time frame (1st quarter, 2nd quarter)

This will then lead to a Five-Phase Plan of:

1. Assessment - What do we need and how can we maximize what we have? Does this meet the requirements of the Goals set out?

2. Selection - By using business goal information to gain control of your technology decisions, you weigh the pros and cons of each goal to determining the expected benefits, total cost of ownership and time frame. This way, business pushes IT.
3. Implementation - A comprehensive plan put into practice to ensure achievement of specific "measurable" goals. Implementation includes procedures that match system capabilities.
4. Support - Repeated or ongoing training and changes necessary for success
5. Review - Ensuring that periodic reviews are maintained to assure not only that the system runs efficiently, but that the goals have not changed.

Your ability as a company to compete in the marketplace is accomplished in part by an ongoing investment in either "leading-edge" technology or the integration of solid technology into your work practices. Smart use of technology to directly support your company's needs gives you the chance to fulfill the goals set forth.

For information on how Nautalex can help you align your IT goals with your business aims, call 519-622-8840.

Internet Applications for Business – An Executive Summary

An Internet application is simply a program that is used to share information through the Internet. At Nautalex we design robust scalable Internet applications for business. Our systems are result oriented. These results being:

1. Increase Return on Investment (ROI)
2. Lower Costs

How can Internet Applications Increase ROI?

There are many different areas in IT business plans where one may look for ways to increase ROI. At Nautalex we focus on customer services. Our applications will increase the number, types and quality of services that you can offer to your customers. This will help you to gain new clients and increase your margins from the ones you have. In addition our applications are designed to give you an edge over the competition by increasing the user experience. Specifically, we design applications that are faster to use than traditional Internet

applications. For example, instead of filling out 5 HTML forms to receive a quote for a product we can condense it into 1 using a more complex user-friendly interface.

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Internet Applications for Business

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This will increase customer satisfaction by reducing the time it takes to complete a transaction while at the same time increasing the number of potential transactions.

How can Internet Applications Lower Costs?

Our Internet Applications lower costs by increasing employee efficiency through centralization of information, and reducing deployment/upgrade costs through platform independence. Since our applications are installed on a central server and accessed through the Internet, your employees (and if you wish your customers) are looking at the same current and relevant information. Any approved changes and updates are instantly shared with

all users. This means your customers don't have to call you and ask you to fax them information, and your employees won't have 5 different versions of the same document. In addition, our Internet applications lower cost because they don't have to be installed on users' machines. Any computer that can browse the Internet can use the program regardless of what operation system it's running. Service packs and upgrades to the system are installed on the server and instantly each user has the most current version of the software, no downloading, no setup, and no team of computer people configuring employee machines for three days.

This is just a small glimpse into how Nautalex Internet Applications can save you time and money. For more information call us today. ☒

Windows Server 2003

Microsoft has released the long-awaited Windows Server 2003. While there are no major new features over Windows Server 2000, the new server contains thousands of small changes, refinements and improvements – many of which were based on customer feedback. Those who have been holding off on upgrading from NT Server 4.0 might view Windows 2003 as "Windows 2000 done right". The server is available in Standard, Enterprise, Datacenter, and Web Editions.

Windows Server 2003 Web Edition is an interesting new product. For a very low software cost, this edition can be used as a web server supporting up to 25 concurrent users, and does NOT require CALs (Client Access Licenses). Talk to our Application Development department for more information about implementing web applications, sites, and services on Windows Server 2003 Web Edition. ☒

(Based partly on "Microsoft Launches Windows 2003" by P. Thurrott, WinInfo, April 23, 2003)

Quiz Master's Contest

- This feature allows a laptop user to replace one external drive with another without having to shut down and reboot.
- a) jam sync
- b) crossfade
- c) mean-swap-before-failure
- d) heatsink
- e) hot swap

- Fax or email your response to: Quizmaster at quizmaster@nautalex.com

- Congratulations to last month's winner.

☒ Answer to last issue's question: FISH

HP Recycling Since 1992

Hewlett Packard's Planet Partners™ recycling service, implemented in 1992, provides an easy way to recycle any brand of computer equipment or HP printing supplies. Recently HP Canada has expanded its Planet Partners recycling program to include Inkjet cartridges in addition to LaserJet cartridges.

Returned HP cartridges are shredded and materials separated into component parts. Plastics and metals are further purified and used to make new products. Up to 70% of an Inkjet cartridge by weight are recycled, while 78% of all LaserJet cartridge materials received are recycled.

To find out more or to receive a label for free return of HP printing supplies, go to www.hp.ca/recycle.

The HP printer supplies recycling program is in addition to their pay-for-use hardware recycling program. This simple and environmentally sound take-back program offers consumers and business customers the ability to return computer hardware from any manufacturer. A small fee of \$20 - \$52 CDN per item applies dependent upon item and quantity.

Hardware is evaluated for reuse and functioning products meeting minimum criteria will be donated to charitable organizations that accept used equipment or otherwise enter into other reuse channels.

Kudos to Hewlett-Packard, for their efforts in making the computer industry more environmentally responsible, now let's all help in doing our part. ☒



Can You REALLY Count on Your Backups?

Nautalex case study:

A business – let's call them ABC Company – had a problem with their accounting database becoming corrupted. Confident that the server was backed up to tape every night, ABC called Nautalex in to recover the database from tape. It was only then that ABC learned that, while the backup tapes had been changed every day, no one in their company had actually been checking to see if the backup was successful. Their most recent successful backup was 3 months old. Re-entering 3 months worth of accounting data was a time-consuming and expensive exercise for ABC.

How can you know if you are vulnerable to this type of data loss? Sometimes you need to call in professionals to be sure. Nautalex can perform a server backup audit for you at any time. We will evaluate your company's backup procedures, test a sampling of tapes, provide a written report with your score and recommendations for improvement, and provide up to 1 hour of training for your personnel who are responsible for backups. Please call 519-622-8840 to arrange your Backup Evaluation from **Nautalex**. ▢

NetBios Spam

There is a new form of direct advertising that has been becoming more prominent on Windows based systems. The spam appears on the PC or Server as a Pop-up message. This "NetBios Spam" utilizes the Messenger service (not to be confused with the MSN Messenger chat client) originally designed to enable system administrators to send messages to users on a network. It is included, and typically enabled by default, on Windows NT, 2K, and XP systems. The messenger service can also be installed on 9x systems.

These messages have caused a lot of concern amongst network administrators, as this form of Spam looks to circumvent the security that has been put in place to prevent this very type of access from the outside world. There is also the risk of spyware or malware programmers taking advantage of this service.

NetBios is the short form for Network Basic Input/Output System and is a program that allows applications on different computers to communicate within a LAN (local area network).

Traditionally, port 137 and 139 were the ports utilized by Messenger. These ports are commonly guarded in most firewalls. However, the recent pop-ups seem to use port 135, which has been left open for Microsoft's RPC service. They used this port to obtain NetBios information about the machine, and then they are able to send messages to the computer.

On Windows computers Port 139 is the single most dangerous port with access to the Internet. All file and print sharing on a Windows-based machine runs over this port. About 10% of all users on the Internet leave their hard disks exposed on this port. Port 139 is the first port that hackers want to connect to and it is the port that most firewalls block. ▢

The Fabric of Risk

A 2002 Ernst & Young survey entitled *The Fabric of Risk*, shows that a significant number of Canadian businesses can't recover from a computer failure fast enough. Sixty-five percent of those companies surveyed indicated that it was critical for business continuity that systems be restored within 24 hours of a disruption and admitted that they could not accomplish this task. Overall, 36% of respondents could not achieve the recovery time they identified as critical to prevent a major business disruption.

While companies have embraced the Internet and are using it and other systems technology to achieve efficiencies through such means as supply chain management and Customer Relationship Management (CRM) tools, not all business leaders understand the new kinds of risk that interconnectedness brings.

With 62% of businesses dependent on the Internet for Web-based processes, and with 25% not having a plan in place to deal with a disruption, the chances are high that an event will occur.

It is hoped this study will alert Canadian business leaders to the issues and encourage them to take steps to manage and plan for their risk.

For more information, check out: www.ey.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 Literary Campaign can make use of these older PCs. If you are interested, please contact Paul Stewart at Nautalex (519-622-8840 ext. 6251). ▢

Be a big business without big business expense!

Could your small business use powerful web access, collaboration tools, increased security, and management capabilities like large Fortune 1000 companies? If the answer is yes, breathe easier because now you can get all of these *free* with the Novell Small Business Suite Starter Pack.

Your small business can have access to networking services without the barriers of product costs. Similar to larger companies, you too, can have a reliable networking foundation, powerful communication tools, flexible desktop management and secure Internet access. Novell's Small Business Suite lets you focus on the job not on your network. The Starter Pack is a free version of Novell's full-featured small business network but restricted to a limited number of users. For more details on this software check out: www.novell.com/products/smallbiz/nsbs_starterpack/



To find out if your company qualifies for this free software deal, contact **Nautalex** Business Services Inc., 519-622-8840 or email: sales@nautalex.com.

The Nautalex Added Advantage Package:

Nautalex enhances the above deal with a fully operational small business starter pack including file server, Internet router and Novell's Small Business Suite Starter Pack software*. This will provide you with a web server, Internet file server, gateway, database server, file and print server and an E-mail server. ☒

**Installation and service packages extra.*

Nautalex and Our Community

Nautalex Business Services Inc. is proud to be involved in our community. Nautalex owners and staff contribute in many ways – volunteers, funds and in-kind support.

Nautalex owners, Paul and Michele Stewart have shared their home with a Rotary Exchange student from Japan and supported a Group Studies Exchange participant from Germany. Other contributions include: providing used computers to an Ontario literacy program, placement host for Waterloo Region District School Board's Co-Operative Education Program, fund raising for Rotary's worldwide Polio eradication campaign, sponsoring the Cambridge's own Cambridge Times™ Rotary Classic and more.

The above is an abbreviated list of the many local programs Team Nautalex is involved in and from time to time we will select a program to highlight. Today, we would like to focus on the Cambridge Times™ Rotary Classic.

Cambridge Times™ Rotary Classic

Nautalex is proud to be a major sponsor of the Cambridge Times™ Rotary Classic. This fun run raises funds to assist the Rotary Centre in the provision of therapy services to over 800 local handicapped children in areas of speech, physio and occupational therapy. The sole beneficiary of the Cambridge Times™ Rotary Classic is the Cambridge Rotary Children's Centre.

Four local Rotary Clubs combine their efforts to organize this race in which close to 500 participants compete in either the 2.5 or 5 km distances. Many thanks goes out to the over 80 volunteers that help make this event run smoothly. Thanks to the combined efforts of our clients and Nautalex, we contributed over \$6,000 of the over \$35,000 raised at the successful 2002 race.

The 18th Annual race was held on Sunday, May 25th, 2003 and plans are already underway for the 2004 event. To inquire how you can be a sponsor or participant in this event contact: funrun@nautalex.com or call us at: 519-622-8840. ☒

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Nautalex

Business Services Inc.

Network & Internet 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, website and Internet application development, software, database design and maintenance, hardware and peripherals, and cost-effective network solutions. ☒



Microsoft