



## ASP WISHES EVERYBODY A MERRY CHRISTMAS

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### WHERE'S YOUR BUSINESS @? A GUIDE FOR BUSINESS EMAIL

If you use email for business communication, the way you handle your email is as important as the way you answer the phone.

"Hello" is fine when answering your home phone, but it's more appropriate to answer a business phone with the company name as well as the greeting. It's the same with your email address – it should represent your business.

yourbusiness@bigpond.com & yourcompany@hotmail.com are examples of common business email addresses. Apart from advertising for the company whose services are being used, these types of email addresses send a message about the value of email within the organisation. Hotmail, Gmail and Yahoo addresses are free, and Bigpond, Internode etc addresses are provided free with an internet connection. These free addresses give the customer the sense that the business doesn't

see email as a valuable tool, that the business only has an email address "because they have to" and that the email may not be checked regularly. If this is the first impression a customer has of a business, they are unlikely to make contact.

When receiving an email enquiry from a potential customer, it's important to consider it carefully. This person has sought out the address and made the effort to send an email. When they came across the email address, it is very likely that the phone number and street address where right next to it, so a conscious decision has been made to use email, implying that this is their preferred method of communication. A reply, two days later, simply stating "please call" is not what the customer is after, and implies that the business can't be bothered thinking about the enquiry.

The recipient of the email should reply promptly, endeavour to answer all the

### ASP CHRISTMAS CLOSURE

The asp office will be closed from midday on Thursday 24th December 2009 until Monday 4th January 2010.

We understand that some businesses don't close down over Christmas, so support will still be available for all asp clients over the holidays simply by calling the standard support number, 08 8291 5000.

asp wishes everybody a Merry Christmas, and a safe and happy New Year.

### IN THIS ISSUE

asp tests:

Intel Core i5

----

asp does not recommend:

Addictive Games

----

Six Word Story

----

asp bytes:

Pot Roasted Pork in Cider

----

Vaguely Interesting -

Best Christmas Decorations Ever

----

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# ASP DOES NOT RECOMMEND ADDICTIVE GAMES

Ah, the mindless addictive computer game. The bane of all employers and the drug of bored employees. These are the simple ones that are generally free-ish, using very little computer resources but costing millions in lost productivity.

The big daddy of them all is Solitaire. The best "selling" game of all time, with an innate charm in its simplicity. It comes with Windows and Windows Mobile and we have all been courted by this guilty pleasure. Can we bill

Bill for what he has cost us in lost time and revenue?

Tetris; moving geometric shapes composed of four squares horizontally and vertically with the aim of connecting them orthogonally. (Cheated here – I Wikied!) What a wicked way of wasting time, and so damn addictive. I mean honestly, moving blocks to slot them in together to get points.

Sudoku, that lovely little game in the puzzle section of the daily

newspaper. So why did they have to go and make it electronic? The newspaper; a game a day, maybe 3. Electronic; thousands with updates!

And taking over the once productive offices of the world, Texas Hold 'Em. Online, on your PC, on your mobile, crikey, even BlackBerry has it as an app on their Bold - a great way to hone your skills for your next "live" poker night.

Delete 'em and get back to work!

## SIX WORD STORY

Free dog. Now, I know why.

- Justin Franco

## WHERE'S YOUR BUSINESS @?

...continued from page 1

questions posed in the email, request clarification of points if necessary by email, and if phone communication is necessary, ask if it would be okay for the business to call the customer.

If the information the customer is requesting is not readily available, a reply thanking them for their contact and advising when the answer will be forthcoming will go a long way to preventing them from contacting a competitor in the meantime.

A speedy response is always appreciated, but not always possible if the recipient doesn't spend the entire work day in the office. Smart phones (i.e.

BlackBerry, iPhone, Windows Mobile devices and many others) will download email on the go, allowing replies to be sent from just about anywhere. This can make communication far easier while on the road, provides the illusion of size for smaller businesses, and gives the customer the impression that their enquiry is important.

Alternatively, email groups that forward the email to multiple recipients (i.e. sales@yourcompany.com forwarding to all of the businesses salespeople) are a great way of making sure that someone can respond to an enquiry if the rest of the team is unavailable.

So, how do you apply all of this to your business? A simple to use, robust email solution using your own domain name (i.e. @yourbusiness.com.au) is the first step. Hosting email in-house may be an option, however having a professional hosting company like **asp** manage email is more cost effective than installing and maintaining an in-house server for the job, and comes with support from a dedicated and experienced team.

**asp** can also assist with setting up smart phones, creating email groups and a range of other email and hosting options.

# ASP TESTS - INTEL CORE I5

The Intel Core i5 processor is a direct replacement for the Core2 Duo processor and the baby brother of the Core i7. The Core i5 processor is a Quad Core processor, meaning it can do 4 tasks at once (so it must be a female processor ☺). The range of Core i5 processors start at the Core i5-750 running at 2.66GHz, with some benchmarks showing it to be up to 26% higher performing than the Intel Core2 Quad Q9400 (2.66GHz) processor.

Processor intensive tasks is where the Core i5 really starts to shine: video conversion, photo editing and music all benefit from the extra power with iTunes able to convert 10 more songs in a 5 minute period than the Core2 Quad Q9400.

The Core i5 range all utilise the following technologies: Intel Turbo Boost, Intel Virtualization, Intel Speedstep and Intel 64. Turbo

## I want it - how can I get it?

PC's with Core i5 processors are available from [asp](#).

Boost is the most interesting feature here, as this technology allows the processor to run faster than normal if the conditions are suitable and the task(s) require it. In essence the CPU overlocks itself to give more processing power – this does, however, require efficient cooling and power supply.

The Core i5 will replace all Core2 Duo and Quad processors in the first quarter of 2010 with the Core i7 being utilised in the gaming and high end workstation space, and a new processor, the Core i3, to start filling the entry level market currently filled by the Celeron processor.

Intel's new range of processors may be a little confusing at first however the thing to remember is the pricing of PCs generally stay the same, but with more bang for your buck.

## December in Tech History

December 22, 1882 was the first time electric lights were used to decorate a Christmas Tree. Edward Johnson, who worked for Thomas Edison's Illumination Company, strung 80 red, white and blue bulbs onto a single power cord, but the idea didn't take off, because in the 1880's people believed electric lights too dangerous to use inside. They didn't become popular until 1917, after a candlelit Christmas Tree burst into flames in New York, causing a terrible fire which inspired Albert Sadacca to begin selling them.

Samuel Clemens, also known as Mark Twain, patented an elastic garment strap on 19th December, 1871. The strap was originally designed for vests, but could be applied to corsets and pantaloons, so he had invented elastic suspenders. The patent explains that the straps should be made from elastic for reasons that "are so obvious that they need no explanation".

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## VAGUELY INTERESTING BEST CHRISTMAS DECORATIONS EVER

If the aim of Christmas decorations is to make passers by stop and admire your handiwork, then this effort qualifies as the best Christmas decorations ever. The following anecdote and accompanying picture has been circulating via email, and makes for such entertaining reading, I don't even care if it's true.

"Good news is that I truly out did myself this year with my Christmas decorations. The bad news is that I had to take him down after 2 days. I had more people come screaming up to my house than ever. Great stories. But two

things made me take it down. First, the cops advised me that it would cause traffic accidents as they almost wrecked when they drove by.

Second, a 55 year old lady grabbed the 75 pound ladder almost killed herself putting it against my house and didn't realize it was fake until she climbed to the top (she was not happy). By the way, she was one of many people who attempted to do that. My yard couldn't take it either. I have more than a few tire tracks where people literally drove up my yard."



## ASP BYTES: POT ROASTED PORK IN CIDER

1 x 1.5kg Pork Loin, off the bone & skin removed & tied – your butcher will do it  
1 x 150gr Butter  
# x Splashes of Olive oil  
1 x tblsp Dill Seeds  
8 x Cloves Garlic – Peeled and Whole  
1 x Granny Smiths Apple – Un-peeled, Cored and Chopped into "wedges"  
4 x Bay Leaves  
4 x Dill Stalks - Chopped  
1 x handful Dill "Leaves" - Torn  
500 ml Apple Cider  
S&P

Preheated oven to 200C  
Preheated Casserole Dish

Pot roasting is a quick, easy, delicious, funky way of cooking that presents really well. Aw yeah – and great for lazy cooks.

Season Pork generously with S&P then roll in the Dill Seeds until covered.

In the Casserole Dish, fry the Pork for a couple of minutes on all sides in half the Butter and a splash of Olive Oil, until nice and golden.

Throw in the Garlic, Dill Stalks, Bay Leaves. Apples and the Cider, then cover the Dish with the lid and place in the oven. Cook for 50 minutes then take off the lid, turn the oven down to 180C and cook for a further 15 to 20 minutes. Insert meat thermometer at the 15 minute mark and if the internal temp is at 65C to 70C, take it out, if not, wait until the 20 minute mark and check again.

Once it hits 65C, remove from the oven and allow the meat to

rest on a plate in a warm spot. Then finish off your sauce in the pan by scraping the residue off the bottom of the Dish and stirring in the rest of the butter – just make sure to take out any of the big bits. Carve your pork and arranges on a platter, nap with the sauce and sprinkle liberally with the torn Dill "leaves".

Yield: 6 servings  
Prep Time: 10 minutes  
Cook Time: 1 hour 15 minutes  
Difficulty: Easy

