



May 2009

Issue 2

Nutshell

- Positivity is the key to be happy in recession...
- Recession cannot be resisted. It has to be witnessed by being affected...
- Builders and real estate developers are resisting recession which will be disastrous...
- Election results in India will be surprising...

Inside this issue:

Synersoft: What's up	2
When will global recession end?	3
A Case Study...	3
Hanus its beautiful	4
Know BlackBOX	5
Advance Travels Portal	6
Humor, On the Desk Quote	7

SynerMag, the point of view

Editor's Corner

Think positive... It is the buzz word. If you remember last issue of SynerMAG, I sounded negative about near term economic scenario. It is affecting all of us. That's why we analyze, analyze and analyze.

I think it is the time to break and chill. It is the time to see recession as opportunity.

Opportunity to simplify our life styles. Opportunity to introspect and get rid of unnecessary expenses.

Opportunity to read spiritual books.

Opportunity to desperately develop new product ideas which help the world deal with recession.

Let us develop cost effective products, Let us develop cost effective services. Let us do good business in recession by helping customers deal with recessionary pressure.

This will work, work and work.

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

On global front, USA is creeping. B Obama has sticky challenges to face. But he has demonstrated exuberance of positivity. It is the key. He will succeed. USA will again be that USA.

On Indian front, Indian government has demonstrated commendable wisdom to deal with global recessionary pressures.

Let us hope that Dr Manmohan Singh mantra remains enchanted.

It is interesting to deal with recession. Let me write it on the wall, recession cannot be resisted. We have to let it come and go. We have to witness it.

I found that all the industrial sectors have seen recession and are affected. Being affected is nothing but witnessing recession. It is good to be affected and let the recession pass away. However, there is a group of people who want to resist recession.

Pakistan, Qayamat ka Din?

Qayamat, the ultimate day, the judgement day. It seems impending on Pakistan. Things are being natural. It is heading towards an end. I hope that Kashmir will not be an issue anymore. Pakistan is occupied in its own problems, it can no longer fuel Kashmir. Vishal Shah

They are builders and real estate developers. I strongly feel that they are resisting recession. They are spending own resources to resist recession. It is non-sustainable. They do not accept recession and do not let it reflect in their real estate properties.

They will be short of resources and be forced to witness recession and be affected. By that time they would have spent their own resources to resist and only to give up resisting.

It is time to stick to business. Great time is ahead...

On political front, elections are almost over. UPA finished its 5 year term. Let us hope that we get a government which can work for the country instead of working towards managing its own survival.

By 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.

Ullas is the super performer.

Welcome Mahesh!

Umesh, you are in right direction...

Minal, you are going great...

Task Management System to enhance operational efficiencies

Sales force automation system...

What's Up at Synersoft

New Developments

BlackBOX developed by Synersoft has become the buzz word. It is the only product in the world which as Firewall, Internet Server, Mail Server, Automatic Data Backup System, Complete User Profiling, Restrictions on Pendrives and much more.

SynerSOFT has contracted its own SMS gateway to integrate it with its CRM products.

SynerSOFT has launched new product for Bulk Email purpose which complies with all legal issues.

New Projects

This month, Synersoft has bagged order for 20 BlackBOX from one single organization.

This month, Synersoft has finished 4 website projects for its valued customers.

This month SynerSOFT has contracted with 4 customers BlackBOX system in Ahmedabad and Mumbai.

SynerSOFT has also developed software for Institute of Management, Nirma University recently to calculate complicated Grading System in MBA course.

Team Synersoft

We have Mahesh to join us as support engineer. Our warm welcome to him.

Minal has done a great work on travel portal developed for the customer. Details are given in trailing pages.

Umesh has proved himself to be a valuable asset to the company which is seen in complicated grade management system.

Core Team continues to enjoy work and demonstrate a great commitment.

What's Up at Synersoft

Super Performers

Here, is Ullas again. He has done a great job in technical support and new installation of BlackBOX at customer sites.

It seems that he has digested initial setup of BlackBOX. It has made all our customers happy.

His sincere efforts while supporting the customer has earned prestige to company.

Get Together

Team SynerSOFT had a cheerful and interactive get together at Rajwadu,, filled with cultural programs, authentic dinner and relaxed ambience.

Congratulations

Aditi has completed 3 years and she is now a proud owner of a peppy Maruti Alto as per company policy.

Routing and Remote Access

SynerSOFT has configured routing access at a customer site to on separate networks using single task critical server.

BCC Features

BlackBOX mail server is equipped with denied BCC emails to external users to prevent data theft from the organization.

What's Up at Synersoft?

Sales Force Automation System

Synersoft has launched all new sales force automation system with exciting and fresh look.

It will be integrated with SMS gateway to make it more efficient and prompt.

It is also integrated with email relay server to start email campaign.

SMS Campaign

Synersoft prepared itself to start SMS campaign for its ace product, BlackBOX.

SMS gateway is configured and it will be effectively used to launch SMS campaigns on monthly basis.

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

BlackBOX worked for Bhavesh, read case study...

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.

Interesting Case Study: A killing on mischievous users

Mr Bhavesh is working as a network administrator with one of the clients of SynerSOFT.

He approached SynerSOFT for solution to a very typical problem.

He had 4 networks from 4 branch offices using one task critical server.

These networks were in WAN on same subnet via fibre optics. These offices were in the same neighborhood.

Some of the users in the network of branch offices in same subnet and neighborhood played mischief. They simply changed IP address of one of the system in network to IP address of the task critical server.

This made things difficult for Bhavesh. Due to such mischief, task critical server could not be accessed in the LAN.

All other users were not able to access the server and hence it was a big loss to the company.

Company is in the business of stock broking. Downtime of minutes amounted to lakhs of

Rupees of loss. Bhavesh could not make out who was doing it. He tried his best to stop this and could not do it.

Then they contacted their consultant stationed at Mumbai. They monitored the network and found such mischief. They could not give solution to such issue.

They advised to install an expensive L3 switch. It was partially solving the issue.

Bhavesh had big issue on virus in the network also. He was also concerned about misuse of internet by the users.

To take care of such issues, Mumbai based consultant suggested very expensive firewall.

Bhavesh's boss knew about Synersoft's ability to take such challenges.

He contacted us and we understood the problem. We suggested BlackBOX with addon routing system without any L3 switch or expensive firewall.

BlackBOX took care of internet restrictions to prevent misuse. It also took care of data safety.

All users were under restricted environment. They could not do anything else but doing their work.

We also put a simple routing server and separated network with simple and inexpensive 8 port DLink Switch.

This separated networks and any mischief by user at branch office was not at all affecting the server. On the contrary, if user changes IP to server IP, his computer would be out of network.

This has helped Bhavesh and his company a lot. They have appreciated our efforts and solution.

Conclusion

BlackBOX kills any possibility of misuse of internet, data or emails in the LAN.

BlackBOX easily deals with mischievous users and does not let organization suffer due to such acts.

Synersoft has completed project for Hanus, a leading designer based at Delhi...

Hanus is a couture creating designs passionate, enthralling dreamy, elegant and romantic enough to give pleasure to the sense and exalt the mind.

www.hanusitsbeautiful.com



SynerSOFT has recently launched website

www.hanusitsbeautiful.com

"Hanus", a couture creating designs passionate, enthralling, dreamy, elegant and romantic enough to give pleasure to the senses and exalt the mind.

Hanus is best introduced as a team of professionals in the arena of fashion and furnishing that has the ability to successfully transform the plans into reality. The strength of the team lies in hard work, enormous trust and confidence it has in one another.

Hanus is a specialty studio that focuses on customized trousseau's and décor. Hanus has been in business for over 9 years and during that time has grown from a four-person start-up, to a formal set-up with over 40 employees. It has been catering to the clientele in India as well as abroad.

Hanus website is developed recently by SynerSOFT. It represents true flavor of Hanus touch.

Its black background, soft music and handpicked outfits makes this website demonstration of exclusive design and simple creativity.

This website is also secured against right click copy to protect intellectual property of the owner of the website.

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.

Advance Travels
is a leading
travel agent
hailing from
Ahmedabad...

Synersoft has
made very
useful content
management
system for
managing this
website by non
technical
executives at
Advance
Travels...

Www.advancetravels.in



Www.advancetravels.in

SynerSOFT recently completed a challenging project for a leading travel agent based at Ahmedabad. Travel agents require very frequent updates on the website. These updates are to be done very rapidly as they have gamut of packages to be presented.

Synersoft has developed content manager for travel agent site. It has enabled the client to be self dependent for uploading any changes in the website. The human resource required to make changes on website is not supposed to be a techie guy. Just a clerical employee can take care of the website.

This website is dynamic and gives very comprehensive search experience to the visitor. After all this is what the visitor looks for while visiting travel agent's website. You can find appropriate package based on country, destinations, area of interest (honeymoon, beach, adventure, educational, business, mountain, trekking etc.). You can also find hotels based on destination and country.

This site is also a content rich experience for much more essential travel related information.

From SynerSOFT point of view, cost of ownership is very less as a non technical employee can maintain website which is of international standard. It is like a small portal with many capabilities.

**Synersoft Technologies
Private Limited**

409-Nalanda Enclave,
Nr Sudama Resorts,
Pritamnagar,
Ellisbridge, Ahmedabad 380006, India

Phone: +91 79 26576256
Fax: +91 79 66610484
E-mail: info@Synersoft.in



On the Desk Quote

“Argument is to find **who** is right. Discussion is to find **what** is right”

www.synersoft.in

Humor: Election Special



Tough to be politician

It's tough being a politician. Half your reputation is ruined by lies; the other half is ruined by the truth!

Honesty in politics

Is much like oxygen. The higher up you go, the scarcer it becomes.

A politician

Is a man who stands for what he thinks the voters will fall for.

Topple Practice

A politician has to be able to see both sides of an issue, so he can get around it.

Political T.V. commercials

prove one thing: some candidates can tell all their good points and qualifications in just 30 seconds.

Make your M.P. work - don't re-elect him.

Mayawati came to Lalu's house with a goat

Lalu: Bhiswa ko kyun layi ho?

Maya: Dikhta nahi, goatwa hai.

Lalu: Hum goatwa se hi puch raha hu!!!

Example of Redundancy

An airbag in a politician's car!