

Call it 'Health care for your computer': Expert I.T. guy says: New trend keeps business from crashing

One minute a small business is humming along - the next, one computer can't print, another is stalled from spam, and a third won't stop flashing an error message. A small business can be startled with I.T. bills that range from zero dollars a month - to thousands of unbudgeted dollars.

The new trend is paying up front for the security of knowing your computer will not stumble when you need it. Many computer consulting firms nationwide are now offering what the industry calls "Managed Services," a sort of health insurance for small business computer needs.

For a flat monthly fee I.T. gurus like Chip Reaves handle all regular maintenance and take care of any computer problems. "Technology consulting firms like ours used to get paid when computers broke down. Now, more and more, our franchise owners are telling us clients prefer to pay a predictable monthly bill to keep computers healthy."

Companies that are large enough to have I.T. departments can deal with the occasional computer crash, but businesses with 25 or fewer employees

tend to contract out their computer repair and maintenance.

"Those smaller businesses are actually the ones that can least afford to have computer trouble," says Reaves. "Little guys really depend on all their staff being productive all the time. We fix everything from virus infections to server crashes." His company, Computer Troubleshooters, is the world's largest provider of Managed Services and offers a unique 'No-Downtime-Guarantee.'

"It's actually a much better service," says Reaves. "Instead of getting paid when your computer is broken, your local I.T. guy gets paid to keep it from breaking. We have an incentive to keep the business problem free. It's better karma," he laughs.

New technology doesn't just mean more computer components to break. New advances mean more ways to keep the small business up and running. Some technology consulting firms are able to install software so that I.T. service is paged when the computer system gets too hot, or gets infected. "Sometimes, we know before the

client does. We'll call up and say, 'Hey, I see your back computer isn't hooked into the network,' and they'll go check and say, 'Hey, your right!'"

Small and medium sized businesses, like the Montachusett Veterans Outreach Center operated by Darrell Keating, find it more cost effective to pay I.T. repair companies to keep their computers working, rather than pay when they break down. "The best part...is that we don't see enough of them - this is meant as a compliment. Monitoring is done from their 'home office.'"

Reaves says small companies are wasting valuable time on computer issues. "We want to eliminate computer problems so that our small businesses can stop worrying about when their next computer problem will be and, instead, let us show them how they can enhance their businesses with new technologies."

Chip Reaves is the National Director of Computer Troubleshooters. Chip Reaves' website can be found at www.comptroub.com

EZYield.com taps Plan A Public Relations & Marketing to implement strategic global marketing initiatives

EZYield.com, the originator of automated online channel management solutions for the hospitality industry, has announced the selection of Plan A Public Relations & Marketing, Inc. to manage their marketing and communications activities. Plan A will be responsible for increasing exposure and building brand recognition for EZYield.com worldwide, during this period of rapid growth and expansion for the company. Since its inception in 2002, high demand for EZYield.com's proprietary channel management solution has positioned them as the market leader in distribution technology. Their Web-based V3 platform provides hoteliers with the ability to update rates, inventory and inventory restrictions across multiple third-party Web sites from a single dashboard.

"What EZYield.com brings to the hospitality market is a leading edge technology solution that is designed to greatly simplify online distribution," stated Henry Danish, CEO of EZYield.com. "In selecting a public relations and marketing partner, one of our top criteria was that they understand both the hospitality market and the technology that today's properties need to operate efficiently. With their experience and proven success in the hospitality technology sector, Plan A was the clear choice."

By creating a unique branding and communication strategy that combines a strong marketing message with a memorable creative and a strategic PR program, Plan A will support EZYield.com's efforts to increase their share of the hospitality market worldwide. Core messages will include EZYield.com's sales milestones, business relationships and

outreach programs, as well as their technological advancements and new product developments.

"With the explosion of online distribution channels in recent years, travelers now have access to rates and information for millions of properties on hundreds of Web sites," stated Andrea Roland, president of Plan A. "For the hotelier, management of those channels can be both time-consuming and expensive. EZYield.com has created a unique technology solution that over 2,000 properties around the globe have already discovered the benefits of. Their potential for growth is unlimited, and we are excited about the opportunity to be a part of their continued success."

EZYield.com chose to partner with Plan A for their upcoming marketing initiatives due to their



strong sales growth over the past 6 years and their increasing need for a structured marketing plan. Plan A has been providing strategic public relations and marketing services for clients in the hospitality industry since 1996.

For more information, please visit www.ezyield.com or call 407.629.0900.

To learn more, please visit www.planapr.com or call 407.905.0608.

Play Mart products IPEMA Certified

In ongoing efforts to bring our customers the highest quality playground equipment, Play Mart, Inc. now has products certified by IPEMA! In the interest of playground safety, the International Play Equipment Manufacturers Association (IPEMA) provides a Third Party Certification Service whereby a designated independent laboratory, Detroit Testing Laboratory, Inc., (DTL), validates an equipment manufacturer's certification of conformance to ASTM F1487, Standard Consumer Safety Performance Specification for Playground Equipment for Public Use, except sections 7.1.1, 10 and 12.6.1. The use of the corresponding logo in Play Mart's press release signifies that PLAY MART, Inc.

has received written validation from the independent laboratory that the product(s) associated with the use of the logo conforms to the requirements of the indicated standard. Check the IPEMA website (www.ipema.org) to confirm newly validated products.

For questions about components not yet listed or other information about this topic contact Rachel Beach at (800) 437 5297, ext. #123, or rachelb@playmart.com. You can also visit Play Mart's website at www.playmart.com.

