

August, 2004

AUSNETECH NEWS

**Helping your business
maintain pace in a
fast-changing world.**



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Welcome to Ausnetech!

This is Ausnetech's first newsletter, or perhaps more appropriately called a *concise, informative, postcard publication on Information Technology matters affecting us locally in Newcastle, and beyond*. "Newsletter" is just a lot easier!

There are a number of issues and topics that we'll be covering in the newsletter, the Internet being one of the main broader topics – as it is expanding in its capabilities and usefulness to us so quickly. Along with its usefulness though, come the inherent problems – dealing with viruses, spam, and other attacks through email and the World Wide Web.

We'll be focusing mainly on how these technologies apply to businesses – in particular: small to medium-sized businesses.

Other areas such as backoffice and other business systems will be covered, including: accounting / bookkeeping, inventory management and job costing systems, as well as business intelligence tools and groupware.

We'll talk about how to build secure, powerful, intelligent computer solutions that will help your business grow and prosper, rather than be bogged down in the daily hassles of computers running too slowly, networks failing, software not doing what you want or expect it to do, and so on.

Any technology talk we include in the Newsletter will be kept in layman's terms. While we'd like to impress you with the latest buzzwords and acronyms, what it comes down to is, you need something that is informative and understandable.

The newsletter should be seen as a very brief overview of topics that we cover. More detailed articles on the same topics can be found on our web site:

www.ausnetech.com.au

You can also use our web site to sign up for online newsletters – we'll send you the newsletters by email each time a new one is published.

Our Specialties

Ausnetech specialises in finding, developing, implementing and supporting computer solutions to suit your business.

As we move into the future, we are particularly focusing on the Internet, web-based intranet, and powerful database systems.

Australians are increasing their Internet usage at a rapid rate. It is becoming the norm for our (collective) prospects to be searching for us on the Internet, before they jump up for the phone book or rely on advertising hype.

Broadband connections allowing continuous, fast Internet access have just dropped in price dramatically, with new

service providers entering the market place. This is giving the traditional, large ISPs who are used to monopolising the market – something to really be concerned about.

We like to stay at the forefront of these technology developments, and this newsletter is one way of keeping you up to date as well.

Locally Based

Being locally based, we can offer advice, tips and consulting on matters which affect us here in the Newcastle area, and beyond.

The Internet is certainly making the world smaller, but there are still many issues that affect our IT decisions here: such as the Internet infrastructure in place,

telephony services available, and nothing can replace face-to-face consulting services.

We hope you'll enjoy reading our free newsletters, and are able to gain some useful information from them. Be sure to let us know if you have any topic ideas you'd like covered!

We know Small Business and we know the Internet. Contact us now.

Ausnetech Pty Ltd

Ph: (02) 4927-8115

Request a free quote online:

www.ausnetech.com.au

Email:

contact@ausnetech.com.au

Next month ...

... Is your web site working for your business? Web site development tips and gotchas.

Upcoming Newsletter Topics

- ✓ Making your web site work for your business. Tips on design, development and hosting.
- ✓ Controlling unsolicited advertising email (spam) and viruses. Remove the threat of damaging viruses and eliminate annoying and time-consuming spam.
- ✓ Web hosting and other application hosting – sometimes you don't need an internal IT department and server infrastructure if you can use an ASP.
- ✓ E-commerce solutions. Receiving orders and payments over the Internet. Provide an efficient online shop for your business.
- ✓ Lots to come!