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with Windows XP. You can set up a VM on a desktop or notebook pc just like you can on a true server computer.

Virtual Machines are not perfect and do require substantial resources on the Host machine which is the physical computer and native operating system. On one server we deployed recently, we configured it with 12 GB of high speed RAM along with fast SAS drives.

Microsoft's new Server 2008 operating system has a feature called Hyper-V that controls the use of virtual machines. Citrix and VMware have excellent offerings as well. When you purchase Microsoft Server Standard Edition you are licensed to use that same operating system in one VM. With the Enterprise Edition, you are licensed for four VM's. In effect, you can now have 2 or 5 servers for the price of one.

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Management Letter

It's the dog days of summer and all you want to do is go to the pool to cool off. No problem, with Blackberry in hand, you can take a swim, talk to some friends, and work on three or four sales opportunities using the GoldMine Mobile Edition. See Page 2 for more info about this useful product.

Another software application featured in this issue of *The Next Wave*, Synergy Enterprise, has an e-mobile edition that allows you to view and update various activities of your business. Synergy Enterprise by Exact Software is a game changer. It puts structure and automation around processes that may never have been automated in the past, or if so, done with Excel spreadsheets haphazardly. Once you understand the power of capturing this data, and being able to see the status of the various open activities, you will be amazed at what it can do for your business.

Well, have a great rest of the summer and we'll talk to you soon.

Steve Rogers

Beachwood Systems Consulting, is a professional Information Technology firm providing consulting; PC & network support; ERP, CRM, and Workflow business applications; and Web and Windows based software development using the .Net platform including ASP.net, VB.net, XML, Visual C++, SQL, and Crystal Reports.

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The Next Wave

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A Newsletter about PC Network issues, Business Applications, and Software Development

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Virtual Machines... Are They Real?

Yes, virtual machines are real and they can provide your business with some real advantages.

Let's start with a physical computer. A typical small business may have three or four servers and 20 to 30 pc's. These are physical boxes with an operating system, say Windows Server 2003 or Windows XP. In the physical world, there is only one operating system loaded on each box.

Many years ago, Citrix and Microsoft pioneered the ability to present users with their own set of application icons or even a desktop using just one server. This was an early form of virtualization.

Fast forward to the present and what you find is the ability to have one or more complete virtual computers running simultaneously on just one physical computer! By 'complete' we mean it boots up like a pc, it has its own operating system, it has its own user security, etc. It simply displays in its own window on the host computer's desktop.

There are some distinct advantages to employing the use of virtual machines. A virtual machines (VM) is stored in one big file. This means that you can backup a VM and more importantly restore a VM just as easily. It often takes close to a day to restore a physical server depending on the quality of the backup. With a VM, it takes a fraction of that time.

Here are just a few examples of how VM's can be used. 1) You are testing out some new software and don't want to interrupt users on a production server because of reboots and tricky integrations. A virtual machine runs in a

'sand-box' which is completely isolated from everything else. 2) Downtime for one or two days is not acceptable if one of your servers crashes. VM's are used as part of the overall disaster recovery plan. P2V - physical to virtual - is the process of turning a physical computer (server or workstation) into a virtual one. Should the real server crash, being able to bring it back up quickly in a virtual machine will keep people working. While you wait for parts for the real server, employees can connect to the VM. Any work done on the VM can be saved and move back over to the physical server once it is up and running again. 3) You want to make better usage of your hardware expenditures and consolidate several existing servers onto one physical computer. In one recent Beachwood engagement, the client was able to shut down four old computers and put them all on one new server with one VM. 4) You have Windows Vista on your notebook pc but need to run an application that is only compatible

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8/12/2009, 9/9/2009

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8/19/2009, 9/16/2009

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8/26/2009, 9/23/2009

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* **Training** is worth its weight in Gold! Take time to obtain knowledge that has a year after year Return-On-Investment. For costs, student discount information, and class schedules for upcoming **GoldMine training classes** please call or visit our website:

www.beachsys.com

GoldMine Mobile Edition

Real-time GoldMine access from your BlackBerry smartphone

The situation is one most savvy business professionals can relate to: *My flight has been delayed and now I'm stuck at the airport. I want to maximize my idle time by driving new business and I want access to my GoldMine database without having to break out the notebook-PC.* Whether you are at the airport, on a train, in the back of a taxi, or walking down the street, there is now a simple and easy solution that gives you mobile access to your live GoldMine database at anytime, from anywhere. With **GoldMine Mobile Edition** you are no longer tethered to a PC to take advantage of the most powerful features of GoldMine.

GoldMine is an award-winning, industry-leading Contact Relationship Management (CRM) solution that has accommodated over 1,000,000 users.



GoldMine Mobile Edition puts the power of GoldMine's contact information, history, calendars, and other tools into an easy-to-use integrated BlackBerry application, providing your sales force with instant access to vital information.

Real-time information increases sales agility. **GoldMine Mobile Edition** helps improve overall sales efficiencies by providing users with contact and sales information at their fingertips.

GoldMine Mobile Edition has full, end-to-end security. All data is encrypted locally and while being transmitted. **GoldMine Mobile Edition** integrates with BlackBerry Enterprise Server, so if your BlackBerry is lost or stolen **GoldMine Mobile Edition** and its data can be remotely deleted from the device to prevent unauthorized access to your critical data.

For more information about **GoldMine Mobile Edition**, other mobile accessibility options for GoldMine, or for more information about other GoldMine add-on components, please contact Beachwood Systems.

IntelliClick

The first E-Mail Marketing & Web Navigation tracking tool designed for GoldMine users.

In this age of instant Internet access to product and service information, our customers are armed with substantial competitive data, even before a sales rep learns their name! *How can your company stay on top of the sales and marketing process and be competitive in this era?*

One way is to track customer digital body language **and act on it, using IntelliClick** to capture prospect and customer interests & behaviors before the sales team contacts them. This way, the sales team can immediately "key in" to what the customer is looking for and "unlock" their potential before someone else does. The marketing team can hone in on that important digital body language to prepare targeted e-mail campaigns, or other forms of promotional initiatives.

For those looking for a smart, streamlined way to accomplish this task, **IntelliClick** software does the job. Web services technology and a user-friendly wizard interface combine to track e-mail marketing & web site navigation. The **IntelliClick** solution engages the sales group from the outset, and provides the marketing team with actionable data, such as a **Top Leads Report**.

The **IntelliClick eClick** module creates specially-coded hyperlinks which trigger the tracking and capture data directly back to GoldMine. This includes dynamic e-mail messaging, landing pages, event registration, literature fulfillment, and designated recipient notifications (i.e. alarmed phone calls, text messages and e-mails).

The **IntelliClick WebNav** module enables your web site to track subsequent page views once they have been accessed from an **IntelliClick** e-mail hyperlink. Subsequent visits are tracked back to GoldMine. The **IntelliClick WebNav** user sets how long this tracking remains in effect for any given campaign. Alert notifications further engage the sales group by sending campaign and hyperlink specific messages.

IntelliClick includes preset Crystal reporting. Detail and Summary level reporting, with graphical views for each campaign, can be accessed for any given user-defined timeframe. In addition, users of MasterMine® for GoldMine can use a special free toolkit which provides further analytics specific to the **IntelliClick** data captured in GoldMine.

Workflow is Power

Empower your company with Synergy Enterprise

Is your mailbox cluttered with reply after reply after reply between members of your organization? Are you still unsure where in the pipeline your organization is with every project or potential sale? Are you confident that every project, customer request, or lead is being followed up on? Are you having trouble finding files and documentation on your server? Are you certain that you have the latest version of the documents you need? If you have doubts on any of these questions, **Synergy Enterprise** could well be the solution you have been looking for.

Synergy Enterprise is a web-based business process solution that connects the people, processes, and knowledge that matter most to your business, while breaking down departmental barriers and creating an accurate view of your organization's personnel, workflow, document, and asset information. **Synergy Enterprise** accomplishes this through several dynamic features, including: Workflow Management; Project Management; Customer Relationship Management; Document and Knowledge Management; and Employee, Customer, and Partner Portals.

Corporate workflow is the backbone of every business, allowing organizational efforts to be achieved and overall strategies to be realized. It is not uncommon for workflows to consist of a complex web of cross-functional milestones—custom orders, engineering changes, HR requests, sales calls, marketing events, etc. The hundreds, if not thousands, of dependant and interrelated business processes involved in corporate operations is highly problematic because many do not fall within the realm of a structured ERP system. **Synergy Enterprise** has an embedded workflow engine that standardizes business processes by capturing the activities between people, knowledge, and processes within the workplace, allowing companies to have the planning, control and functionality needed

for an accountable and manageable picture of corporate activities. The built-in reporting for workflows allows for instant analysis and corporate metrics.

Project management and coordination is another vital factor governing corporate success. **Synergy Enterprise** facilitates greater communication among project participants. It also tracks project history, activity and results for management analysis; links subprojects to larger projects for rollup tracking; and defines security roles and rules, ensuring appropriate visibility.

A very important component to the overall success of any organization is the shared knowledge between its employees, customers, and vendors. Access to this knowledge is critical, however it is often fragmented with documents, meeting notes, or ideas available in various different locations. **Synergy Enterprise** enables all of your corporate knowledge and documents to be shared and accessed from one centralized repository.

Synergy Enterprise can streamline communications with customers, suppliers, and resellers through portal access. Customers can log requests with your organization, and be assured that their request is being directed the proper individual based on the request type. The customer also has the ability to view which step in the workflow their request is and monitor how it is being followed up, all without a single e-mail being sent or phone call being made. The reseller portal allows for easy management of reseller activity and simplification of knowledge sharing and access.

Never before has one solution accomplished so much and been so easy-to use. For more information about **Synergy Enterprise**, or for a demonstration, please contact Beachwood Systems.



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Day 2: Creating Formulas, Formatting Sections, and Presentation Quality Reports

e-Synergy and Event Manager training also available*

* Please see our web site, www.beachsys.com for details and current schedule information.