

# Innovations

## Ireland's green goals!

According to the Irish Department of Transport, Ireland set a goal to reach 250,000 electric vehicles on the road by 2020.

While they are a smaller country than our own, Ireland sets quite an example for others by positioning themselves as the center for electric vehicles. Ireland's Energy and Transport Ministers teamed up to create an Electric Vehicles plan that includes significant tax incentives, assistance for buyers, research funding, and even a National Task Force that will examine the national roll-out of electric vehicles and charging stations.

Will Ireland soon be known for a different type of green contribution?



## Sensational success with Desert Dental

**"If our computers go down, we're dead in the water. We're hopping around on one leg,"** says Dave Kasischkse of Desert Dental Associates, a dental management company with two dental offices in Las Vegas. Rumor has it that there have been many sightings in Las Vegas of one-legged businesses trying in vain to serve their customers without dependable computer systems. Are you one of the "hobbled?"

**In a high volume practice, lost time and productivity waiting on computers can really add up.** "We were looking for someone to take us to the next step in technology. Our systems were getting bogged down because of the hardware we were running. If you are with a patient and your computer is sitting idle for five minutes, it's embarrassing and a waste of everybody's time."

**Computers are a key element to Desert Dental Associates ability to enhance their patient experience.** "Las Vegas is a very transient town. The best type of marketing is word-of-mouth, so anything we can do to make a patient's experience the best we can, while they are in the office, ultimately provides for us with long term success. It's nice to know that we can concentrate on what we

do best. And that is to provide the best dentistry possible to our patients. We want patients who walk into any of our offices to have a very similar experience. Our computers are a key element to that."

**More than 52 hours per year in lost productivity.** That's the amount of time Dave Kasischkse believes their doctors lost in drive time alone before Desert Dental Associates had 24/7 remote access to patient records, Outlook and QuickBooks. Before remote access their doctors had to physically drive to an office or tie up precious administrative staff time pulling charts and gathering information. "Our administrative office is in a separate location from our dental offices. So to be able to access any of our offices with the click of a button has been a great help. Our doctors can get into the system at any point and time. The convenience factor has been improved tremendously. Our doctors compliment us on how much they appreciate that – especially the doctors on call on the weekends. You sure value the extra time you have to do other things."

**Desert Dental Associates needed to take a proactive approach to secure confidential information.** "Information security is big in our business. We have a lot of confidential information

*(Continued on page 2)*

## Malware feeds cloning thieves credit card information

*While pocket-size scanning devices were the first wave of technology used to copy credit card information, hackers have found a new way to expose private information.*

In our down economy with identity theft weighing in at 25% of all fraudulent activity, credit card cloning is coming up on the scale. Don't underestimate this horrible offense, in the U.K. alone, an astonishing estimated \$500,000 daily is stolen every day!

**Imagine...** You paid for your business lunch just yesterday and when you went to pull out cash today, all of your money was gone. Unfortunately, this is common when thieves attack. Credit card transactions can be processed with little information and may appear to originate from strange locations. This is why the charges are difficult to track sometimes.

**Now consider this,** the company that processed your payment at the restaurant initially could be the

*(Continued on page 3)*



## Sensational success...

*(Continued from page 1)*

tion. Our entire world is stored on computers. When we thought things were backing up at night they weren't being backed up. We were pretty lucky to find we had gone along as smoothly as we had."

### **Desert Dental Associates found ITS's Managed Services the perfect solution for their busy practice.**

"I wanted to know that at any given time we were not going to be down for longer than a few minutes. We had backup systems that were not as secure as they needed to be and weren't as easy to recover from as they should be. We needed to be proactive by having the information always ready and available for us so if something happened we would be able to recover very quickly and get back on our feet."

### **ITS's remote servicing keeps employees productive and happy.**

"ITS understood our hours and customized our schedule to do maintenance when no one was in the office. All machines are monitored on a daily basis so they check the computers before we get in. As far as the office is concerned, they have no idea that ITS has been remotely fixing their computers. I like it when the offices don't have to think about that and just come in to find their computers work really fast and really great for them every single day."

### **"You could tell how committed Tom was, how up-to-date he was on things and how well educated he was in what he did.**

Tom's whole approach was very professional which was immediately backed up when we met him. He is someone who can make me understand what he is doing and can give me different options whether from a security, budget or technology standpoint. He had a really good way of making me feel comfortable with getting done what we needed to accomplish with our business."

### **Desert Dental Associates was happy to learn they did not have to invest in new equipment but could increase the life of the equipment they had.**

"Tom gave us really creative ways of increasing our ram and memory in our current computers without having the capital investment of all new towers and computers in every room."

### **"It's always fun to strategize with someone who takes an interest in your business and not just in your computers.**

It is nice to know you are bringing in a consultant who is not only very capable of taking care of the stuff you needed to have done, but because he does know his industry so well he will continually think of different things to try to improve your business."

### **ITS will be a big part of Desert Dental's growth plans.**

"When you take on more you want to be able to manage it. Being able to have someone who can manage a big component of that, which is computers, software and the technical side of it, is a key element for us. Some of the steps we have taken this year by improving the technology side of our world have given us added momentum and motivation realizing we can do this with multiple, multiple sites because of the extra time we have, capabilities of being able to link the offices together and being able to have similar technology and software."

### **"ITS is very conscientious in making sure what is important to you is getting done with the priority it should have.**

Tom takes a very personal approach. When he says he's available, he's available. He calls late to make sure what needed to be fixed was fixed and to see if you have any questions. When he is doing things like that it's nice to know someone is caring as much about your business as his own."

### **"You can also judge someone from how they run their business and Tom has surrounded himself with good people.**

His whole team is great. Everybody that works within his organization is very professional, very courteous, very responsible and good at what they do. We're big fans of them."

**"Don't waste your time with other people. Sit down with Tom, he's going to give you something that's going to be great for your business. That's an easy one. I tell everybody about him."**

## Malware feeds cloning thieves...

(Continued from page 1)

cause for your loss. Since most of the population has changed over to using plastic, it is only natural for thieves to evolve too.

**Thieves are becoming more reliant on the Internet for information.**

Credit card processing companies have now become the unfortunate target of hackers who focus on cloning credit cards. According to the Technology Review, published by MIT, tens of millions of credit cards are potentially at risk of fraudulent activities due to just one serious computer security breach at a financial transactions company called Heartland Payment Systems last quarter.

**How can this happen?** Heartland uncovered malware lurking in their systems. Malware is malicious software unleashed in order to damage a computer system without the owner's informed consent. In this case, Heartlands security systems were damaged and information was exposed.

Unfortunately, prior to discovering the terrible invasion, the company really has no idea how long the malware was present or how many transactions were actually compromised. One good thing is that personal information such as addresses, PIN numbers, social security numbers, and phone numbers were not heisted in this attack.

**But, how much information do hackers need to clone a card?** Now you're thinking.

## Where is my remote?

Belkin now offers the ConserveSurge power strip with a remote control. This is the first power strip that was designed to help you save money on dry cleaning. Conserve's wireless remote control means no more crawling under your desk to turn off your computer and peripherals on Friday afternoons.

With this handy strip/surge protector you can plug in up to 8 items in the remote control outlets and even two additional in the "always-on" outlets. Save money by eliminating standby power or phantom power use with ease. Energy wasted on devices that still consume power when they are off but plugged in is said to make up about 15% of a standard electric bill. With this handy remote control, you can cut the power for things like your computer, printer, monitor, charging station for devices, and sound equipment that may draw standby power with the touch of a button and reduce your power bill. It's a win-win.



Making an exact duplicate of your credit card only requires the information found on the face of the card or recorded with the transaction history with the processing company.

### How can I protect myself?

Stop using plastic, carry cash everywhere, and refrain from purchasing anything on the Internet ever again. OK, since that will never happen, take extra precaution with your credit card.

- ⓧ Do not make purchases that require a carbon copy of your credit card as the information may be easily compromised.
- ⓧ Do not trust sales clerks to take your card out of your sight, even for a moment or two as this can be the perfect opportunity for them to copy your card and skim money from you.
- ⓧ Check with your credit card company to see if they offer "smart credit cards".

### A smart card includes a microprocessor chip embedded on your credit card.

This chip can protect you from cloning because they encrypt the information contained in the magnetic strip of the credit card and it cannot be changed or deleted. Then if a hacker or thief gets a hold of the information they cannot read or use it. Just wait, in the future smart cards may be able to consolidate your ATM, credit and check cards all in one smart card.







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## Inquiring Minds...

**Not interested in the “Snuggie—The blanket with Sleeves!” Or the latest “Colon Cleanse complimentary trial and Limited Time special gift offer just for you”?** Don't worry we completely understand.

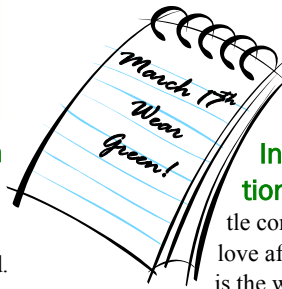
When you open your e-mail on Monday morning the last thing you want to see is a flood of sales messages like these; it can be disruptive and annoying. Think of the time you may spend deleting spam piled up from the weekend when you just want to make sure you have not overlooked critical communications from clients and vendors. Messages about free trials, discount MBAs and the latest home business scams seem to come out of thin air. Why are you receiving these e-mails and how can you get rid of them?

**Intelligent Technical Solutions can help...** The most effective way to prevent Spam is block it before you see it. We have dozens of customers with several hundred e-mail accounts currently utilizing our e-mail filtering system. Over 98% of the junk mail you normally would receive, is eliminated before our clients even see it.

**Imagine a world without spam...** With our system, only the relevant and important messages come through. No more sorting your inbox or spam messages coming through on your handheld device during an important meeting. You and your staff will become more efficient and e-mail will be useful again.

**Don't change e-mail addresses...** Fight spam with an affordable and simple solution. You can use our filtering system if you have e-mail hosted through us or even if you have your own in-house e-mail server (like Microsoft Exchange and Small Business Server).

Give us a call today for more information (888) 969-3636



**Intelligent water bottles encourage conservation efforts and proper hydration.** Even water bottle companies are stepping up to appease the technological love affair people are entranced in these days. The HydraCoach is the world's first Interactive Water Bottle. This handy gadget calculates your personal hydration needs, tracks fluid consumption in real-time displaying your average fluid intake per hour, it even includes a sip counter and motivates you throughout the day to stay hydrated.

Water is the most fundamental nutrient for our bodies. For just under \$30, you can pick up an Intelligent Water Bottle from HydraCoach.com to help you remember to drink enough water everyday. After all, proper hydration can help your body convert food into energy, metabolize stored fat, and maintain strength just to name a few great benefits.

## Don't Rely On Luck!

The best time to prevent disasters is before they happen, but no one is perfect. We can help with regular off-site backup service that will backup 100% of your important business files. Imagine if you lost a week's worth of work or your client database?

Give us a call today and we will assess your current situation, determine your options and present them in a simple format with estimates too. So, you can rest assured you are not paying too much and you're adequately covered against devastating data loss.

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