



## WEB SOLUTIONS 2006

Progressive Ideas and Leading Technologies

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# Eliminate Payroll Headaches: On-Demand Software for Small Business

New online services are revolutionizing how small employers handle payroll, transforming a chore that used to take hours of manual work into a minor task involving just a few clicks. In addition to guaranteeing accuracy, these online services incorporate user-friendly tools that help small employers manage the entire payroll process from printing paychecks to filing W-2s.

Whether an employer has one employee or twenty, payroll is an operational necessity, but it's not easy. Employers must accurately calculate paycheck withholding amounts and voluntary deductions, make timely tax deposits to

various government agencies, and file ever-changing tax forms throughout the year. Payroll withholding amounts can change during the year, so small businesses often calculate taxes incorrectly, leading to penalties.

Surprisingly, although managing payroll manually is error-prone and time consuming, 66% of small businesses still handle all or some of their payroll on their own, according to a recent NFO study. The traditional alternative, an outsourced payroll service, carries a high monthly cost and automatic tax impounding every pay day. Employers that go this route give up control

of their cash flow and end up paying taxes before they are due.

Online payroll is completely changing the game. Employers simply log into their payroll account, enter hours worked for each employee, and click to receive instant paycheck calculations. All federal and many state tax payments can be submitted electronically and pre-filled federal and state tax forms can be filed electronically or printed and mailed to the government agency.

Small business owners want a payroll solution that is easy, accurate, convenient and cost-effective. New online payroll services use the Internet to automate tedious payroll tasks, making it quicker, easier and less expensive for small businesses to maintain control of their payroll.

To read the full report, go to [www.technology-reports.com/paycycle.asp](http://www.technology-reports.com/paycycle.asp)



PayCycle is the leader in on-demand payroll, targeting small businesses and the accountants who serve them. Servicing more than 30,000 small business employers, PayCycle's mission is to make paper-based payroll obsolete. The company's award-winning "Do-It-With-You<sup>SM</sup>" technology platform guides customers through the entire payroll process from paychecks to W-2's. By integrating with leading small business accounting packages, including QuickBooks<sup>®</sup> and Microsoft<sup>®</sup> Money, PayCycle eliminates the hassle of data re-entry. [www.paycycle.com](http://www.paycycle.com) • 1-866-729-2925

# Interactive Voice Messaging: An Efficient Way to Contact Your Customers

In a world that is often ever changing, fast paced, extremely competitive and time sensitive, how can you effectively communicate with your customer base? Today, there are many forms of communication available including: e-mail, fax, text message, traditional mail, traditional dialing technology and interactive voice messaging just to name a few. Whether you are developing a communication plan for a strategic marketing campaign, for customer retention and notification, or if you are working on a parent notification plan for your school or community, each plan should carefully consider the tar-

get audience and the most effective way of communicating with this audience.

With the recent advancements in web and voice-over-internet-protocol (VoIP) technology, using interactive voice messaging as an effective form of communication has never been more efficient and cost effective, compared to many of the other alternatives. When considering the use of interactive voice messaging as a communication tool, consider the security of the system, ease of use, speed of delivery, capacity, technical support, training, and cost.

When comparing interactive voice messaging systems, primary consideration should be given to the following system features:

- A provider that requires no purchase of hardware, software, or telecommunication lines
- Ability to upload call list from a variety of formats
- Flexible messaging strategies
- Convenience and ease of use
- Real-Time Process for Creating Call Campaigns
- Real-Time extensive reporting viewable via: the web

Communication is the key for sustained growth and customer retention. Voice messaging offers a very unique communication tool which must play a vital role in your future marketing campaigns.

To read the full report, go to [www.technology-reports.com/Globalconnect.asp](http://www.technology-reports.com/Globalconnect.asp)



Global Connect LLC, is the leading provider of web based voice broadcasting used to deliver personalized voice messages by various industries throughout the United States, Canada and Puerto Rico. Global Connect's fully interactive system uses Voice Over Internet Protocol to deliver prerecorded voice messages to designated phone numbers at unmatched speed and capacity. For more information, call 1-888-421-4151 or visit [www.gcl.com](http://www.gcl.com).

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## Navigating in a Web 2.0 World

Everyone is buzzing about Web 2.0. Blogs, wikis and other social media tools are changing the way companies communicate with their employees, partners and customers and how workers collaborate with each other. Web 2.0 is fast becoming the top technology priority for 2007. But one problem remains. With all of that great information that is created from Web 2.0 tools, how do you ensure that people can easily access and manage it?

Enter RSS. That little orange button you see on Web sites is the backbone of the Web 2.0 world. For employees it offers an alternative to information

overload from e-mail and constantly checking portals and intranets to see whether new, relevant information is there. For customers, partners and visitors to your Web site, it enables a more personalized experience that drives stickiness and customer loyalty.

RSS is the vehicle for disseminating timely, relevant information to individuals and groups. It works as a "push" technology that automatically brings updated information directly to "aggregators" on intranets, portals, Web sites, mobile devices, Microsoft Outlook® and desktop applications. It makes searches faster, improves internal

communications and keeps everyone up-to-date on what's happening with companies, competitors, industries and markets. It also serves as great vehicle for building and enhancing customer and partner communities.

Companies in a variety of industries and markets including chemical and pharmaceutical, consumer packaged goods, financial services, high technology, legal, media, professional services and publishing have used RSS to dramatically improve communications. As you start to think about how best to take advantage of the Web 2.0 revolution, RSS needs to be part of the discussion. Many companies have found that a centralized, managed approach yields better results than leaving it up to individuals to find the information on their own.

To read the full report, go to [www.technology-reports.com/Globalconnect.asp](http://www.technology-reports.com/Globalconnect.asp)



**newsgator**  
 The RSS Platform Company

NewsGator Technologies is the world's leading RSS platform company. The company develops RSS aggregation solutions for consumers, enterprises and online content providers. Using NewsGator products, users can subscribe to relevant content more efficiently and effectively than with traditional channels. With NewsGator, users have access to RSS information via the Web, Microsoft Outlook, mobile devices and desktop clients. All NewsGator products synchronize seamlessly, enabling users to read their RSS feeds anywhere, anytime. 800-608-4597 • [www.newsgator.com/bw](http://www.newsgator.com/bw)

## Data Centers Are Heating Up – The Impact of Higher Density Servers

The challenges facing data center managers continue to increase as new server technology drives higher density power and cooling requirements into the Internet data center (IDC). As servers become smaller and more powerful, companies are now able to improve floor space utilization. However, the energy required per rack has increased. This increased power density has created heating issues IDC managers must address. According to Tier1 Research, in the late 1990s data center power densities were around 80w/sq ft. High-end data centers today allow for much higher power demands - 200w/sq ft, a 250% increase in around eight years. These

increasing demand levels show no sign of slackening. The precious resources in IDCs that must be managed are space, power, and cooling. While additional investment can increase space and power; managing cooling is more complex.

Failure to address heating issues will shorten server life expectancy. In higher density models not utilizing proper HVAC systems, even minor environmental issues can compel an emergency response. In the worst-case scenario, continued operation in elevated temperatures can damage servers – causing a loss of data.

So what is the solution? IDC managers can max-

imize floor space by utilizing smaller, more powerful servers, but need to mitigate the heat issues they can cause. Below are some tips to help you.

1. Ensure that the data center engineering design is fully understood in terms of w/sq ft as well as kWatts per rack before attempting to accommodate this technology.
2. Institute a "hot aisle/cold aisle" policy with blanking panel placement on all unused cold aisle facing rack space.
3. Try to avoid packing racks too densely.
4. Consider air flow through the IDC.
5. Seal the raised tile floor to maintain the maximum static pressure.
6. Consider new cooling solutions such as in row or containment.

To read the full report, go to [www.technology-reports.com/globix.asp](http://www.technology-reports.com/globix.asp)



Globix Corporation (Amex: GEX) is a leading provider of Internet infrastructure and network services. Globix offers a comprehensive suite of services from network bandwidth, to the management of Web applications, servers, and databases, to security, media streaming, and colocation. Globix and its subsidiaries have operations in New York, NY, Westborough, MA, London, UK, Santa Clara, CA, and Fairfield, NJ. For more information call 866-397-8569 or visit [www.globix.com](http://www.globix.com).



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## Maximizing Your Email ROI: Why Your Reputation Is More Important than Ever

They say nice guys always finish last. Take a quick glance at the current state of email, and one certainly might think it was headed in that direction. Thanks to the unrelenting tenacity of spammers who pollute our inboxes with penny stock picks and Viagra offers, one of a company's biggest challenges is just making sure their emails don't get lost in the sea of spam. In fact, just when you've gotten the email medium down to a science in terms of compelling creative and targeted messaging, the greatest barrier to the success of email programs may be just reaching the inbox.

Well over 80 percent of email sent over the Internet is spam. The unfortunate result is that while message security vendors and ISPs are working overtime trying to keep unsolicited messages away from their end users, they're also frequently misclassifying legitimate mail as spam. As system administrators tighten their requirements for what constitutes "good" mail, many legitimate emails are getting accidentally routed to bulk folders, or dropped altogether. Called a "false positive", this can just as easily happen to an email receipt for a stock trade as to a special offer on this season's latest gadget.

With more legitimate businesses mistaken as spammers and vice versa, your online reputation has become more important than ever. While Internet blacklists already exist to help identify and block known spammers, having a good email reputation can get your emails delivered directly to the inbox.

The first step towards building a good email reputation for your corporation is to ensure you follow the latest industry best practices. By maintaining high standards in your email practices, you can increase delivery rates to the inbox, which mean higher response rates, which mean greater ROI. Sometimes, nice guys do finish first.

To read the full report, go to [www.technology-reports.com/habeas.asp](http://www.technology-reports.com/habeas.asp)



Habeas is an Email Trust Authority that re-establishes email as a reliable business communications medium. Habeas enables commercial email senders to certify their communications as legitimate, and helps ISPs and message security vendors make better, more efficient decisions about how to sort inbound mail. By aggregating, analyzing, and categorizing the reputations of millions of senders around the globe, Habeas is making sure legitimate email gets delivered. Mountain View, CA • 650-694-3300 • [www.habeas.com](http://www.habeas.com)

## A Web that Works

How do you know what people are saying about your product? Your industry? Before you make a business call, do you Google your contact's name to learn more than you can from reading their business card?

If you're like most business people, you use the public web's search and syndication services to stay informed about what matters to you, leveraging resources that only a small country could have afforded only 15 years ago. Why can't your business work more like the web? It can.

On the public web, blogs and wiki's make it simple for anyone to create web content that grows page by page (like [www.Wikipedia.org](http://www.Wikipedia.org)), or

as posts over time (like most blogs). What people write on the public web becomes an authored, searchable index to what's happening and what people think is important elsewhere on the web.

The same principles work for your business, with a few twists:

**1) Blogs are for groups as well as individuals** Blogs can have multiple authors addressing a shared topic, and the same group editing capabilities as a wiki.

**2) Business purpose matters** Personal blogs are usually one person's opinion, A group blog or wiki for product development, sales or mar-

keting focuses on news, analysis, meeting notes, plans, issues, questions and answers.

**3) Security matters** Blog and wiki software can provide private access to business stakeholders. Stakeholders include customers, suppliers, resellers, PR firms, legal and other consultants, as well as internal marketing, product, sales and management teams.

A European pharma company started using blog software for competitive intelligence. The CIO reports that it's widely accepted and helps make competitive intelligence more valuable to daily decision-making. He says market relevant communication is moving from email to blogs, creating a new model for knowledge management and collaboration within the company.

To read the full report, go to [www.technology-reports.com/traction.asp](http://www.technology-reports.com/traction.asp)

*traction* software

Traction Software Inc produces secure, scalable, web communication and collaboration software enabling groups around the world to work effectively. Traction TeamPage combines wiki style group editing, the simplicity of a blog, and a unique model for commenting and access control. Global 1000 and government customers deploy TeamPage for mission critical applications including product development, management, marketing, competitive intelligence, and sales force communication. Providence RI • 401-528-1145 • [www.TractionSoftware.com](http://www.TractionSoftware.com)