



# Complete Systems

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## Complete Systems

## Welcome the Complete Systems Newsletter — First of 2003!

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It's hard to believe that another year has gone by. Complete Systems would like to thank you for your business in 2002. We have thoroughly enjoyed working with you over the past year and look forward to working with you throughout 2003. Thank you for making 2002 Complete Systems' best year ever!



What a winter!..Just think only a few weeks until spring starts!

Our objective is to ensure that your computer systems run smoothly so you can focus on your business. Our goal for the new year is to top this past year in the services that we offer. Our business plan for next year includes expanding our services to other computer, information, accounting and business services. Please look for our announcements throughout the year. **Please see our new referral program on page 2.**

Please feel free to tell us how you feel about our services and what you would like to see in the future. Email us at [customerservice@compsys.to](mailto:customerservice@compsys.to) to provide us with feedback or to tell us what services you would like to see. We look forward to working with you during the next year and hope to assist you in your company's success!

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## Our Newsletter's New Look

You rely on Complete Systems to use our expertise to take care of your computers, so you can concentrate on the success of your business. To build our business we have done a lot of research, and work on the different aspects of building a business. We would like to share some of the valuable information that we have learned throughout the process in this newsletter. So you won't just find information about computers, but also other areas like finance, marketing, management, team building and so on....

So please feel free to comment on any of the stories or suggestions for stories by sending an email to [newsletter@compsys.to](mailto:newsletter@compsys.to)

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## Top 10 Tips for Using Email Successfully

By: Kate Schultz

1. Respond quickly and consistently to all e-mail messages. Schedule a specific time each day to answer and follow-up on all e-mail to ensure a timely reply.

2. Use auto responders to prepare e-mail versions of all of your documents including brochures, sales letters, order forms and invoices.

3. Learn how to use all of the utilities in your e-mail software to improve your efficiency. Learn how to cut and paste and always use spell check.

4. Use signature files in all of your e-mail messages. A signature file is the text that you attach to the end of your email messages. It is often thought of as your online letterhead, so include your name, company and marketing slogan!

5. Use Upper and Lower case letters when composing e-mail messages. Did you know that it is considered RUDE to WRITE IN ALL CAPS!

6. Include an e-mail address on each page of your web site. Make it easy for your customers to contact you.

7. Choose your SUBJECT lines wisely. A clear and specific SUBJECT line will let your recipient know, at a glance, what your message is about.

8. Keep your replies short and to the point. When quoting a message, use only the part that is perti-

nent to your reply and delete the rest.

9. Compose your email messages with plain text and blank lines separating paragraphs. Not all e-mail programs can read HTML or text with bold or italics. Your message will appear as a garbled mess to these recipients.



E-Mail a necessary evil!

10. Check with your recipients before you send an attachment. Downloading file attachments can cost time and money for some recipients.

**"Did you know that it is considered RUDE to WRITE IN ALL CAPS!"**

### About the Author:

Kate Schultz is the founder of the E-ZineZ Network. Find everything a publisher needs at <http://www.E-ZineZ.com>  
Need Training? Visit our campus <http://www.EzineUniversity.com>

## Enjoy the Rewards of our Referral Program

As of February 15, 2003 Complete Systems has implemented a new Referral Program for our valued clients and partners. 2002 was a successful year for Complete Systems and a significant portion of our business came from referrals from our clients and partners. Many of our clients were happy with our service and wanted to share their experiences with others. We have since designed a program to thank you for future referrals.

If you know of a business that could benefit from our services please have them contact us at 416-652-4222 or [info@compsys.to](mailto:info@compsys.to). Ask them to mention your name when they speak to us about their requirements. When their inquiry results in billable consulting work (before taxes—doesn't include hardware or software sales), we will reward you with one of the following:

- \$ 500 - \$1500 - "Famous Players night out at the Movies—includes movie admission for 2, drinks and popcorn
- \$1501 - \$3000 - \$50 Gift Certificate to Indigo/Chapters or \$50 cash
- \$3000 - \$5000 + - \$100 Gift Certificate to Indigo/Chapters or \$100 cash

## Disaster Recovery: it's not just for Fortune 500 companies anymore!

By: Warren Fine

### Can your small business survive a disaster? Is your information protected from disaster's such as burglary, drive failure, fire or flood?

Most small businesses believe that disaster recovery is only important to Fortune 500 companies. However every business should be concerned about disaster recovery plans (DRP).

A new client had the incredible misfortune of losing their data due to a burglary and vandalism in their office. They had all of their accounting and engineering documents on their server but thought that a DRP was too expensive for their business. They did not have a tape back up system or contingency plan for this type of tragedy. The computers were stolen and their paper files were destroyed. This put them out of business overnight and it was impossible to fill their customers' orders. It was the end of their business.

After some soul searching they decided to start again. However, this time they were going to ensure they had everything covered. They called Complete Systems to develop a solution for a new computer system and, more importantly, a DRP. We provided a cost effective solution to ensure this client could recover from such incidents in the minimum amount of time, with minimum disruption and at minimum cost.

It is vital to **protect** your valuable data from **damage, hard drive failures, and mistaken deletions**. Although new computers are as close as you can get to

perfect, there are still failures. It has been estimated that one system or hard drive failure can cost well over \$5,000. A tape backup system on your file server could pay for itself in just one lost data incident.

If your business does have a tape backup system it is important to ensure that it is correctly configured and

**"This (disaster) put them out of business overnight!"**

suitable to meet the growing demands of your business. It is important to ensure that all the parts of a DRP are in place and working well.

Complete Systems has started a new program to assist you with your DRP. For a monthly subscription fee, we can reserve equipment that will ensure your file system is up and working in your office within 36 hours of any data loss, based on your last tape backup. We also offer different offsite tape back up options.

If you are concerned about your disaster recovery plan, or are ready to implement one, please contact Complete Systems at 416-657-4222 , or email [info@compsys.to](mailto:info@compsys.to) to provide you with an effective and cost efficient plan.

## I'm Making a Profit - But I still Can't Pay my Bills?

By Melanie Fine

Many entrepreneurs ask me this question. Their financial statements shows their business is doing well, and making a profit. But each month it is difficult to pay those bills. There is no cash in the bank! How can they be making a profit and not be able to pay their bills?

The answer is simple. Profit just doesn't equal Cash Flow. They are two different concepts. Profit focuses on income and expenses at a specific point in time. It shows how much money you have left after you make your sales and pay your expenses.

Cash Flow is a more dynamic concept. It deals with cold hard cash. A cash flow report shows the total cash a company receives and the total cash a company pays out. It is a better reflection on reality.

The main difference between the two is timing. When

you bill your customers you record revenue. When you purchase and receive goods you record the expenses or cost of sales. However, your customers may pay in 30 days and the payment for the goods you received could be due in 15 days. Therefore you are paying for the goods you sold before you actually received payment from your customer. Your customer may then have trouble paying for the goods. They may not pay in 30 days, if at all.

This shows the importance of good cash flow management. With a little planning and some simple procedures, you can have control of your cash flow. Soon you won't be asking yourself why you can't pay those bills.

For more information on how to develop a cash flow management plan please email [cashflow@compsys.to](mailto:cashflow@compsys.to). Melanie fine is an accountant with over 10 years experience in managing small and medium sized businesses from both an operational and financial perspective.



**Focusing on your computer needs  
So you can focus on your business**

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**We are on the Web!  
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Complete Systems is dedicated to assisting your business in it's success. The company was founded on the principles of great customer service in 1991. You are **hiring over 10 years experience with small and medium sized businesses.** We have used our expertise to develop solutions for businesses with a diverse range of issues including virus attacks, disaster recovery plans, secure user log in, Internet sharing, printer sharing, file security, E-mail servers, and virtual e-mail systems. We are authorized providers of IBM, HP, and Bell High Speed, however our vast network of suppliers allows us to provide you with the best hardware and software that suits your requirements.

Please ask us about our referral program! A way to earn a night out at the movies or even **cold hard cash!**  
**Look for our new website coming soon!**

## What our valued clients have to say!

"Warren was as helpful in getting our system running efficiently as he could possibly be. I never had to ask twice for something to be done. It was done the first time and done well. He has followed up to make sure that there are no problems. (There aren't). He is unfailingly kind and patient. He explained everything clearly until I understood it. When I have called with a question or a problem he has made time to answer it that same day. I have no suggestions for how he could improve his service. None. He is an excellent computer consultant."

Heather J. Arlen,  
Brown & Beattie

"Complete Systems identified many areas where our technology was outdated and they offered many suggestions, all within our budget. Their expert knowledge and professionalism added to the ease of solving our computer problems. I have no hesitation in recommending Complete System's services and I look forward to every opportunity to work with them."

Heather McCulloch,  
Formerly of Herman Smith Search Incorporated,  
Toronto, Ontario

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"There's still some work left in this one. Get him another pot of coffee."