



Celebrating Our 10th Anniversary

Nautalex is proud to be celebrating its 10th Anniversary in Spring of 2004. Providing network solutions for Ontario businesses is what we started out doing and as the years have passed we have grown to include many other services such as Internet solutions and custom web applications. We grow to support our clients, continually upgrading our skill sets and services to provide the best for our clients.

When we look back at how far we have come in 10 years, it is amazing. Did you know that in 1994 most people did not have E-mail? Often people did not know what E-mail was or could not even fathom that they would ever use it – now most people can't live without their E-mail.

Remembering back to 1994, there were a few other exciting things that happened in the world of technology:

- Netscape Communications was formed and their first browser was launched later the same year
- The first instance of mass spamming occurred

- 'Shopping malls' made their first appearance on the web
- 28.8kbps modems made the 14.4 modems look slow and old-fashioned
- Commodore computer filed for bankruptcy
- US Vice President Al Gore coined the term 'Information Superhighway'
- IBM released OS/2 Warp
- Red Hat Linux is founded
- Yahoo is created
- The words "Intranet", "spam", "search engine", "web page" and "ISP" were introduced into modern language

A decade has passed since Nautalex was formed and the world has greatly changed since then. Just look at how the state-of-the-art innovations from 1994 have become antiquated by today's standards.

Over the next year, we will explore how the IT world has changed and how Nautalex has changed to meet the demands of that world and deliver that information to you.

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SUPPORTING CAMBRIDGE BUSINESSES SINCE 1994

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Nautalex designs and implements fully integrated computer network systems for businesses. We offer outsourced MIS services, cost-effective network solutions, website and Internet application development, search engine optimization, database design and maintenance, software, hardware and peripherals, and consulting.



Microsoft



Server-Based Anti-Spam Software

We are hearing reports of E-mail users receiving **more than 100 spam messages a day** in their business E-mail. These people feel that spam is starting to significantly impact their productivity.

There are a number of ways to battle spam. Most people are aware of desktop anti-spam applications, but those can be time-consuming for individuals to configure, and can still allow your mail server to fill up with spam. Server-based anti-spam products allow you to control, configure and manage your anti-spam protection centrally, freeing your users to be more productive in handling their E-mail.

GFI MailEssentials is a server-based anti-spam product compatible with Microsoft Exchange 2000, Lotus Notes, and other SMTP mail servers. This

product offers 4 categories of anti-spam protection: Blacklists or Whitelists, Bayesian filtering, header checking and keywords. Bayesian filter automatically learns new spam techniques.

You have the option of configuring how messages are handled for each category of spam - you can choose to have messages deleted, sent to a specific folder in the user's Exchange mailbox, or sent to an administrator.

GFI MailEssentials also includes other mail features such as mail monitoring, disclaimers, mail archiving, reporting and POP3 downloading.

Call **Nautalex Business Services** at 622-8840 to learn more about how we can implement GFI MailEssentials to conquer your spam battle!



Switching ISP Made Simple

If you are considering switching your Internet Service Provider (ISP), here are some things that you should consider:

1. Make a list of reasons why you want to switch - remember them when calling for quotes from potential new providers. If you have personnel on remote access don't forget to include questions that relate to them.
2. If you have a registered domain name you will have fewer problems. Being "ISP independent" is a very valid reason for having a domain name. All you need to do have some server addresses changed to point to the new location(s).
3. Make sure to have the new account set up before cancelling the old one. Reducing your down time can minimize costs to your company.
4. Choose a switch-over date and have that written into the new contract for set up and the old contract for cancellation of service. This could be influenced by billing cycle, fiscal year, holidays, business workload, or other factors.

5. Ensure that you know who is hosting your website and if that is included in the change in ISPs. Be sure to move the entire website, especially if it is database driven - consider hosting your website in-house to see greater ROI and maximize control.
6. Before the move, do a back up of all E-mail messages and the website - you never know when you will need that latest back up!
7. Make sure to have a physical copy of the contact information for both your old ISP and your new one - you can't look it up on the web if you have no Internet connection.

Also consider having a forwarding time period from your old ISP to your new internet service provider. This will be especially useful if you don't host your own mail server.



Custom Programming: When Only the Best Will Do

Sometimes off-the-shelf software products just don't do what you need them to do. Do you purchase these expensive products and try to make do or do you look for an alternative solution. Many companies are choosing to have a custom program written specifically for their business problems at approximately the same cost. This way ALL their requirements are met in a time efficient and cost effective manner.

Custom applications can streamline operational and management tasks integrating with existing networks, operation and management systems. Custom applications are programs that have been tailored to meet the client's business needs. Web-based custom applications are designed to be user friendly, able to be accessed and utilized from anywhere and on a variety of platforms.

The key to improving quality and speed of customer service is maximum efficiency and productivity of your team. This means single entry of all required information into your business' network and database. Ability to adjust quickly to the changing business climate without completely changing your management environment.

Browser-based solutions range from retail catalogues to XML translations to database driven websites to corporate Intranets and to e-commerce retail sites. Solutions can be simple or utilize Rich Internet Applications (RIA) like Advanced GUI, Flash, and Java combine the functionality of

desktop software with broad reach and low cost deployment when accessible on the web. These RIA are interactive, intuitive and visually engaging while reducing bandwidth usage and server loads. Innovative and reliable web solutions of either method solve your needs by:

- Streamlining business processes
- Reducing redundancy
- Reducing support costs
- Integrating systems
- Leveraging existing software assets
- Minimizing deployment time
- Organizing documentation
- Showcasing products and services
- Being accessible worldwide
- Meeting customer demands
- Improving customer satisfaction

If you have an existing problem that you cannot find the right software to fix consider custom programming from Nautalex. We can create innovative, reliable web solutions to solve your business needs.

For a consultation on how **Nautalex custom programs** can help your business, **contact us at 519-622-8840** or **E-mail to sales@Nautalex.com**.



QUIZMASTERS CONTEST

What was the first product to have a UPC bar code on it's packaging?

E-mail or fax your response to QuizMaster at quizmaster@nautalex.com or fax: 624-5580. Correct



TECH TRIVIA

Environment Canada says that every year we bury or cremate 158,000 tons of dead and obsolete computers, monitors, printers, fax machines, TVs, mobile phones and similar products in Canada alone. (Globe and Mail, Monday, December 1, 2003).

