



The Monthly Newsletter of Invisik Corporation

Skype TV is Changing
Businesses Around the
World

Page 2

Client HotSpot: B&D
Plumbing, Heating &
Air Conditioning

Page 3

Softphone Technology for
Businesses

Page 5

Spring Greetings from Invisik!

APRIL is finally here, friends! That was a long Winter, but we trudged through it, and now we can enjoy the rewards of Spring! Warmer weather, bright flowers, birds chirping happily about, and... thunderstorms. Yes, with all the advantages of good weather also comes the need to protect our IT investments from nature's light show in the sky. Now is a great time to re-check battery-backups and surge protectors *BEFORE* an outage occurs.

Congratulations to March's Invisik Trivia Bowl winner Heather Brown of St. Louis Park. She was the first to respond with the correct answer of "C. Snakes". Heather also asked a great question: Do you have to be an Invisik client to participate in the Trivia Bowl? The answer is **ABSOLUTLEY NOT!** Every reader of the *Intercom* is welcome to try their luck. So go ahead and show everyone how smart you are! Be the first to correctly reply to April's Trivia Bowl and win a gift card to Little Caesars Pizza.

In the Client HotSpot for this month is **B&D Plumbing, Heating & Air Conditioning** of St. Michael, MN. Read their success story on page 3, and visit www.bdplumbers.com for Internet specials and promotions.

Good networking,
Matt Jurcich
Matt Jurcich, President
Invisik Corporation

INVISIK TRIVIA BOWL

Highly decorated Easter eggs intricately designed with wax and dye are called what?

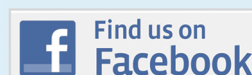
- A. Fabergé
- B. Pysanky
- C. Peeps!
- D. Kits

Did you know? Eggs contain nearly every nutrient known to be essential for healthy growth and development.

...for IT Ingenuity!



TEL: 612.298.3000
EMAIL: SUPPORT@INVISIK.COM
WEB: WWW.INVISIK.COM



Skype TV is Changing Businesses Around the World



Technology continues to evolve each day, and the Internet especially has made life easier and more convenient. You can shop, bank, conduct research from anywhere, and even have conference meetings online. Now there is little need to fly from one state— or even a country— to another to catch a board meeting. And expensive telephone bills for conference calls are a thing of the past, too. Downloadable Internet programs allow you to conference for as long as you need, and if both parties have downloaded the same program, it can even be all for free. One such program is Skype.

Skype is a software application that enables registered users to make voice calls and group chats over the internet, as well as use offline messaging, instant messaging, and chat history storage. Calls between Skype users are free, and calls to landline and mobile phones can be made for a fee using a debit-based user account system. In January 2006, video conferencing between two users was introduced, and in 2010 Skype began offering free video conferencing with up to 5 people.

Today, Skype has brought video conferencing a step further: to your widescreen TV. Together with its partners Panasonic and Samsung, they have developed the first generation of Skype-enabled TVs that allow you to call and receive video calls from anyone who has Skype, and make video calls to users with Skype (v5.0+) for Windows or Mac on their computers or laptops.

Skype-enabled TV is the result of worldwide interviews conducted by developer David Dinka and

his team. Dinka asked respondents to describe their communication needs. The interviews uncovered a common desire to be able to speak to colleagues, families, and friends from a more comfortable place than a computer desk, and a preference for making video calls on a big screen.

Skype-enabled TVs work by using a webcam developed to work specifically with the Panasonic or Samsung TV (Sony and VIZIO are also developing models). These special webcams have built-in microphones to allow the caller to talk from a distance without having to shout or move closer to the TV. Some Panasonic TVs will even accommodate HD video calls. For greatest maximization of video calls, a 1MB symmetric broadband connection is recommended.

For businesses with several offices around the country or even around the world, the Skype-enabled TV will be useful tool—especially as it can allow companies to link offices and have a full-time video connection for free. And because the service is free, business owners need not worry about rushing through meetings to keep operation costs to a minimal, so work can be completed at the pace they set. Additionally, the comfort of the larger screen means conference participants no longer have to be glued to a desk, but instead can be seated comfortably practically anywhere, and with a clear view of everyone involved.

Interested in adding Skype or Skype-enabled TV to your company network? Read more at www.skype.com, or you can contact us. Call us at (612) 298-3000 or email support@invisik.com. ♦

Twitter Turns 5!

Twitter is now five years old, and the social networking website famous for its 140-character “tweets” continues to make waves as both a powerful social networking and social marketing tool. In those five short years, the number of Twitter users has ballooned to up to 200 million, and sending around 140 million tweets per day around the world.

Twitter co-founder Jack Dorsey sent the first tweet that read, “just setting up my twttr,” on March 21, 2006. People have since used the service to broadcast all sorts of things—such as what they ate that day or updates about news and current affairs. All tweets just have to stay within the 140-character limit.

Much more relevant to businesses is how Twitter has become an integral part of Internet and social media marketing. Twitter offers a plethora of advantages that enable businesses to share information via the web faster than traditional means. Businesses can use Twitter’s wide reach and large audience to update about promotions, events, and other information. Companies can get in touch with audiences and gain feedback almost instantly. Twitter has helped direct more traffic and visitors to websites, and gives the impression of a hands-on, responsive service.

Contact us for tips about how to harness the effective medium of Twitter to beef up your Internet presence. Call (612) 298-3000 or email support@invisik.com. ♦

Client HotSpot of the Month: B&D Plumbing, Heating & Air Conditioning



COMPANY NAME: B&D Plumbing, Heating & Air Conditioning
HEADQUARTERS: 4145 Mackenzie Court NE
St. Michael, MN 55376
EXECUTIVES: Dennis Daleiden, President
Tracy Daleiden, Vice President
TELEPHONE: (763) 497-2290 FAX: (763) 497-4263
EMAIL: info@bdplumbers.com
WEBSITE: www.bdplumbers.com

Maintaining equipment is the key to finding problems before they happen!

It started with a few local customers. In 1982, Billy and Betty Daleiden started B&D Plumbing, Heating & Air Conditioning out of their home in St. Michael, Minnesota. Their outstanding service and total customer commitment grew their business as the surrounding community grew and developed. By 1986, the company was ready to move to a larger location, expand their customer base, and enlarge their dedicated employee family. Dennis Daleiden, son of Billy and Betty, joined the company in these early days, and in 1994, he and his wife, Tracy, purchased the business from his parents who were on their way to happy retirement.

Through the years, B&D Plumbing has been active in supporting community events and organizations. They are members of many associations including the I-94 West Chamber of Commerce, the Better Business Bureau, and the Minnesota Association of Plumbing, Heating and Cooling Contractors, just to name a few.

In February 2007, the company celebrated its 25th Anniversary, and moved their operations to its current location. The larger space offers an expanded showroom to provide a larger selection of products for their customers, and allows B&D to continue their tradition of customer satisfaction, timely completion of work, and delivering quality service and products.

In fact, instilled in the entire staff at B&D Plumbing is this commitment to customer satisfaction. The company is very fortunate to have a wide range of talent among its employees that allows B&D to be very diverse in their field. Accordingly, projects can vary in range from year-long large commercial projects to quick residential fixes.

Visit www.bdplumbers.com for web specials!

B&D Plumbing's client base has grown to include commercial and residential general contractors as well as business owners who have plumbing, heating or cooling equipment to maintain. B&D services range from commercial and/or residential design and build jobs to commercial and/or residential repair and maintenance. And as an all-inclusive company, after the equipment is installed, their service department can help customers keep everything running smoothly through either their Corporate Care Club (for businesses) or Home Care Club (for homeowners). Both care clubs give B&D customer the peace of mind that comes with having a professional check and maintain your equipment regularly—catching any issues that need to be addressed right away. Maintaining equipment is the key to finding problems before they happen.

When it comes to their IT network, B&D Plumbing utilizes the same “care club philosophy” to maintain and protect their computer systems. Since 2004, Invisik has been B&D's IT partner providing all levels of computer support to the company including Invisik's Network Care Packages. The Care Packages deploy the most industry-advanced solutions to automatically monitor and protect a client's IT network from hackers, viruses, and other outside threats, as well as signaling impending issues—such as hardware failure— **BEFORE** they happen so steps can be taken to avoid any client down-time.

B&D has also deployed Invisik's Backup and Disaster Recovery Service with offsite data backup.

“This is great!” says Tracy Daleiden. “No more changing out a tape every morning. Yah!!! I wear the ‘IT hat’ here at B&D, and my knowledge of the IT world is what I've learned from Invisik over the years. I'm not afraid to call them when we get backed into a corner and need their expertise. They are prompt, courteous and very helpful.” ♦ **Page 3**



At Invisik, we value our clients' feedback. One of the most important feedback we can receive is a client's referral. To show our gratitude, we want to give you a \$25 Visa® Gift Card when you refer your business colleagues to us to receive two **FREE** hours of guaranteed, no-strings-attached tech support to use anyway they want—that's a \$300 value for **FREE!**

Our only requirement is your colleagues must be the owner or the person in charge of IT for a company with 10 or more PCs and a server.

You already know the benefits you receive as an Invisik client: sleeping like a baby because you have zero tech worries, increased productivity because of minimal downtime, protected and secure data because your backups are safely stored, and enjoying more time for yourself because you aren't agonizing over your IT network. Why not share all this with a colleague who will then owe you a big favor that you can call-in whenever you want?!

YES!

Please contact the people below and let them know I referred them to receive 2 **FREE** Hours of guaranteed, no-strings-attached, tech support with Invisik.

Your Name:

Title:

Company:

Your Referrals:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

Email address:

Please fax or mail your completed form to receive a \$25 Visa® Gift Card!
 Fax to: (612) 243-1477
 Mail to: Invisik Corporation, 7240 Grand Avenue S, Richfield, MN 55423

Softphone Technology for Businesses

Technology has always had a profound impact on the way we do business— especially these days with the constant need to stay in touch with vendors, clients, and co-workers. A breakdown in communication often means a dip in productivity, so having the best and most effective means of communication at your disposal is a necessity.

One of these means is softphones, which are basically software programs that allow you to make calls in much the same way as you do using a telephone or mobile, except it is through your Internet connection. The most popular softphones include Skype, MagicJack, or Google Phone. However, there are also softphone technologies that utilizes a private automatic branch exchange (PABX) network which, while more limited in a general sense, are much better for businesses because of the security they offer.



Softphones on PABX work better for business purposes because of the nature of the networks themselves. The privacy and exclusivity for your business communications are maintained, and PABX softphones make communication convenient without compromising security.

If you want to know more about softphone technology for your PABX network, contact us to discuss a detailed service blueprint for your company. Call (612) 298-3000 or email support@invisik.com. ♦

Have You Been Caught by a Phish?

A couple weeks ago, a number of major credit card companies, banks, and department stores sent an email to their customers (including yours truly) that the third-party company they use for email correspondences suffered a security breach. They assured customers that no financial or sensitive account information was compromised, but the perpetrators were able to obtain customer email addresses and full names (first and last names). Accordingly, they were alerting customers to be extra vigilant against potential phishing messages.

This wide-spread incident prompted us to include this article about phishing messages to help us all identify them straight away and avoid becoming another statistic. So just how do you identify a phishing message? Watch for these tell-tale signs:

Phishing messages masquerade as official correspondences from a trusted source. In fact, Wikipedia defines phishing as: “the criminally fraudulent process of attempting to acquire sensitive information such as usernames, passwords and credit card details by masquerading as a trustworthy entity in an electronic communication.” In other words, they can disguise themselves as communications from your bank, your credit card company, large companies such as Microsoft or Google, and social networking sites like Facebook and MySpace. These messages come

complete with official-sounding content and logos stolen from legitimate websites. While most spam can be caught by email filtering programs, phishing messages can bypass these filters because they *seem* to be legitimate messages.

The website links in the message, however, direct you to an official-looking, but fraudulent website where you are asked to divulge personal information. The damage unscrupulous people can do with that kind of data in their hands is immeasurable. To be safe, always double check the web address and be on the lookout for misspelled or masked websites.

Sometimes a telephone number is posted in the email, and when called, you are asked for personal information. Remember, legitimate companies never ask for your password or similar data over the phone.

Additionally, phishers will try to bait you with ultimatums, expiry deadlines, or shocking statements like, “You’ve won \$800,000!” These kinds of phrases are designed to create a sense of urgency so users quickly fill out forms or click links without fully considering the consequences.

For more information about safeguarding yourself from phishing messages, call us at (612) 298-3000, or email support@invisik.com. ♦

RescueTime to the Rescue



RescueTime is a web application that tracks where you spend your time while working on your PC, and then reports how productive you are based on what you consider productive time. Want to know how much time you REALLY spend checking e-mail, watching YouTube videos or on Facebook? RescueTime will tell you.

How does it work? You download a version of the software, and after it has collected some data about your PC use, you can go back to the site and tag various activities such as “work” or “fun time” to better track how your time is spent every day. The software also allows you to set goals on how much productive versus unproductive time you should be spending every day, and you can get notifications when you are short of hitting your goals.

RescueTime offers a free version you can download from www.rescuetime.com, or you can purchase a version that will track the productivity of staff or a team of people. ♦

MORE HELPFUL TIPS INSIDE INCLUDING...

- SKYPE TV IS CHANGING BUSINESSES AROUND THE WORLD
- TWITTER TURNS 5
- CLIENT HOTSPOT: B&D PLUMBING, HEATING & AIR CONDITIONING
- SOFTPHONE TECHNOLOGY FOR BUSINESSES
- HAVE YOU BEEN CAUGHT BY A PHISH?

PLUS WHO WANTS A \$25 VISA GIFT CARD? GET THE DETAILS!

MORE INSIDE



invisik
corporation
7240 Grand Avenue South
Richfield, Minnesota 55423