

# THE HAWK I VIEW



Hawk iSolutions Group, Inc.

What's  
Inside

OVERVIEW OF  
MICROSOFT  
SMALL  
BUSINESS  
ACCOUNTING  
2006

The "Latte"  
Factor That's  
Killing Your  
Office  
Productivity  
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Lines We Never  
Want To See On  
A Resume!

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Our Insert To Sign Up For  
Our FREE 1-Hour Seminar!

## 12 Surefire Signs That Your Business Is Ready For A Server

Is Your Business Limping Along on Outdated Computers and a Peer-to-Peer Network That Hinders You More Than it Helps You? Here are 12 Surefire Signs That Your Business Could Greatly Benefit by Upgrading Your Network...

If you are like most small businesses, you acquire desktop computers, phone systems, and software in a random, "buy-it-when-you-need-it" fashion as your business operations demand it.

But at some point, this patchwork of stopgap technology you've acquired is going to end up costing you more in downtime, system errors, breakdowns, and other problems than it would to rip out and replace everything.

If you've suddenly become aware that you're at that stage of growth in your business, you want to stop purchasing more software and hardware in a willy-nilly fashion and get serious about planning for your future growth and business operations so you don't end up with a big pile of expensive hardware and software spaghetti that doesn't meet your business needs.

### One Big Secret To Saving Money

One secret to saving money on IT costs is to strive for as much uniformity and connectivity as possible across your business network - and the first place to start achieving that is a server.

If you have two or more computers that are loosely connected to share information, printers, scanners, Internet access, and fax machines, then you could inject a great deal of simplicity, productivity, and security with a small business server. A server simply acts as a single, specialized computer that ensures all of the computers connected to it (called "clients") have access to the resources, information, and systems they need which would be faster, and with fewer problems. It also acts as a

centralized manager to make sure data is secure and organized.

### They're Not Just For Big Business Anymore

At one time, servers only made sense for large organizations because of their high cost and complexity. But today, they are very affordable and easy-to-implement. Server systems can be designed specifically for a growing small business. If you're not absolutely certain that installing a server could help your business enough to justify the cost, here are 12 surefire signs that your business could definitely benefit from an upgrade.

### 12 Signs That Your Business Is Ready For A Server

1. You have two or more computers that need to share office equipment (printers, fax machine). You have irreplaceable files and data residing on more than one computer

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## 12 Surefire Signs Your Business is Ready for a Server Continued...

- that needs to be secured from loss, corruption, or unauthorized access.
2. You need (or would like to have) secure access to your computer files while traveling or working from home.
3. You need to back up critical files on more than one computer, and you would like to be able to restore accidentally deleted files or previous versions of your files.
4. You have a need for software and accounting programs to manage and communicate with your growing list of clients and vendors.
5. You need to manage different versions of one file.
6. You need a central communication system that makes it easy to schedule group meetings and share information with employees, vendors, and customers.
7. You need to allow employees to share databases and other software tools.
8. You would like to send group faxes and e-mail broadcasts to customers and vendors.
9. You want to save money by hosting your own company website and e-mail.
10. You want to control employees' access to sensitive financial records and personnel information.
11. You want a central access point for information instead of having to hunt down various files and data from various computers on your network.

### The Concept of the Slight Edge

All master craftsmen demand excellent tools to complete their work. They know that the best tools allow them to focus on creating their next masterpiece rather than being sidetracked, frustrated, or limited by the tools they are using. The computers, software, and office equipment you use are the tools you use every day to create your greatest masterpiece: your business. If the technology in your office is not simplifying your business and making it easier for you to get more done with fewer employees, it's costing you a lot more than the price of a server.

While there is no shortage of white papers on the topic of ROI (return on investment) for upgrading technology, you and I know that this is truly a hard cost to quantify. However, there certainly IS a cost, and depending on your business operations and how you use the computers and technology in your office, the cost may be significant.

### The "Latte" Factor

In his book *Automatic Millionaire*, author David Bach talks about the "latte" factor. Simply put, most people end up financially broke, not because of the big purchases they

make, but because of the small, seemingly innocent day-to-day spending of small amounts of money over a long period of time. For example, no one thinks twice of spending \$4 for a cup of coffee at Starbucks every morning. However, add that up over the course of a year and they've invested \$1,460 into a daily cup of coffee. Why am I telling you this? Because massive losses of productivity in any business plays out exactly the same way.

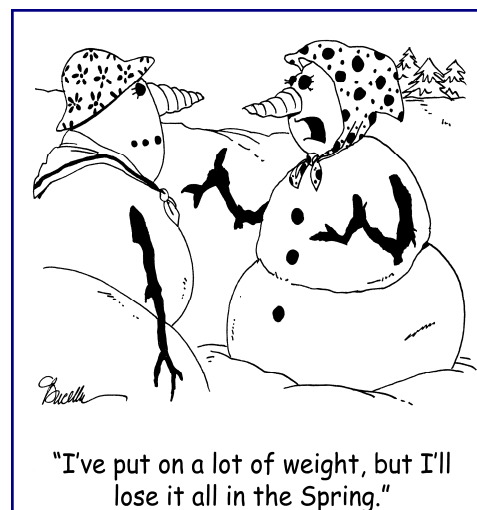
Think about this: a faster processor and a faster hard drive with greater capacity allows you to open and use applications faster, saving a few minutes every hour. Information is centralized which saves a few more minutes every hour in finding files. There are fewer crashes and hang-ups. Each of these little things adds up to significant employee hours saved over the course of a year. Then there's the cost-savings of outsourced IT support. A properly configured and maintained client-server network is far easier to support and troubleshoot than a patchwork of computers that are loosely connected. All of this translates into higher revenue from your technology investment and should land on your bottom line.

### Learn How a Network Can Give You All of These Benefits and More!

If you're interested in discovering how upgrading to a client-server network could help your business, contact us for a free consultation during the month of December. We can sit down and discuss the pros and cons, the costs, and how a server can help address specific problems and productivity bottlenecks you are experiencing in your business.

There is absolutely no cost or obligation when you invite us into your business. If we discover that your network is just fine the way it is, we'll tell you that and not try to sell you on something you don't need.

Simply call John Antone at (314) 727-1174 or e-mail him at [john@hawkisg.com](mailto:john@hawkisg.com).



## The Lighter Side: Lines On Resumes We Hope Aren't True!

- ◆ My ability to complete projects on time is unspeakable.
- ◆ Hope to hear from you shortly.
- ◆ Here are my qualifications for you to overlook.
- ◆ Previous experience: Self-employed (a fiasco).
- ◆ I am a rabid typist.
- ◆ Education: College, August 1880 to May 1984.
- ◆ Special skills: I Speak English.
- ◆ I am sicking an entry-level position in your company.
- ◆ Served as an assistant sore manager.
- ◆ Married, eight children. Prefer frequent travel.
- ◆ Education: B.A., Loberal Arts.
- ◆ Objective: To have my skills and ethics challenged on a daily basis.
- ◆ Experienced with office machines and make great lattes.
- ◆ Graduated in top 66 percent of my class.

## I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Hawk I View.

**Michele Antone**  
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michele@hawkisg.com

# Microsoft Small Business Accounting 2006 Introduction



Microsoft  
**Office**  
Small Business Accounting 2006

What is accounting? Accounting is the process of recording, classifying, summarizing, reporting, and assessing a company's business transactions. Recording transactions accurately enables you to analyze your company's performance, plan future endeavors, and fulfill your tax filing and payment obligations.

All businesses need to keep accurate records, but the complexity and sales volume of even the smallest companies outstrip the capabilities of paper-and spreadsheet-based record-keeping systems. Rather than try to bend generalized programs to your needs, you can turn to specialized software that is designed to handle your company's financial data.

Microsoft Office Small Business Accounting 2006, is a full-featured financial management program that allows small-business owners to manage their business financials using out-of-the-box software. It is designed for any company with fewer than 25 employees, and requires little or no accounting training to use it – although it has features and functionality that experienced accountants will appreciate. It simplifies the financial management process and makes it easier for business owners and employees to have access to better information to help the company make better-informed decisions.

If you are frustrated with your current accounting software or you don't have an accounting package in place yet, come join us for a **FREE 1-Hour Seminar**. The details for this seminar are included on the blue insert you received with this newsletter. Just fill out the bottom half and return it to our office. Hurry though, it is only available to the first 15 people who register!

**When:** Thursday, January 12th, 2006

**Where:** South County Enterprise Center—Conference Room  
315 Lemay Ferry Rd. St. Louis, MO 63125

**Time:** 10:00am

Please contact Michele Antone at (314) 727-1174 if you have any additional questions.



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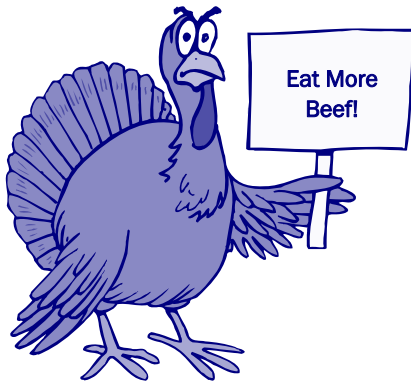
**IT Solutions...helping  
build your business!**

## Services We Offer

- PC repair and troubleshooting
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- Virus protection & removal
- Network security
- E-mail & Internet setup help
- Wireless networking
- Consulting & support
- One-on-one computer training
- Hardware Sales

### ATTENTION SMALL BUSINESSES:

Get all of the computer support you need without the expense of hiring a full time IT staff. Ask about our Small Business Computer Support Program.



## Turkey Give Away Update....

**Congratulations!** Nadine Maxey of MOKAN CCAC was the winner of our Turkey-Give-Away during the month of November! The MOKAN company helps small and/or minority contractors working in the building construction industry or related fields with a trade, promotional and training programs in the Greater Metropolitan St. Louis Area. You could have been a winner too...keep your eyes open for future give-a-ways!



# *Season's Greetings*

*and best wishes for a  
Happy & Prosperous New Year!  
It's a pleasure doing business with you!*

*Sincerely,  
Hawk iSolutions Group, Inc.*

