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SynerMag, the point of view

Issue 3

Nutshell

- Stable government is the panacea to recession...
- Enough is enough, no caste, no religion, only development...
- Recession seen at the fag end...
- Aadarsh Amdavad making its presence felt for good...
- Australia cannot afford to attack Indians...

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Editor's Corner

It is time to say good bye to Summer. Dry hot is now sweating warm. Rains will quench the earth and greens will cool the eyes.

Continuing "feel good", we all have witnessed paradigm shift in Indian Politics. This time we, the voters, across India have been consistent.

We, the voters, have appreciated those who have worked towards the development of the country. We have made them victorious who have performed. May it be Shila Dikshit of Congress in Delhi or Nitish Kumar of JD(U) in Bihar or Navin Patnaik of Biju Janta Dal in Orissa or Narendrabhai of BJP in Gujarat..

We, the voters, have shattered those who aspired to rule us by dividing us on caste, religion and geography. Likes of

Mayavatis, Lalus and Paswans are shown the door to political retirement.

It is surprising. Recent UP elections 2 yrs ago made Mayavati, the diva of caste based politics. Suddenly, we, the voters are enlightened and done the right thing by keeping them on the dirty bay they have chosen for themselves.

It is remarkable demonstration of prudent and matured judgment by all of Us. Congratulations to ourselves.

Stock Markets say cheers. But this green will turn brown very soon. Turn around cannot be expected overnight. Expect correction very soon

I sense the under current of recovery. But it will not be on the surface for some time. One jolt of depression on certain sectors like real estate will mark the beginning of recovery.

Recovery will be on horizon when Rupee is all set to appreciate. It will leave us with better Balance of Payment, lower oil pool deficit, better FII inflows and lower gold prices. This is good enough to enhance liquidity.

It will be an acid test for government to maintain exports. I think that we have most eligible team to take on this challenge. Mr. Mukharji has proactively met exporters and IT community to know the budget wishlist. It is indicative of Govt's willingness and priorities.

So friends, light at the end of tunnel is seen. Let us quietly follow it towards the better and the best. It is necessary that we hang on to celebrate the recovery.

Vishal Shah

Revolution by Volunteerism

Aadarsh Amdavad has come a long way. It has now 100 volunteers to run the show. It is committed to uplift quality of life of Amdavadis. Yoga, Sun-Gazing, Acupressure, Naturopathy are promoted by AA at free of cost. It is interesting to know about this activity. Call +91 079 26565416 by Vishal Shah

Australia, the daunting?

Frequent attacks on Indians in Australia based on racism must be condemned the most. Indian students going to Australia contribute greatly to Australian Universities to the extent of 20 million Australian Dollars per year. Let us expect assertive action from Indian government. Vishal Shah

Preface

Synersoft Technologies, promoted by New Horizons would like to keep in touch with its professional circle by this newsletter. It is our sincere effort to make it interesting as well as informative. You are requested to give us feedback on this on editor@synersoft.in. It will help us make it more interesting.

Vishal Shah delivers lecture at AMA for ACMA...

BlackBOX enhancements by multi threading...

21 Dealers added to channel...

BlackBOX getting lighter...

Task Management System to enhance operational efficiencies

Sales force automation system...

What's Up at Synersoft

New Developments

Vishal Shah from Synersoft was invited by Ahmedabad Computer Merchant Association to deliver a lecture on "Business During Recession" at Ahmedabad Management Association.

The lecture was very interactive and well received by the audience.

It mainly covered specific business strategies to be adopted during recessionary pressures by IT industry. Segmentation, Performance Measurement and CRM were the major topics.

New Projects

Synersoft has bagged a challenging project to design bulk email system for one of its clients. Synersoft is designing such system which respects all legal issues and anti spam compliances.

There is lot more customization happening in BlackBOX. Synersoft has implemented 4 BlackBOX 3.X in this month.

Synersoft is also working on loop back anti spam reporting system for one of its customers.

Team Synersoft

This month is found to be a great learning experience for Team Synersoft. The team has got an important break through in various aspects of BlackBOX.

The team has done great job in two recent projects on a corporate website and a financial portal.

Mruga, Umesh are doing their best on project for Income Tax Appellate Tribune. Implementation at Delhi, Mumbai, Ahmedabad, Rajkot, Indore would not have been possible without their extra ordinary efforts.

What's Up at Synersoft

Dealers

Synersoft welcomes 21 dealers in Ahmedabad to its team who have signed up in this month.

BlackBOX will also be marketed through dealer channel now onwards.

These dealers are selected based on expertise, knowledge and market reach.

Dealer Orientation and Training

3 sessions were conducted to educate these dealers about BlackBOX on technical and commercial aspects. We look forward to big business and great earnings for our dealers.

The training pertained to installation, minute features, case studies, marketing approach for BlackBOX 1.X and 2.X

Multi Thread POP & SMTP

BlackBOX is enhanced by multi thread POP and SMTP. This is going to make BlackBOX a class apart in its category of email distribution system.

This will avoid delays due to large emails to be received or sent. This will improve performance remarkably. Currently this feature is available only in BlackBOX.

What's Up at Synersoft?

Sales Force Automation System

Synersoft's sales force automation system is now perfectly integrated with SMS gateway. Certain events were campaigned using this gateway in very effective way.

Now, this system is capable of mail merge, bulk emails and bulk SMS. It is now a complete MIS with hierarchy support.

Task Management System

Task Management System is a major software to increase efficiency and accountability at Synersoft. Now every task is assigned, reported, archived and updated in digital way.

Handy reports are available to check scheduled, pending, open tasks of all employees in centralized environment.

Lite Versions of BlackBOX

Synersoft is planning to launch lite versions of BlackBOX 1.X and 2.X. There will be variations like BlackBOX 1.Xi, BlackBOX 1.Xm, BlackBOX 2.X for 10, 15 and unlimited users to cover more market share.

This will increase BlackBOX penetration in smaller companies.

Data can be stolen

By Pen Drives

By BCC Emails

By Free Email ids like Yahoo, Gmail, Hotmail Indiatimes, Rediff etc.

By MSN, Yahoo messenger

By Briefcase Sites

BlackBOX prevents Data Theft

Case Study: **Honey, that's how I stole the data** | by Vishal Shah

Adarsh Enterprise is a manufacturing company. They have created invaluable wealth of data over the years in terms of customer data, prospective contacts, documents, spread sheets, presentations and so on.

They faced strange problem. They lost three big tender bids to a competitor by a close margin in time span of only one month.

The director of the company had serious doubt on integrity of certain employee of the company. They heard about BlackBOX and purchased it.

SynerSOFT implemented BlackBOX which has strong system to prevent users to steal data.

Within 2 days after implementing BlackBOX, the user was caught red handed while he was sending confidential data to competitor.

Conclusion

There are various ways to steal data as follows.

Pen drive, BCC Emails, Use of Yahoo / Gmail / Hotmail, Uploading data to free sites providing brief case, MSN or Yahoo Messenger

BlackBOX restricts all these possibilities of data theft and keeps logs of user's internet and email activity.

BlackBOX facilitates vigilance of users emails as per organization hierarchy.

Blackle: Save Energy, Save Earth

WWW.BLACKLE.COM

The concept behind Blackle is that computer monitors can be made to consume less energy by displaying much darker colors. Blackle is based on a study which tested a variety of CRT and LCD monitors. There is dispute over whether there really are any energy saving effects

Blackle saves energy because the screen is predominantly black. "Image displayed is primarily a function of the user's color settings and desktop graphics, as well as the color and size of open application windows; a given monitor requires more power to display a white (or light) screen than a black (or dark) screen."

Blackle proposed the theory that a black version of the Google search engine would save a fair bit of energy due to the popularity of the search engine. Since then

web pages. Blackle believes that there is value in the concept because even if the energy savings are small, they all add up.

Secondly they feel that seeing Blackle every time we load our web browser reminds us that we need to keep taking small steps to save energy.

How can you help?

We encourage you to set Blackle as your home page. This way every time you load your Internet browser you will save a little bit of energy. Remember every bit counts!

At the time of writing this

Www.blackle.com has saved

1,272,632.465

Watt hours

Blackle was created remind us all of the need to take small steps in our everyday lives to save energy. Blackle searches are powered by Google Custom Search.

Darren Yates, a technology journalist who reviews computer hardware, tested 4 CRT monitors and 23 LCD monitors, and found that the CRT monitors did use more energy displaying a white screen, The LCD monitors tested showed slightly less power use displaying a white screen in the majority of cases, although most of the larger (24-inch) monitors did use slightly less power displaying a black screen.

Compiled by Vishal Shah
Source: www.google.com

Synersoft has completed project for Khandwala Group, a leading stock broker from Ahmedabad...

Khandwala group is a renowned and reputed name in stock broking.

This portal serves as one stop information source for khandwala group's customers and visitors to website...

www.khandwalagroup.com



SynerSOFT has recently launched website

www.khandwalagroup.com

Khandwala Group is a leading stock broker operating all over India having large number of customers and branches in various cities.

This portal is developed for providing value added services to the clients. This contains latest information on stock markets, indices and various analytical data.

It is a content rich website having more than 700 pages loaded dynamically and updated every minute from the market data.

This website also provides many backoffice reports to clients online. Clients can login secured area and open their ledger, bills, contracts. These documents are also digitally signed.

This provides rich information resource to stock market analytics with online charts section and historical data.

This portal also provides data on mutual funds market. This portal will serve as "one stop information kiosk" for the customers and visitors of www.khandwalagroup.com

BlackBOX is the only product on planet which is integrated solution having

Firewall

Internet Proxy

Internet

Restrictions

Email

Distribution

Software

Email

Vigilance

Anti Spam

User Profiling

Automatic

Backup

EDP Audit

Bandwidth

Management

System

Know BlackBOX

BlackBOX is a system which must be used by every company owning computers.

It is equipped with the most essential IT tools for security, performance and productivity.

Following are the details.

Firewall

Broadband internet connectivity has made everyone use internet. It comes with its own hazards like,

- Spread of viruses, worms
- Intrusion
- Hackers
- Data theft
- Unauthorized access.

BlackBOX provides a good quality simple firewall to keep your network safe from such hazards.

Secured internet sharing

Internet needs to be shared in any small to big networks. It must be done in secured way. If not done properly, following problems can be faced.

- High internet usage bills
- Untimely usage of monthly data transfer
- Open proxy blocking
- Extremely slow internet

BlackBOX provides a good quality internet sharing system which prevents such problems.

Automatic Backup System

BlackBOX makes your systems client server system and data is always stored in central server. This system takes automatic backup of all important data like, word, excel, PowerPoint files, images, photographs, emails etc.

Restrictions on internet usage

Since internet is needed in routine business processes, it needs to be accessed by staff. Following problems could invite trouble.

- Access to stock market
- Access to job portals
- Access to adult sites
- Access to yahoo, Gmail, hotmail
- Sending confidential data outside of office by emails / briefcase

BlackBOX provides a user wise permissions to access websites. E.g. Accounts department is given access to only banking sites.

User wise Internet Access Logs

BlackBOX provides a comprehensive reports on websites surfed by users. This is useful in controlling internet activity against productivity loss.

Email distribution system

This system centrally collects emails from the server and distributes them on every desk. It has following advantages.

- No need to give internet on every desk to check emails
- Emails are scanned before they are delivered to the users
- Internal mails work without internet
- It works with any clients like MS Outlook, Outlook Express, Eudora, Incredi-mail etc.

BlackBOX provides a good quality email distribution system with many more advanced features.

Antispam System

BlackBOX provides very efficient antispam system at web mail server level. This prevents most unwanted emails entering your network. Its advanced antispam system uses following filters.

- 6 paid DNS Block lists
- Sender verification
- Content filtering
- IP reputation

Email Traffic Vigilance

The email system comes with vigilance system which keeps eye on incoming and outgoing traffic. The responsible person who is supposed to vigil email traffic, gets all emails sent by users and received by users. This avoids following problems.

- Theft of confidential data by emails
- "Emails not received" excuses

User Profiling

BlackBOX system puts restrictions on users as per the permissions given by top management. Users can only use the applications they are supposed to. E.g. Accounts department can only use tally or such software, emails and MS Office. Similarly sales department can only use MS Office and emails with restricted or unrestricted internet usage.

Restrictions on Pen drives

BlackBOX prevents data to be stolen from organization by using pen drives or flash memory sticks or CDs or DVDs.

The new millennium saw a new Sagar group who are now anchoring their avenues in different destinations worldwide

Synersoft has made very useful website which provides very user friendly navigation to visitor for vast product range...

This website is authentically certified on W3 standards...

www.sagar-group.com



www.sagar-group.com

SynerSOFT recently completed a prestigious project from Sagar Group of Industries. Sagar group is a leading player in Textiles and Textiles Machinery business.

The website is designed to serve as a public document for the group as well as to consolidate group's internet presence. Sagar Group has vast range of products in textiles, textile machinery, cotton, fabrics, accessories. They also undertake turn key industrial projects.

They are currently representing close to 50 Multi National Companies in the field of textile machinery.

Sagar has built a bridge that facilitates a sound and quality business relations between buyers and sellers.

Having modern & quality products from more than 50 principals from about 12 countries spread over 3 continents, who have a reputation of being world's top of the line manufacturers & producers, with a good marketing strategy to join Sagar Group to promote their products with its 9 offices in India and several business associates abroad.

Sagar salutes all its principals and valued clients who are the intangible assets and backbone for Sagar's eminent position today.

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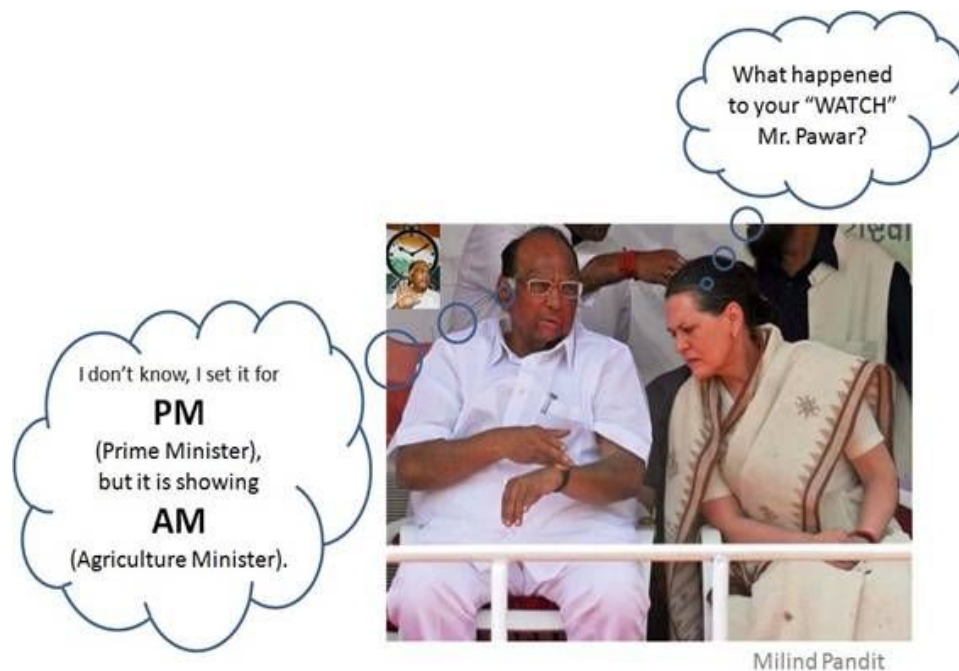


On the Desk Quote

“You can’t build a
reputation on what you
are planning do”
...Henry Ford

www.synergsoft.in

Humor: Post Election



Musharraf calls Bush on 11th September:

Musharraf: Mr. President, I would like to express my condolences to you. It is a real tragedy. So many people, such great buildings... I would like to ensure that we had nothing in connection with that..

Bush: What buildings?
What people??

Musharraf: Oh, and what time is it in America now?

Bush: It's eight in the morning.

Musharraf: Oops...Will call back in an hour!

Milind Pandit