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SynerMag, the point of view

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Nutshell

- In this global financial turmoil, India will have to be conservative...
- Politically motivated monetary and fiscal decisions will lead us to more difficulties...
- Impending elections makes politically motivated monetary and fiscal decisions more likely to happen...
- Obama episode makes American democracy worth respecting...
- Satyam is a disaster...

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Editor's Corner

How's life? Answer is not so positive around us. It looks full of gloom, insecurity and uncertainty. News papers sound so scary. We are worried about our job, difficulty in meeting business targets, sustaining the life style we have blown while economic bubble was in making.

Globally, it has burst and we, Indians are not sure about its effects on us. We try to look at leading indicators like stock market index, currency movements, commodity prices, interest rates fluctuations and many more.

It leads us to confusion and more confusion. We are not in position to rely on statements by government with a view to impending elections.

We are more confused if we come across any soothing statement by Mr. Manmohan Singh, who is it motivated by political, electoral or economic

perspective.

Time has come to take Mr. Ratan Tata seriously. He has advised to his 98 companies. It is safe to follow his precious advise in this pursuit of survival.

No expansions, retire debt, cut costs and be conservative.

Read here, no spending on luxury, not at all by credit card or personal loan, save single penny and be happy with what you have on hand.

I hope that I am wrong and times are back as they were. But until it happens, let us be conservative in all our aspirations.

From a window to the world, Americans have given one more reason why the rest of the world should respect America. Democracy and freedom is the reality there. Their open-mindedness has earned them dedication and sincerity of talented people across the world

towards America.

From a window to the country, we are still stuck on discussing rationality of war. Our politicians are great wizards who can hypnotize gullible public to see what they want them to see. Our media sometimes acts puppet to enhance this hypnotism. Only War; War; No War; and so on.

Lately, Mr. Raju has broken all records of fraudsters in India. Time and again, India Inc. shows remarkable frauds one after another, bad after worse. Investors, employees, regulators have too much to digest.

By Vishal Shah

Revolution by Volunteerism

If you have not heard about Aadarsh Amdavad (Ideal Amdavad) you are likely to know about it very soon. It is going to be a revolution in city of Ahmedabad. It promotes selfless volunteerism for the betterment of quality of life of citizens of Ahmedabad, An interesting article, by Vishal Shah

Dance of Demons?

Mumbai was under siege for more than 60 hours. Media has helped terrorists steal limelight and succeed. Our spineless politicians hesitate to condemn such heinous act. They lack guts to declare war. We, tax payers' money go to defense also. When shall we have real nails that hurt too. 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.

Joyal is the super performer.

Ullas has got the promotion

New product for travel agents is launched

Good development on HR Policy front

Task Management System to enhance operational efficiencies

Proposal module sharpens Synersoft's CRM

What's Up at Synersoft

New Developments

Synersoft has developed its own mail server and internet server with certain unique features. These features are known to be best in its class. If you are sharing internet using this software, it gives you control to allocate speed / bandwidth every user will get to surf the net. It helps when entire internet becomes slow when one user downloads big file. It also logs usage by each user in bandwidth terms in addition to which sites were visited by user.

New Projects

This month Synersoft has begged projects with challenging objectives. These projects include reporting by mobile phones and get information on mobile phones. It is complex project in the field of chemical engineering. Another project is to develop product catalog of an engineering company which has more than 2000 products. It is very complex and catalog is automatically generated by extracting information from J D Edwards ERP system.

Team Synersoft

Synersoft's new office in Ahmedabad is settled and functional. Team of 13 trainee engineers will use this office along with marketing team. We have minimized our capital investment by using BlackBOX. Total cost to set up 13 computers with very good performance, security, antivirus and hardware warranty is less than Rs 1,50,000/-. Thanks to BlackBOX. Minimum capital investment will lead higher profitability and more liquidity for working capital.

What's Up at Synersoft

Super Performers

Mr. Joyal Christian, PS to CEO and Admin In-charge has demonstrated exemplary sincerity and commitment to work.

Core Team at Synersoft has taken up the responsibility with extra ordinary maturity. We have received heartiest appreciations by customers for timely delivery of system. Keep it up.

Promotions

Mr. Ullas More, technical support engineer has been promoted with more responsibilities to be fulfilled. He will be responsible to train junior engineers and oversee the support activities.

Travel Agent's CMS

Synersoft has launched Content Management System for travel agents. It helps them update their websites themselves. They can add destinations, packages, hotels, tips, terms-conditions, cruises, itineraries themselves. This will help them launch new packages very fast on website to enhance customer experience.

What's Up at Synersoft?

HR Policy

There have been major thinking and discussion on HR Policy at Synersoft. It crystallized many aspects of leave application, approvals, rejections, penalties and disciplinary actions.

Task Management System

Synersoft has launched new face of its Task Management System. It helps employees to take and assign various business tasks, keep track of the progress, become aware about closeness of deadlines and enhance efficiency. It helps employees to manage time with maximum effectiveness

CRM

Synersoft has added one more module to its CRM which is proposal management. Marketing team will be more prompt to submit proposals. There will be standardization of proposal formats. It also stores every version of proposal submitted during lead follow-up system.

When Banking stocks outperform indices...

When USD and Yen depreciate by 15%...

When Chicago VIX falls to 25...

Expect this recession to end

When will Global Recession End? Compiled by Vishal Shah

When Chicago's volatility index falls...

Chicago's VIX (volatility index is benchmark for volatility in stocks) is currently moving in the range of 50-70 and if it starts coming down and falls to 25, it will be a sign of stabilizing markets.

When TED spread decreases...

The spread in yields of US treasury bills and Euro dollar start decreasing further. It is measure of the risk in the global banking system. It has gone up to 5 and at present it is 1.97. If it falls to the level of 0.47, it is safe to think that crisis is getting over.

When USD and Yen depreciate

When the US and Japan are facing recession, their currencies cannot remain stronger. They are rising as deleveraging is happening in both the assets. Hedge funds are selling all assets to buy dollars and yen carry trade is unwinding.

When bank stocks outperform benchmark indices...

If bank stocks start outperforming S7P 500 consistently for 6 weeks, crisis may be ending soon.

A motivating short story. Compiled by Kawaldeep Singh

This is a true story. There was an Entrepreneur in Ahmedabad - Mr. Vihar Shah. The name of his enterprise was Vikalp Corporation. He did good business, earned a lot of name & wealth during his own struggle period of life. But now he was unable to concentrate on his own business due to the growing age, expanding business & deteriorating health conditions.

One day, a young, energetic boy of around 20 years of age, who just passed out as a commerce graduate, met him in his office. The boy was wandering here & there in search of a job. Certainly, just as other people, Mr. Vihar said there was no vacancy. The boy was somewhat depressed by the casual answer. While leaving his office, the boy brought some discrepancies in current practices to the notice of Mr. Vihar Shah. This event made, Mr. Vihar Shah, realize that the boy is a GEM of person to work with. He again called him in his office, had a brief formal talk with him. His name was Rahul. After being led with Rahul's knowledge, Mr. Vihar Shah offered him a job.

Mr. Vihar Shah put faith in Rahul who, in turn never let his master down. Mr. Vihar slowly & steadily started putting more responsibilities on Rahul. Moreover, Rahul did justice to Mr. Vihar's favor and made loyal efforts & achieved Mr. Vihar's expectations.

Today, after 20 years of this incident, Rahul is the whole and sole of Vikalp Corporation. He upgraded the technology used in the firm, made the firm more competitive, fetched many new customers and expanded the business in new markets, which led the firm to earn huge profits to the tune of 230 Lacs as against 38 Lacs before he joined the firm. Although he had majority decision powers with him, he had not forgotten Mr. Vihar's favor. Even today he consults Mr. Vihar before arriving at any major decision and takes his permission to go ahead. Now, Rahul is 45 years old, but works with the energy that any youngster will not think of. He brought up the Vikalp Corporation as his own child & put it to the remarkable level.

Moral of the Story

FAITH and LOYALTY may earn you a lot. These are the two main abstracts which an employer wants to see in his own employees.

Note :- (Names of people and company are changed intentionally).

Computers are part of our work life

They make us work more efficient

Computerized work life greatly contribute to occupational hazard

They are harsh on our eyes, the invaluable gift from God to let us see his creations

Let us be gentle on our eyes before it is too late

Eye Care Tips for Computer Users, Compiled by Aditi Joshi

Know your eyes...

Tears: The first line of defense, they also serve as lubrication by keeping the eyes moist and nourished they also have a corrective lens function.

Eyelids: Their main job is to protect your eyes from dirt, dust and harsh light.

Eyelashes: A protective net for your eyes.

Cornea: A refractive zone that guides light to reach the retina.

Pupil: Controls the amount of light that enters your eyes.

Lens: A refractive zone that also guides light into the retina.

Retina and Optic Nerve: A bunch of intricate wiring that carries vision signals between your brain and eyes.

Tips for your Eyes...

Splash water on your face

During breaks, splash water on your face while closing your eyes. This has an overall relaxing effect and helps you feel refreshed.

Exercise for eyes

Regular work hours should be infused with short breaks. During such breaks, perform a small and easy exercise: "First, blink your eyes several times. While you keep your eyes closed, roll your eyeballs both clockwise and anticlockwise and take a deep breath. Gradually open your eyes while releasing your breath. This exercise lasts for a minute and you can repeat it three times before getting back to work.

Look away...

While working for long hours, look at distant objects either in your office or outside. Looking at a distant object and then returning to your task helps your eyes focus better. Try taking such visual breaks for about five to 10 minutes every hour

Take a walk...

After you're done with lunch, take a stroll outside your office for a few minutes. This will give your eyes a much-needed break and get them some fresh air.

Palming...

Sit straight at your workstation and rub your palms against each other till you feel them warm. The warmth of your palms helps soothe and relax tired eyes. Then, lightly cup your eyes with your palms and relax for 60 seconds. Count the seconds in your mind. Repeat this exercise two to three times whenever your eyes feel tired, or as often as you want. While palming, you can either rest your elbows on your desk or keep away from the desk and cup your eyes. Both ways are fine.

Use tea bags...

Keep two used tea bags in the refrigerator before you leave for work. Once you are home, place the tea bags on your eyes for a few minutes as you relax. This not only soothes tired eyes, but also reduces puffiness.

Quit smoking and alcohol...

Smoking and alcohol cause irreversible optic nerve damage. As both nicotine and alcohol are nerve toxins, they affect the nerves in the long run.

Know your contact lenses...

Ideally, a person who uses lenses should wear it for not more than 10-12 hours a day and occasionally for 14 hours a day. Never wear your contact lenses while swimming. The pool water houses various micro-organisms as there are several people using it. This may lead to fungal infections in the eyes. In addition, the chlorine in the water can damage your contact lenses. Lenses are like sponge, making them susceptible to attracting dirt.

Wear antiglare glasses while driving or at work...

"Antiglare glasses are mainly used for focused light - such as full beam car headlights - and serve well for night driving. These can also be used while working on the computer," says Dr Belvi.

Using a pair of antiglare glasses while working on a computer can reduce the strain on the eyes to a certain extent. If you wear contact lenses, wear a pair of zero powered antiglare glasses for the same purpose.

Drink water and eat healthy...

Eat citrus fruits, green leafy veggies, tomatoes, spinach, poultry and dairy products. Pack a box of chopped carrots, cucumber and fresh fruits and munch in-between meals at the office.

Use re-wetting eye drops

An office environment that is predominantly air-conditioned, coupled with a computer intensive job, this is the perfect combination for dry eyes. In such cases, you can use re-wetting eye drops to give relief to your eyes.

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, Incrediblemail 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.

Google is just not a search engine.

It has amazing built in features

In this section we will find such features and give information on each feature

It helps us use it more effectively

Google Tips

Either/or

Google normally searches for pages that contain all the words you type in the search box, but if you want pages that have one term or another (or both), use the OR operator – or use the "|" symbol (pipe symbol) to save you a keystroke. [dumb | little | man]

Quotes

If you want to search for an exact phrase, use quotes. ["dumb little man"] will only find that exact phrase. [dumb "little man"] will find pages that contain the word dumb and the exact phrase "little man".

Not

If you don't want a term or phrase, use the "-" symbol. [-dumb little man] will return pages that contain "little" and "man" but that don't contain "dumb".

Movies

Use the "movie:" operator to search for a movie title along with either a zip code or U.S. city and state to get a list of movie theaters in the area and show times.

Music

The "music:" operator returns content related to music only.

Unit converter

Use Google for a quick conversion, from yards to meters for example, or different currency: [12 meters in yards]

Back links

The "link:" operator will find pages that link to a specific URL. You can use this not only for a main URL but even to a specific page. Not all links to an URL are listed, however.

Similar terms

Use the "~" symbol to return similar terms. [~dumb little man -dumb] will get you pages that contain "funny little man" and "stupid little man" but not "dumb little man".

Wildcard

The "*" symbol is a wildcard. This is useful if you're trying to find the lyrics to a song, but can't remember the exact lyrics. [can't * me love lyrics] will return the Beatles song you're looking for. It's also useful for finding stuff only in certain domains, such as educational information: ["dumb little man" research *.edu].

File types

If you just want to search for .PDF files, or Word documents, or Excel spreadsheets, for example, use the "file type:" operator.

Site-specific

Use the "site:" operator to search only within a certain website. Site:www.enewhorizons.net will search for the desired term within website

Definitions

Use the "define:" operator to get a quick definition. [define: dumb] will give you a whole host of definitions from different sources, with links.

Calculator

One of the handiest uses of Google, type in a quick calculation in the search box and get an answer. It's faster than calling up your computer's calculator in most cases. Use the +, -, *, / symbols and parentheses to do a simple equation.

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On the Desk Quote

“If you have time to waste,
don’t waste it here.”

www.synersoft.in

Humor

Movie Director : "Now you have to jump from the 10th floor."

Nervous Actor : "But suppose I got injured or killed?"

Director : "That's the idea, because it's the last scene of the movie."

Once a young man was asked in an interview:"Did you ever meet any Railway accident?"

The man replied : "Yes, once the train was going through a long tunnel I have kissed the father instead of his daughter."

Pandit : Tumhare jeevan mein 6 ladkiya aayengi.
Thambu : Wow, kya baat hai.

Pandit : Zyada khush honey ki baat nahi hai. Ek gharwali aur 5 betiya hai..

Patient: Doctor, are you sure I'm suffering from pneumonia? Once a doctor was treating his patient with pneumonia but the patient died of typhus.

Indian Doctor: Don't worry, it won't happen to you. If I treat someone with pneumonia he will die of pneumonia only."

Wife: Sweet Heart! When you remove your specks you look like the same cute guy whom I married 20 years back.

Husband: Yes dear, when I remove my specks, you also look like the same charming girl whom I married 20 years back

Laloo was writing something very slowly.

Santa: Why are you writing so slowly?

Laloo: I am writing to my 5 years old kid Jhurlu, he can't read very fast.

Patient: I have swallowed a key.
Doctor: When? Patient: 3 months back!

Doctor: What were you doing till now? Patient: I was using duplicate key, now I have lost it too

A little kid asks his father, "Daddy, Is God a man or a woman?" "Both son. God is both." After a while the kid comes again and asks,

"Daddy is God black or white?" "Both son, both." The child returns a few minutes later and says, "Daddy, Is Michael Jackson a God?"