

## PCM EDGE Fall 2009

A Quarterly Newsletter for  
Precision Computer Clients &  
Affiliates

### In this Issue:

#### A Message from the President

#### Is a CRM Philosophy at the Center of Your Business?

#### Got Remote Access?

#### Article: Disaster Recovery - Do You Have a Plan in Place?

#### Meet our Newest Client!

#### Got Remote Access?

PC Methods does! We are excited to announce that we now have a new tool that will save our clients time and money all while giving them better and faster service. If you are in need of a quick fix or have a technical issue that needs to be attended to, please give us a call.

### A Message from the President

Autumn has officially begun, and as the leaves change colors and fall off the trees to make way for new growth next spring, you should also be thinking of ways you can do the same within your company. As the saying goes, 'Out with the old, in with the new.' Right now is the perfect time to begin looking at ways you can improve your business in the coming year. That way if a change is necessary, you can make it in time to go live on January 1<sup>st</sup>, 2010, enabling you to have a seamless operating timeline for the entire year.

Here at PC Methods we have already begun upgrading our own internal accounting system and would love to help you with yours. If you have any questions regarding your system or software,

please give us a call. We'd be happy to help you determine the best growth path for your business.

We believe that the best way to ensure your business will thrive in the future is in planning ahead. Therefore, we've included a couple of articles this quarter that will help you do just that.

Lastly, we are very excited to introduce you to our newest client, as well as a new service we are now offering. We hope you enjoy learning more about us and what we can do to help you succeed!

Sincerely,



### Is a CRM Philosophy at the Center of Your Business?

*Bill Hoffman, CRM Champion, Sage*

The concept of CRM has been around since the beginning of human interaction. Where do you think the phrase, "the customer is always right," came from? So, why all of the attention now? What is it that makes CRM so important so much so that those companies invest large amounts of money and time to implement it? The answer lies in a shift in the 1980s, away from true customer service, to what I like to call our new "Self-Service World." Today's popular belief is, "since I can't get the service I deserve, I will do it myself and pay less."

I was raised in a time when you were not allowed to pump your own gas and recall a time when three attendants would service my family's car while they pumped our gas. I remember the attendants would always take the time to speak with us and really tried to get to know my family as people. Was the attitude and attentiveness of

this business designed to create customer loyalty to bring us back to that particular gas station, even in times when you would pay a couple of pennies more for gas at that station? You bet it was!



Just yesterday I pumped my own gas, bought some gum and a soda, and went to pay the clerk only to be made to feel that my transactions were an inconvenience! Sure, the example from my childhood is more costly in the short term, but can you

really afford not to provide the best service possible to your customers? When acquiring new customers is seven times more expensive than retaining and reselling to existing customers—no you can't. The result of this "Self-Service World" is that fewer companies provide "excellent customer service."

So how does CRM help me achieve my customer service goals? By empowering employees with the information necessary to help them step out of their realm to help customers. To read the full article, visit our website at: [www.pcmethods.com](http://www.pcmethods.com).

### Welcome RE/MAX!

We'd like to welcome our newest client: RE/MAX of Northern Illinois, Chicagoland's ongoing leader in real estate.

"We are very excited to be working with such a great company," comments Peter Heinicke, President of PC Methods. "Our team will be working with them to streamline their accounting processes and offer IT support for their QuickBooks solution."

The RE/MAX Northern Illinois network encompasses the top fourth of the state of Illinois and consists of 160 offices with 3600 agents. If you would like more information on their services, visit their website at: [www.cornerstone4homes.com](http://www.cornerstone4homes.com).



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### Disaster Recovery—Do You Have a Plan in Place?

Every company needs to be prepared for emergencies; however, there is an astounding percentage that are not. If some sort of catastrophic event were to happen, would your company be ready? Do you have a disaster recovery plan in place that will get you through? Keep in mind that the term 'Disaster' applies to many different types of events, not only encompassing events brought by mother nature, but also accidental, or deliberate human influence such as fire, flood, a loss of communication or even a virus.

In order to ensure total preparedness, there are two important key plans you should consider. The first is a Business Continuity Plan (BCP), and the second a Disaster Recovery Plan (DRP). While the two have many things in common, the main differentiator is that a DRP focuses on recovery

whereas a BCP allows for continued business until recovery is accomplished.

There are several steps to take in order to build your BCP and DRP plans and we've included some tips below on how to get started. Your peace of mind and the future of your company is of the utmost importance and we hope you find this information helpful.

If you need help in planning for a disaster, PC Methods can help. We are now equipped with an Off-Site Server and have the capacity to store your data.

In the event of an emergency our clients would be able to run programs and store data within our storage space service which will act as a temporary server should you face an unexpected emergency. If you would like more information in regards to how you can take advantage of this new service, please give us a call. We'd be happy to go over your options.

#### Business Continuity Plan Steps (BCP)

##### Document

- External contacts & contact information
- Key personnel, equipment & data

##### Identify

- Critical documents & information
- Contingency equipment options & possible alternate locations

##### Action

- Create step-by-step instructions, indicating who is responsible for what and put it into multiple reference binders
- Hold training classes and communicate with your staff regularly regarding the plan
- Review, Practice and Revise, and don't forget to build in some flexibility for the unexpected.

##### Test, Test, Test

- Run practice tests to ensure that it will be smooth in the event of a disaster. You don't want the first time you use the plan to be during a critical situation.

#### Disaster Recovery Plan (DRP)

##### Create a Plan

- Do a risk analysis to identify your strengths and weaknesses
- Create steps: example: Identify who is responsible; what needs to be recovered first; and any necessary procedures
- Identify potential costs & create a budget.
- Ensure the plan is logical and easy to follow
- Update the plan (or at least look at it), once a year to ensure it still makes sense

##### Have back up

- Consistently back up all critical data and information – this will make recovery easier

##### Test, Test, Test

- Regularly test recovery systems.
- At some point you will need to perform a component-level restoration of your largest databases to measure the capabilities of your DRP. However, periodic walk-throughs with the recovery team will assure that everyone knows their roles and responsibilities.