



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”  
**- Matt Weaver, Echo Systems**

**November, 2010  
 Bridgeville, PA**

**Inside This Issue...**

How To Get Your Employees To Put In More Hours and LIKE it.....Page 1

New “Magic Wand” Allows You To Easily Carry A Handheld Scanner With You Wherever You Go.....Page 2

IRS Warns Of An E-mail Scam Targeted At Businesses Making EFTS Payments Online.....Page 2

What To Do When Someone Posts A Negative (Untrue) Review Of Your Business Online.....Page 3

How To Prevent Employees From Wasting Time Online.....Page 4

Are Digital Devices Dumbing Us Down?.....Page 4



“Sorry, we just filled our ‘Financial Analyst’ position, but we do have an opening in ‘Sacrificial Lambs.’”

**ECHO** SYSTEMS

**TECH  
 TIMES**

*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*

**How To Get Your Employees To Put In MORE Hours... And LIKE It!**

Who doesn’t want employees that are more productive in the workplace? Yet personal issues, illness and family obligations often prevent employees from coming in. That’s why so many employers are now enabling remote access to their network.

Whether you call it “working from home,” or your “virtual office,” the idea is the same; your network is configured to give you and your staff the ability to work from some location other than the office. While most business owners and managers pulling 60 hour work-weeks love the idea of putting in some of those hours from the comfort of their home, they often fear that employees given the same luxury won’t be as productive.

However, studies have shown that employees working from home are actually far *more* productive than those who are limited to working at the office. The biggest fear is that employees will goof off and not take their job seriously; however, that fear is on the decline as more and more businesses are pursuing this (23 million and growing to be exact!)

While telecommuting will not work in every situation, there is no doubt that technology has made working from home extremely practical whether a few times a month or every week. As a matter of fact, offering work-from-home options can give you a competitive advantage in attracting and retaining the best employees. Here are some additional benefits to allowing your people remote access:

- Employees who are sick can continue to work without infecting the office or losing an entire day of work.
- Employees forced to stay home to take care of sick family members can continue to work instead of taking off long periods.
- Inclement weather or heavily congested traffic won’t shut down your office.

Get More Free Tips, Tools, and Services At My Web Site: [www.EchoSystems.US](http://www.EchoSystems.US)

**(724) 941 - 9130**

**Info@EchoSystems.us**

## Shiny New Gadget Of The Month

### *The Magic Wand Scanner*



The Magic Wand from VuPoint is a scanner you can carry around in your pocket!

At only 10 inches long and 7.5 ounces, this scanner can easily fit into any computer bag or purse. And its super easy one-button operation means you've got a powerful way to scan pictures, images or documents up to 8.5 inches wide in a matter of minutes. Just fire it up and glide it across the surface of the image, text or pattern you want, and you've got a reasonably high-resolution image, no additional lighting required. (Great for copying a recipe or article from a magazine in any waiting room without having to tear the page out!)

At \$99, this is a great gift idea for the busy executive on the go; but is it a perfect solution for all scans? No; the control screen is so small that you will have to do most of the image management on a PC screen after loading up the images, and the optical character recognition in some text translations can be rough.

That said, it does put a business-class image capture tool in the palm of your hand that no Smartphone camera can come close to.

- Key managers with a heavy workload will actually be more productive if given the ability to work from home on evenings and weekends.
  - Allowing employees flexibility during peak workloads (eg. CPAs during tax season) makes employees happier to put in the extra hours from a home office.
- Employees with temporary or permanent disabilities can continue to be fully functional in a home environment.

## How To Get Started With A Work From Home Program

While there are several options for remotely accessing your network, there are two primary ways used by most. They are:

### **Remote Web Workplace:**

**Pros:** It's easy to use. This method of remote access automatically comes with most Microsoft Small Business Server software. As long as your server is configured properly, you should be able to use the remote features. If your company uses file management such as SharePoint, this is a great solution.

**Cons:** For desktop remote control, your desktop in your office has to be turned on and functioning. If you requires remote-desktop and the computer needs to be reset or rebooted, you may need to have someone at the office do this.

### **Virtual Private Network (VPN):**

**Pros:** Doesn't rely on another computer in the office to work. Also, a VPN has some flexibility, since it can be set up as a hardware or software VPN.

**Cons:** Requires a home computer or laptop, raising security concerns. Also tends to run a little slower than remote web workplace. Basically, if you need to do a lot on your desktop PC, VPN may not be for you.

## Want to find out which method is right for you? **FREE Remote Workplace Action Plan**

During the month of November, we're giving away a FREE remote workplace Action Plan development. We'll review your current situation, help you clarify what you want, discuss various options and put together an Action Plan on the most cost effective, hassle-free way to implement this in your business.

### **Get Your Free Action Plan Today:**

Call us now at **724-941-9130**

E-mail: [Info@EchoSystems.US](mailto:Info@EchoSystems.US)

Get More Free Tips, Tools, and Services At My Web Site: [www.EchoSystems.US](http://www.EchoSystems.US)

**(724) 941 - 9130**

**Info@EchoSystems.us**

## *The Lighter Side...*

### A Funny TRUE Story

A police officer found a perfect hiding place for watching for speeding motorists. One day, the officer was amazed when everyone was under the speed limit, so he went to investigate and found the problem...

A 10 year old boy was standing on the side of the road with a huge hand painted sign which said "Radar Trap Ahead." A little more investigative work led the officer to discovering the boy's accomplice, another boy about 100 yards beyond the radar trap with a similar sign that read "Tips" and a bucket at his feet full of change.

### Easy To Swallow?

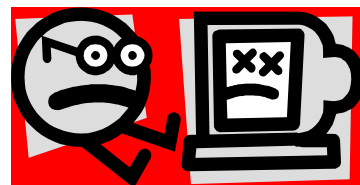
Parents of two young children had just finished tucking their young ones into bed one evening when they heard crying coming from the children's room. Rushing in, they found little Tommy crying hysterically.

He had accidentally swallowed a 5 cent coin and was sure he was going to die. No amount of talking could change his mind. Trying to calm him, the father of the boy palmed a 5 cent coin that he happened to have in his pocket and pretended to remove it from Tommy's ear.

Tommy, naturally, was delighted. In a flash, he snatched it from his father's hand, swallowed it and demanded cheerfully, "Do it again, Dad!"

## What To Do When Someone Posts Negative (Untrue!) Comments About Your Company Online

The popularity of user review sites such as Yelp, CitySearch or Google Local Search can be an excellent way for businesses to get some positive PR. But what do you do when a user posts a NEGATIVE comment about you or your business that isn't true?



Unfortunately, people love gossip, especially when it's negative. And since users will often take the word of an anonymous poster over the word of the company being discussed, it's important to keep a close eye on negative comments posted about your company online and address them. (Side Tip: We recommend setting up a Google Alert with your company name to monitor this.)

The best way to deal with a negative comment or complaint is head on; ignoring it is akin to an admission of guilt and will leave visitors assuming the worse. However, your rebuttal shouldn't be nasty or vindictive. Instead, politely address the complaint by giving your side of the story and/or correcting erroneous information.

For example, if a user posts that the customer service stinks at your company, you could reply back that providing top-level service is very important to your company and that you are willing to make good on the problem. You might even offer the person to contact you for a refund, a do-over or other solution to the problem. That way you appear to be a transparent organization that cares about customer feedback.

Another approach would be to ask your happy customers to counter the comment with their own positive comments. Often that will bolster your image and push the negative comment down the line. If the information is an outright lie, be polite but firm. Point out that you don't have any record of the transaction (or other facts surrounding the situation) but would be eager to investigate this further if the user would contact you. In some cases of outright slander or unfounded vicious attacks, you might be able to contact the web site and ask for the post to be removed. Just remember this: it isn't slander if it's true or if it's the opinion of a legitimate customer who is expressing their opinion about your product or service.

If a diplomatic approach doesn't work (and provided the comment is harmful enough) you may want to take legal action to get the post removed. Many social media web sites are becoming more sensitive to this issue and are willing to take down content that is defamatory, slanderous or abusive in nature.

Get More Free Tips, Tools, and Services At My Web Site: [www.EchoSystems.US](http://www.EchoSystems.US)

(724) 941 - 9130

[Info@EchoSystems.us](mailto:Info@EchoSystems.us)

## Are Digital Devices Dumbing Us Down?

Cell phones, which have become full-fledged computers with high-speed Internet connections, let people relieve the tedium of exercising, the grocery store line, stoplights or lulls in the dinner conversation. Now, instead of having a moment of downtime, every waking second can be filled with text messages, e-mail, Internet connectivity and games. But is this constant digital connection harming us?

According to scientists, the answer is a resounding “yes.” One of the unanticipated side effects of not giving your brain a break from the constant “noise” of PCs, cell phones, iPods, Blackberry and other digital devices is brain fatigue. People who keep their minds busy with constant digital input are not allowing their brains much-needed downtime.

One study conducted by the University of Michigan showed that a person was more effective at learning, retaining and processing information after a walk in nature versus a walk in a high-strung, noisy urban environment because the constant stimulation fatigues the brain, making it more difficult to be effective. One neurologist was quoted as saying, “People think they are refreshing themselves when they are actually fatiguing their brains.”

So the next time you have a minute waiting in line or at a stop light, resist the urge to pick up your cell phone and text someone!

## How To Prevent Employees From Wasting Time Online

Do you have any idea how many hours your employees spend online checking eBay listings, cruising social networks, looking for vacation deals, Googling old flames or (even worse) ogling porn or gambling? A survey by America Online and Salary.com concluded that employers spend nearly \$760 billion a year paying employees to goof off on the Web. And with the ever-increasing popularity of YouTube, Facebook, Twitter and other social media sites, the urge to goof off instead of working increases daily.

### Where Do You Draw The Line?

While a certain degree of personal online usage may be perfectly okay, the goal here is to stop employees who waste HOURS online and/or to prevent employees from accessing damaging online content such as pornography or gambling web sites, as well as preventing them from downloading illegal software, inviting viruses into your network or spamming out racist or off-color jokes using your company e-mail – all of which can create bigger problems legally and financially.

### Two Simple Fixes

So what's a business owner to do? First, make sure you have a good AUP or acceptable use policy in place that outlines what employees can and cannot do online or with company e-mail and resources. If you have one, make sure it's updated to include the use of social media sites and rules on sharing confidential company information. Next, we recommend installing a good firewall with content filtering software that will “police” the network for you 24/7/365. We recommend Calyptix Security because of the other features it provides beyond intrusion prevention, live virus scanning before threats even enter your network, as well as great and easy to read reports.