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GET MOTIVATED is coming to Omaha!

This dynamic conference will be in Omaha Monday, June 21 with many great speakers including Zig Ziglar, Rudy Giuliani, Steve Forbes and Bo Pelini

We have free tickets available to anyone who would like to attend, while supplies last. Contact Brianna Anderson at (402) 991-8400 ext. 103.

A Message from our President

Are you surrounded by talent? I am. I can say with confidence that the talented professionals that make up this company are some of the best I've come across, and I see many high-performance, high-level, high-quality professionals every week!

Our Technical Engineers perform for our clients at the highest level, because they are challenged every day to make sure that they are at their best. Their knowledge, their hands-on experience and their ability to solve issues are far above most that I've seen. But what really sets them apart is their ability to understand the client. They constantly task themselves on how the client will work with technology, how the organization can utilize it most effectively, and what the client is gaining from it. Our ability to advance our clientele in their business has been, and always will be, what sets us apart from the pack.

The same goes for our sales and recruiting staff. Experience and ability can go a long way, and are good traits that our people possess. However, the ability to understand our clients from a cultural viewpoint is the most important advantage we can offer. We *invest* the time to understand our clients' corporate environment because it is integral to longevity, retention and our success. This is what our clients expect when they call upon us.

The group of companies that we are privileged enough to work with are at the top of their game. We realize that in order to be the best, you have to work with the best. It is vital to ensure that we are offering professionals that can bring added value to the work place and give our clients an advantage in the marketplace. So, when I tell you that we are surrounded by talent, I say it because for us it's a necessity.

Microsoft Exchange 2010: Worth the Upgrade?

In this month's article we will highlight some of the new features of Microsoft Exchange 2010 and how upgrading will benefit your employees and customers while providing a sophisticated messaging experience. One of the best new features of Exchange 2010 is the ability to bring all the organizations communications to one application. Unified messaging in Exchange 2010 will allow users to securely access e-mail, voicemail, instant messaging and more, directly through a single Outlook or web interface. Several new time-saving Inbox management features have also been added including the Conversation view. Conversation view allows messages to be sorted into their corresponding message threads which allow you to view the entire thread without sifting through other messages in between. Another highlight of the messaging features is the ability to now incorporate Unified Messaging into the Exchange 2010 server allowing phone calls and voicemails to be managed. Once users are setup with Unified Messaging they can create call answering rules for voice calls and voicemails. Using these call answering rules, a user can choose to send the call to voicemail, send the call to another Exchange contact or present the caller with a customized greeting. The new voice mail preview feature allows voicemail messages to be sent to the recipient via an audio file. A text based transcription of the voicemail is also included in the e-mail message providing quick and easy retrieval of voicemail.

Several changes have also been made to the web based interface: Outlook Web App. Outlook Web App or OWA has been enhanced to provide close to the same set of features that a full Outlook client would provide. New features in OWA include the new conversation view, improved calendar sharing, SMS texting from the web and even the ability to send instant messages directly through the browser window. OWA has also been updated to support other browser versions including FireFox 3+ and Safari 3+.

New risk and compliance features in e-mail retention allow users to easily archive certain inbox folders and messages. The retention and archive features allow IT staff to quickly restore deleted or missing messages. Mailbox failover and redundancy is enhanced by means of a new mechanism called Database Availability Groups. With Database Availability Groups (or DAG) enabled, mailbox databases can be quickly recovered from a disk or server failure using a backup DAG server. Exchange 2010 works with the DAG to provide an automatic recovery of the mailbox store.

These new features provide an enhanced user experience while also creating a highly available Exchange environment. Be sure to contact your account manager for more information about how Microsoft Exchange 2010 can positively impact your corporate environment.



Social Networking for Business by Dawn Sailors, [iAppeal Meadia](#)

It goes without saying that in terms of value, a dynamic and relevant website is nearly incalculable. The internet has become such an integral part of our society today that it can really be detrimental to your business not to have a website. In a lot of cases, your website is your first and best tool to reach your customers, and the interesting thing about the social networking of today is that it really can help your business stand out and keep your products or services on the minds of your consumers in a way that wasn't possible even a few years ago. Integrating social media into your website can be extremely valuable for businesses, but you have to understand the do's and don'ts for reaching customers on social platforms. Your goal should be to create a sense of friendliness and transparency that makes customers feel comfortable. While you may not want or be able to be quite as casual on your corporate website, social media can be the perfect platform for customer service and interaction, showing your customers the more personal and down to earth side of your business.

In my opinion, one of the biggest mistakes a lot of businesses make when it comes to social networking is falling into what I like to call the "look at me" trap. It's a common mistake and easy to make. The harsh truth is that your customers don't visit your Facebook page (or even your website) to read about how great your company is. They are primarily there to find out how your products or services can benefit them. No one wants to log onto their Facebook page to find a barrage of spammy posts from a company. They just want to interact with their friends. The companies that are most successful in the social media realm understand that and work toward a friendly interaction with their customers rather than just a business relationship.

It seems simple, but it's easy to forget. I've seen countless Twitter pages with tweets such as: "We're now offering iced coffee," or "Our travel rates are cheaper than the competition." It makes the point, but fails to relate the message to the consumer. Something like "Our new iced coffee is a great way to cool down when the weather heats up!" or "Could you use a vacation? Our low travel rates make getting away easy," would be much better to create content that is relevant to the customer. Throw in a few random-but-relevant facts or tips such as "Did you know that black coffee with no sugar contains no calories?" or "These are our top fifteen must-see attractions in Chicago. What's your favorite?" and now you've got your audience coming back not just to hear about your products, but to hear what interesting thing you're going to say next. Nobody likes listening to that friend who loves to go on and on about themselves. Think of your fans and followers as friends, not dollar signs. Start asking questions and creating conversations, and suddenly you have an actual relationship with your customers on a personal level.

The basic idea to keep in mind is that integrating social media into your online presence can be an amazing way to relate to your customers, but you can't approach it as a way to make a quick sale. Successful integration means connecting with your customers and forming a sense of friendship and trust, providing them with relevant information that helps them make a decision, affects their daily life, or broadens their knowledge. If that leads to a larger bottom line in the long run, than you have a successful social media campaign, but you can't jump straight to the results without putting in the work.

[iAppeal Media](#) is an Omaha-based interactive website, design, marketing and hosting company.

Getting to know our Team

Name: David S. Hannam

Title: Business Development Manager

Hometown: Omaha, NE

Education: Creighton University

How I got into this industry: I transitioned my student recruiting background from Creighton and interest in technology into information technology recruiting and sales.

Toughest part of the job: Being able to effectively communicate with all kinds of personalities and profiles.

Best advice I've received: Nobody is more responsible for your success than yourself. Accept that responsibility, and there will be no limit to your success.

Family: My wife, Shawna, and I have a 6-year old son, Logan.



Future goal: Run a marathon

Favorite movie: "Fandango"

Book I recently finished: "Final Rounds" by James Dodson

Hobbies: Golf and soccer

Favorite sport: Golf

How I see the business changing in the next 5 years: I expect that there will be more demand for consultants (subject-matter experts) in the next five years. Due to the expected pace of changing technology trends, most companies will not be able to move fast enough to keep up with these trends/changes. Therefore, many companies will need to utilize experts in these trends to keep them on track with the technology curve.

Favorite cause/charity: John Atkinson Lung Cancer Foundation