

IT Radix Resource

November 2008

Special points of interest:

- You can save time reading and filing email. Create Outlook rules.
- Reduce unnecessary junk mail with SPAM Soap
- Confidently send private information using email, implement email encryption.
- Double check yourself before sending that email and avoid embarrassing mistakes.

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Turbo Charge Your Email with Exchange

For businesses of all sizes, email has become a vital tool. If you're still using traditional POP3 email accounts, you may be missing out on a number of key benefits of Microsoft Exchange 2007:



Full Mailbox Access Anytime, Anywhere

from multiple locations using Outlook, Outlook Web Access, or mobile devices. Users with POP3 accounts can at best see their Inbox from anywhere, but not any other folders.

Sharing and Collaboration

- The only thing that takes more time than attending meetings is planning and scheduling them! When you use Exchange with

Outlook, you can quickly and easily check availability of coworkers, conference rooms, and shared resources by viewing multiple calendars side by side. No more chasing down people and keeping track of responses. No more confusion and time lost having to reschedule. With POP3, there is no sharing or collaboration. And, you are not limited to sharing just a calendar! In Exchange, you can share any folder in your personal Outlook



including contacts, calendars, and email folders or create separate Public Folders and share them too!

Email Backup - How often does your PST file get backed up? Up to 70% of your business data is in Outlook. If your PC hard drive crashes, you will lose all of your Outlook data. With Exchange, a copy of all of your data is stored on your local PC. Another copy remains on the server. If a computer crashes, with Exchange, you simply configure your new computer with your

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OOOPS! Has This Ever Happened to You?

You hit the send button on an email and realize you've sent a confidential email to the wrong person. For some businesses such as accounting, payroll, human resources, or legal firms, this can be a critical error — causing potential liability

issues not to mention, being embarrassing. Email, while it's convenient, can easily end up in the wrong hands and with today's confidentiality and identity theft laws, email security is becoming critical.

prevent this type of error from happening? One simple solution is an add-on to Outlook that prompts the sender to confirm that the recipient is correct prior to actually sending the email message. While this is not

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So, what should you do to

The Real Cost of SPAM

A study conducted by Nucleus Research Inc. estimates that SPAM management costs your business more than \$712 per employee annually. For a 10 person company that's over \$7,000 per year!

Here's how to add up the real costs:

Lost Productivity: Processing SPAM wastes employee time. If an employee deletes the message individually, an average of 10 minutes per day are wasted. If the messages are quarantined and reviewed, this number is cut in half to 5

minutes per day.

Email delays: Urgent emails are lost in the 'noise' or delayed by the delivery of junk email.

Increased bandwidth requirements and bandwidth costs: The traffic burden created by junk email forces ISPs to add extra network and server capacity. The cost of this is simply passed along to you.

Increased storage on your own system: Until it's removed, the messages must be processed



and stored by your computer or mail server.

Business liabilities: Business

owners must protect employees from offensive emails and help avoid fraud.

What can you do to manage these costs? Implement an efficient and effective anti-SPAM solution. See page 3 for our favorite choice: SPAM Soap. Be sure to check out our website for 5 more easy tips to reduce SPAM.

"The Internet relies on the cooperative use of private resources. Sending email is a privilege, not a right."

-John F Hall



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Exchange mailbox information and your email, calendar and contacts will be copied to the new PC.

Synchronization with Mobile Devices. Throw away your sync cable/cradle. Stay in contact with your customers and colleagues whether you are in the office, on the road, or at home. Access your email,

contacts, and calendar from your Blackberry, Treo, iPhone or Windows Mobile Devices. With Exchange, you'll get two-way synchronization automatically!

Get Exchange now if your business has mobile users, needs to collaborate and share information efficiently or wants to protect its critical business information stored in Outlook.

Exchange can be implemented internally on your server or hosted by IT Radix. Still not sure, give it a try to 30 days for free!

Call us and use the code word "Turbo-charged" to activate your free trial.

Get a competitive edge start using Microsoft Exchange email server today!

Introducing: Doug Verge

Doug is an important member of the IT Radix team. His responsibilities include managing and monitoring all of our clients' networks as part of our Keystone, Cornerstone or Foundation plans. Recently, Doug has detected and notified clients in advance of potential problems such as failing hard drives, UPS failures and more.

Doug's previous experience includes a 10+ year stint

working for Exxon in a variety of IT positions. He spent another 8+ years at smaller IT firms located in northern NJ.

When he's not working, Doug enjoys biking in the warm weather and skiing in the cold.

Doug's personal philosophy: Do things the right way — give it your full effort and pay attention to the details.

Doug's breadth of knowledge and versatility is a real asset to



IT Radix and our clients and has earned him the moniker "Dr. Doug".

Does Email Rule You or Do You Rule Email?

Are you overwhelmed by the number of e-mail messages in your Inbox? Instead of constantly organizing an ever-growing number of messages manually, use Outlook's Rules Wizard to help you automatically process and organize your messages.



What's a rule?

In Microsoft Outlook, a rule is a set of conditions and actions that processes and organizes messages automatically and that is triggered by an event.

What can I use rules for?

You can **automatically**:

- Move messages to a particular folder based on who sent them.
- Move certain kinds of messages, such as newsletters to another folder.
- Flag messages from a particular person.
- Set up a notification, such as a message or a sound, when important messages arrive.
- Redirect a message to a person or to a distribution list.
- Ask the server to automatically reply to a certain type of message by using a message you've created.

- Assign categories to messages you send based on the contents of the messages.

Our client, Dennis Najjar of OSI Business Services, has one of the most effective set of email management rules we have ever seen. He receives over 500+ messages a day.

Dennis' advice: "Setting up rules and sub-folders in Outlook is a tremendous time saver in keeping my Inbox organized and clutter free. The hour or so invested in setting up Outlook easily saves 2 to 3 hours every day in reading and filing emails."

Our advice: Use Outlook Rules and let your computer do some of your work for you!

"Setting up rules and sub-folders in Outlook is a tremendous time saver in keeping my inbox organized and clutter free."



Dennis Najjar
OSI Business Services

Never worry about the "Oops" again

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completely fool-proof, it does force the sender to review their choices one more time and potentially avoid sending an email to an unintended recipient.

A second and stronger option would be to encrypt email that contains confidential

information. There are a number of encryption options available today. Many integrate directly with Outlook, others

operate at a higher level — the email server itself.

By implementing email encryption, you can ensure that only the intended recipient can read



your email. You get the additional benefit that email is fully protected while it's in transit.

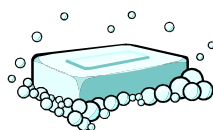
Not sure which solution is right for you? Ask us! We'll be happy to help you evaluate the pros and cons of each method and implement a solution that works for you.

Take A Bath with SPAM Soap

Wouldn't it be nice to open your Inbox on a Monday morning and see only legitimate email messages?

With SPAM Soap, you can.

IT Radix has partnered with SPAM Soap simply because it works great and it's easy.



There is no software to install, you will receive a single email listing all identified SPAM, and at a glance, you can confirm and delete all your SPAM. If something should be incorrectly identified as SPAM, simply authorize the sender and never worry about accidentally deleting

important messages again.

Through the end of the year, try SPAM Soap for 60 days and if you are not completely satisfied, we'll refund your money, no questions asked.

Imagine, a squeaky clean mailbox — call us to start soaping up today!

Clean up your Inbox today with SPAM Soap!

Call us before December 15th to try SPAM Soap risk free for 60 days.

If you are not delighted with the results, we'll refund your money, no questions asked.



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From the desk of: Cathy Coloff

Subject: I need a favor...

Hi! Cathy here with a small favor to ask. I'm not offering a reward, but in the end, you will certainly benefit if you would help me with this.

Let me explain...at a recent company meeting, we were trying to brainstorm on topics that our clients want to know more about. We came up with a few ideas but my fear is that we may be too close to the situation and could be overlooking some especially hot topic or burning question that you'd like answered.

So, instead of just guessing, we decided to ask for your help!

If you would just take 60 seconds to send us an e-mail to resource@it-radix.com and give us your feedback, we would be grateful. It will only take you a moment but it will go a long way in helping us serve you better.

With the winter months and holidays fast approaching, it's our burning desire to help you streamline your business processes with judicious use of IT solutions and keep it up and running with our diligent support and management services.

I hope you've enjoyed this edition of the IT Radix Resource and we look forward to hearing from you in the future.

Many thanks!

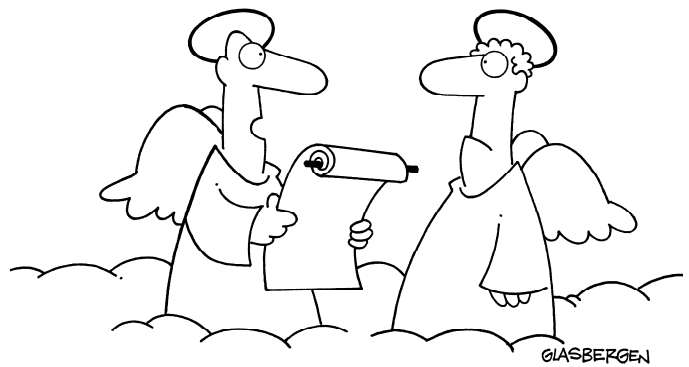
P.S. Don't forget to enter our trivia contest at the same time!

Did you know?

Then:

- Email started in the mid 1960s and evolved massively with the ARPANET computer network.
- Early email addresses had to specify a path, i.e. exactly which machine a message was going to travel on to get from the sender to the receiver.
- Messages often got lost and could take **as long as a week** to reach their destination.
- They were often sent at night to minimize the cost of long-distance telephone calls.

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www.glasbergen.com



"...and you spent 5.73 years of your life deleting spam from your e-mail."

Now:

- The average delivery time of an email is about 1.5 minutes.
- There are over 105 million registered domain names.
- According to Sophos research, **92.3%** of all email was spam during the first quarter of 2008.

Enter and Win!

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a wireless keyboard and mouse!

Q:

What was the password to the game "Global Thermonuclear War" in the movie *War Games* with Matthew Broderick?

A:

Tune in next time to find out!