Firewalls…

and one year service. The DPI option allows you to block applications such as music sharing or instant messaging. This option supports white lists and black lists, allowing your IT department to add or remove sites that end users can visit. It is also possible to track which site your users have been visiting through Sonicwall's View Point software.

Sonicwall offers a more sophisticated content filter in the CSM2200. This device is used in conjunction with a firewall. The main advantage of this device is that it offers more categories to filter on; more advanced control of users, groups of users and websites; and offers bandwidth management. Bandwidth management allows you to see if employees are using the company internet connection to stream music or play online games. The CSM2200 (50 users) with one year of updates goes for around $2,275. Additional years cost anywhere from $300 and up depending on user count and service level.

Keep Your PC Up-to-Date

Have you ever been sitting at your PC at home and noticed the little notification bubble coming from your task bar informing you of Windows updates? Perhaps you have never seen this kind of notification. Did you ever wonder how your PC knew about the Daylight Savings Time change? It is simple really. Microsoft provides a free, online service which will update your computer automatically.

Historically, Microsoft has provided updates for Windows operating systems, Microsoft Office applications, Internet Explorer, etc. Just about everything Microsoft makes has an online update available for it. And until recently, most of these update mechanisms have been separate. But in the last year or two, Microsoft has gathered all these various updates into "Microsoft Updates." Microsoft Updates presents a central online location to update almost all of your Microsoft operating systems and software. You may still update individual components

if desired, such as performing "Windows Updates" without updating Microsoft Office.

Updating your PC is quite simple. Open Internet Explorer and select the "Tools" pull down menu. Select the "Windows Update" option. This will take you to the Microsoft Updates web page. The site will automatically evaluate your Microsoft computer software and suggest updates. You will have the option to do "Express" updates or "Custom" updates. In most cases, running the Express updates is sufficient. The page will also provide an option to provide Microsoft updates automatically. This will allow the updates to be downloaded and processes mostly behind the scenes without much intervention from you.

For more information or if you have questions about Windows updates, please visit http://update.microsoft.com.

Beachwood Systems Consulting

- Now celebrating its 20th Anniversary -

Management Letter

Everyone is happy about the start of the warm weather leaving those nasty viruses behind in the cold. Well, it depends on the type of viruses you are talking about. This issue of *The Next Wave* includes an informative article about corporate firewalls that will help keep your networks safe from hackers as well as provide extra protection against computer viruses and spyware. Another feature of many firewalls today is to be able to lock down internet usage which can be a major concern.

FrontRange Corporation and Exact Software made some important announcements recently so if you are using a product from one of these two companies, you will want to look inside.

As always, we want to thank you, our loyal client, for your trust and faith in Beachwood Systems and to permit us to reach our twentieth anniversary this year. We promise to work tirelessly for twenty more to help your company succeed. Please feel free to call me or any of our professionals with questions or I.T. endeavors you are considering.

Adam Ryan

The Next Wave

WWW.BEACHSYS.COM

Firewalls & Employee Internet Usage Monitoring

A good overall security strategy to defend your company's computer network is to have multiple layers of protection. Having a good firewall is a very important component of the overall design. In the past, a firewall's main function was simply to block the entry points so that outsiders could not access your network unknowingly. Now they do much more to protect your network from all that lurks on the internet.

The device that your internet service provider (ISP) gave you to permit users to connect to the internet is probably not enough these days. Most likely it only does NAT (network address translation) which, while better than nothing, basically hides internal IP addresses. ISP's will call it a 'firewall' but it's only a start.

Broadly speaking there are three levels of protection in firewalls: basic packet filtering, stateful inspection, and deep packet inspection. Basic packet filtering looks only at the transmission source and destination information in the header of a packet (smallest unit in a transmission). Stateful inspection goes further in that it tracks the outgoing packets and makes sure the incoming packets truly relate to what was requested. Deep packet inspection (DPI), sometimes known as application layer filtering, examines all of the data in the packet, not just the header, to see if it makes sense for that packet to be using the set of ports and protocols it wants given the end application that requested the data. Firewalls with DPI are less likely to be "spoofed" – tricked into believing that a request is

valid. With the considerable decrease in the cost of DPI technology, every company that cares about its data or productivity should use it.

Additional features are making firewalls even more beneficial. Many now offer options such as anti-virus, anti-spyware, content filtering, and intrusion detection. The first two features are straightforward – add a layer to stop the viruses and spyware as they are knocking on your door.

More and more frequently we have requests from clients asking if it is possible to limit specific employees to just the web sites that are necessary for carrying out the workers' duties. The answer to this question is yes.

One popular firewall device for small businesses made by Sonicwall is called the TZ170 which, depending on options, goes for about $425 to $1,000 and is fairly representative of the devices available today. The TZ170 is a firewall capable of stateful inspection, DMZ's, and VPN. Sonicwall offers an option that includes deep packet inspection, a standard content filter (about 12 categories),
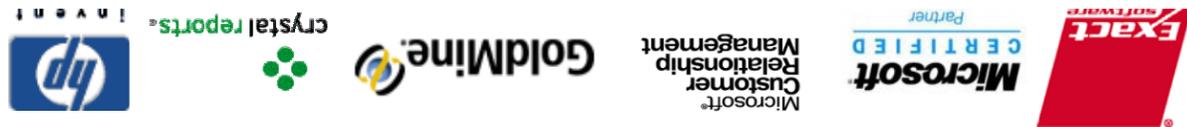
Look Inside…

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Training Schedules

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GoldMine

Important Announcement for GoldMine Customers

Over the past few months, Front Range Solutions, Inc., the makers of GoldMine, has announced the upcoming release of GoldMine Enterprise Edition and GoldMine Premium Edition. Enterprise Edition is targeted for large organizations. Premium Edition is targeted at the medium to large sized organization or ones that need a customer service module. Enterprise Edition is based on a new architecture, the Microsoft .Net technology, offering more flexibility and customization. Premium Edition is based existing technology but offers a new user interface and Customer Service module.

As these two new products have been released, FrontRange has announced a product transition. GoldMine will now be consolidated into three products: Enterprise, Premium and Corporate edition. GoldMine Standard Edition will no longer be offered after April 30th, 2007, with support continuing until April 30th, 2008. The strategy is to offer greater value to existing customers with new functionality and upgrade options. The new product offerings are hoped to provide a solid solution for your CRM needs, no matter the size of your organization.

Beachwood Systems will continue to support GoldMine Standard edition. Please contact us to discuss your options. We can provide assistance to your company through solid business analysis, technology planning and, as always, excellent support. If you have any questions, please contact us at 216-823-1800 or email at crm@beachsys.com.

Microsoft CRM Implementation

Planning is the key to success when it comes to implementing Microsoft CRM or any advanced CRM system for that matter. The reason it is important to plan is that the better CRM systems are somewhat analogous to an open book with no printing on the pages… you can customize them to tell most any story you want. Beachwood Systems Consulting has developed template planning documents for the CRM systems that it offers. Going through the process of completing the template allows all stake holders; Sales, Marketing, Customer Service, Operations, and Management; to gain agreement on what the system will do before it is implemented.

It is difficult to improve cooperation and processes within your organization when people don't use the same nomenclature. Customer relationship management expects that your organization has a common nomenclature. Failure to achieve a shared nomenclature can result in confusion about the type of data that the entity is intended to capture. Client terminology is clearly defined and documented in the Beachwood Systems design document.

Microsoft CRM has built-in customization tools that can be used to adapt the application to meet your unique business needs. Existing field names can be changed to fit your terminology. For example, if your organization refers to Account Number as "Business ID", it can be changed. If you deal with a unique set of industries, simply change the selection list to suit your needs. What if you need to change one of the foundational elements of the system, like Accounts? For instance, what if your organization refers to Accounts as "Clients?" The change can be rolled throughout the system, including icons, tool bars, labels, views, reports, messages, and even on-line help if you so choose. New fields can be added easily. Entirely new entities can be created as well. For example, if your organization tracks an equipment profile for accounts, a new entity can be created and linked throughout the system.

Exact Software User Conference Highlights

The Exact Software Users Conference, Engage, was held on March 11 to 14, 2007 in Dallas, Texas. The conference featured over 160 breakout sessions, several guest speakers, a third party vendor's showcase, and hands-on solution lab with 60 computers. Over 1,000 customers attended and there was high praise for conference overall.

Jim Kent, CEO of Exact Software North America, highlighted the numerous enhancements completed for Macola Progression, Macola ES, and e-Synergy since the last Engage Users Conference, and shared the favorable financial results for Exact Software for its latest fiscal year.

The keynote speaker was D. Mike Abrashoff, author of the book, *It's Your Ship*. Mike explained his leadership success as Commander of a battleship in the Pacific Fleet. His talk was humorous and insightful, attributing winning the hearts and minds of his crew by showing the highest respect for each and every person under his command.

There were many Macola and e-Synergy announcements at the conference. A new version of Macola ES, Release 372, will be released around June 1, 2007. This will be a significant release in several ways. New functionality includes use of Crystal Reports as a forms generator so that you do not need to print and post the Macola form first and will include the following business documents: OE Invoice, Purchase Orders, Pick Ticket, Packing List, and BOL for in-transit shipments. There will be a new Crystal based Order Booking report by salesperson as well as a new Detailed Trial Balance report in the general ledger. Functionality was improved in OE to PO creation; cycle counting; feature option configurator; and the ability to call external applications using the ES menu builder.

One of the highlights of the show was 'EBA' which stands for Exact Business Analytics. EBA is a sophisticated analysis and reporting tool that allows you to drill into the data in your Macola database and slice and dice data many ways. It is somewhat similar to using pivot tables in Excel but more powerful. Exact has four predefined analytics for Macola which include Sales, Inventory / Purchase Order, Manufacturing, and Financials. Within each, there are many different report and graph formats available.

The big news is that EBA is going to be embedded in Macola ES Release 372. All ES sites will get, at no charge, the RDIS engine for one company database, all four analytics previously mentioned, and one Express User license for each named ES user they own. An Express User can access the analytics, refresh cubes, specify selection criteria in content filters, but cannot slice and dice the data by moving the columns around. For that you will need the Professional User. Power Users can do even more such as modify layouts and underlying views. Still, this represents a savings of between $13,000 to $17,000 dollars over previous pricing. Let's hear it for Exact Software!

Next year's conference will be held in Las Vegas. From personal observation, we can say that many of the attendees enjoyed themselves more than they thought they were going to. Please consider working it into your schedule if at all possible.