Special Offer
See Page 5 for Details

Thinking Workflow:

There's probably a database in that!

If you have ever been thinking that you should be tracking certain information in your business - prospects, clients, stock, tools, standard forms and letters, etc - then we'd probably say: 'There's probably a database in that…'

You might create your own database as a spreadsheet page in Microsoft Excel and find that this is more than adequate. It is when the amount of stored information grows, interconnectivity with other details is required, processes need to be automated, or multiple reports/documents need to be printed that we would start to suggest a more formal database.

We are well aware that there can be reasonable investment to get such a system set up, but if it is well thought through, it can save you and your staff many hours of work (time and money) for many years. It also adds considerable value to your business should you ever wish to sell it - a business automated by a business system that provides a unique competitive advantage.

It is surprising what circumstances can suggest the introduction of a database:

- On looking to track the serial numbers for the various items around the house, our product: *For Personal Belongings* was developed (www.majorsoftware.com.au/htm/product_personalbel.htm). We have gone on to create Asset Management components along similar lines for our business systems and products.

- My daughter wanted to write a novel when she was younger and we struggled somewhat with planning out the novel. The product: *Book Work* was developed as a consequence (www.majorsoftware.com.au/htm/product_bookwork.htm). (The novel is still a work in progress)

- More recently our business coach (Noel), was wanting us to extend our marketing efforts. He provided us with a plan to accomplish this. From this collective effort, the *For Business Marketing - Focus* product (www.budgetdatabases.com.au/htm/products_focus.htm) was born.

If you are thinking:

- We should be tracking…
- We'd like to control information around…
- I'd like to get 'this kind of information' from our business…
- We'd like to be in better control of 'this part' of our business workflow…
- We'd like our current database system to do…
- If I could get 'this information' from my business then I could…

Then we'd probably say..

"There's probably a database in that!"

What's your Backup Strategy?

If you don't have one, you could risk losing all your important business data.

PROTECT YOUR DATA

In disasters such as fire and floods, items such as film based photos, personal items, and artworks cannot be replaced. Houses, offices, furniture, office supplies and computer hardware can usually be replaced but one-off personal items cannot.

With the ability to now record personal writings, photos, business information, and such like in digital format on a computer system, the potential losses we once associated with flood and fire can be mitigated or reduced.
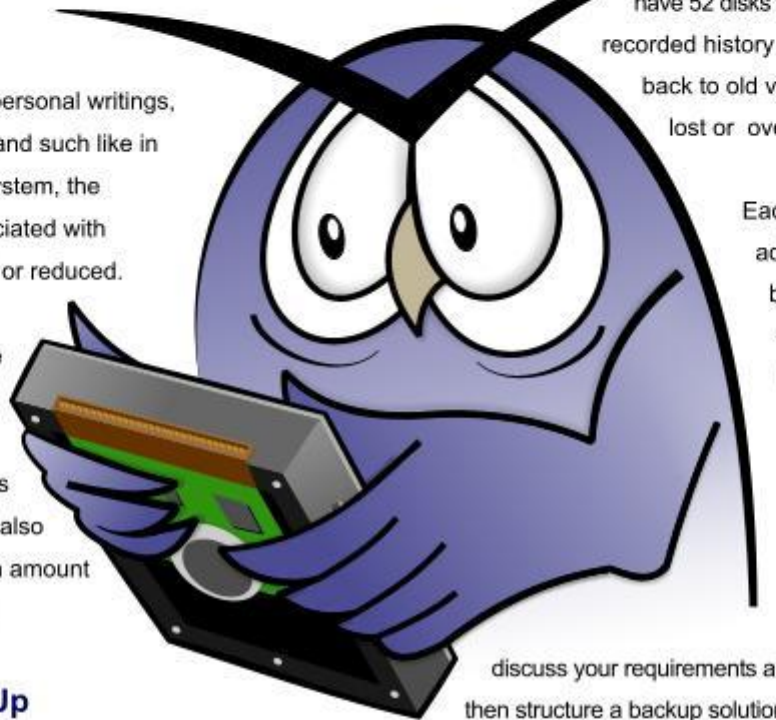
However to take full advantage of this potential, you have a responsibility to backup your important data and store copies successfully off-site. This will also require you to commit a certain amount of time to perform these tasks.

Methods of Backing Up

Depending on your setup and circumstances, there are a number of strategies and technical approaches to backing up your data. Among these are:

(a) **Tape backup:** for very large quantities of data, automatically setup to run overnight.

(b) **Web based off site backup:** A number of providers exist in the marketplace that are able to backup your data across the Internet at set times of the day or night.

(c) **External Hard Drives:** There are a number of external hard drive products on the market which would allow you to backup your own data at times suitable for you. These drives can be quite large in storage volume, allowing you to store a sequence of periodic backups.

(d) **USB Flashsticks:** These devices have become quite handy in size, cheap to purchase and able to hold a fairly substantial amount of data. These devices are potentially great for storing the latest copy of data. Be advised that while the size of these devices make them easy to store and move offsite, the size can also make them easier to lose.

(e) **CD/DVD:** This type of backup is relatively inexpensive (disks are quite cheap) and can provide invaluable historic storage/backup strategy, e.g. If you backup weekly, you would have 52 disks - ensuring that you have a recorded history of changes, allowing you to go back to old versions where you may have lost or overwritten something of value.

Each method has it's own advantages and disadvantages but you may find a combination of methods will better suit your business and also minimise any disadvantages that particular methods may present.

If you are unsure which strategy(s) would best suit your business, we could discuss your requirements and review your current system(s) then structure a backup solution that works with your business.

Please call us if you're interested in finding out how we can help.

A screenshot of the *For Business Managment* Backup Utility

Mark Cowie

Office Administrator/Graphic Designer

I have been with OST Database Group for almost a year now and I am responsible for a range of tasks around the office including Graphic/Web Design, Documentation, Marketing, Quality Assurance and Administration.

My background includes formal studies in Visual Arts, Production for one of Australia's largest video game developers and Web/Graphic Design at various companies.

When I'm not working or sleeping, I can be found slaving away in my studio preparing figurative paintings for 'Paradigm Shift', an art exhibition that I'm organising with four other emerging artists.

'Paradigm Shift' features various works in a range of mediums including oils, acrylic, clay sculpture and photography. It opens on September 7th at 6.30pm and runs daily from 11.30am - 6.00pm until September 13th. It is located in a unique industrial artspace at 440 Upper Edward St, Spring Hill and admission is free.

For more information about the exhibition, please see the flyer displayed on the right of this page.

Tips & Tricks:
Windows Shortcuts

The following shortcuts are provided for your reference. These shortcuts allow you to quickly accessing various options within Microsoft® Windows and it's associated products:

Shortcut	Action	Shortcut	Action
Ctrl + A	Select All	Ctrl + Y	Redo
Ctrl + B	Bold (Text)	Ctrl + Z	Undo
Ctrl + C	Copy	Alt + F4	Quit Program
Ctrl + F	Find	Alt + Tab	Switch Programs
Ctrl + I	Italic	Ctrl + Tab	Switch Documents
Ctrl + O	Open (File)	Ctrl + Esc	Windows Start Menu
Ctrl + P	Print	F1	Help
Ctrl + U	Underline	F3	Find FIles or Folders
Ctrl + V	Paste	F5	Refresh Current Window
Ctrl + W	Close Current Document	Windows Key + D	Toggle Desktop
Ctrl + X	Cut	Windows Key + E	File Explorer

Thinking Business:

G25LBC Syndicated Business Clubs

The group25 LOCAL Business Club management team is expanding their business.

For those businesses that either cannot make it to the morning meetings, or wish to ramp their business up far more rapidly there is now a series of intensive Evening Tutorial courses being offered by group25

Purpose: To facilitate the learning and entrepreneurial know-how of every small business operator in the development, expansion and/or efficiency of their business.

Objectives: By the end of each session each participant will have initiated their research into the tutorial topic, in order to develop their Document of Strategies to complete as a home assignment.

Format: Classes shall be formed into Syndicates - Adult education format, with venue and housekeeping rules, agenda and protocols to be established at the start of each session. The G25 Syndicates and Tutorial series shall be started every 3 months on the 1st 2nd 3rd 4th Thursday night. Where statutory holidays interfere, an alternative night will be decided upon, with members' input.

Difference: G25LBC Clubs meet 1.5 hr weekly on mornings. Meetings include Business Clinic, Member Showcase, R.A.V.E. Report & Networking format. G25LBC Syndicates meet 5 hrs once monthly in the evenings. Format is Topic/Function training, Tutorial format

Reference and source material shall be drawn from Chapters of the BBBBoBW, Club Meeting Clinics and ECROTrain Tutorials on the entrepreneur's approach to achieving business success.

Curriculum consists or 10 topics to be delivered in 10 sessions at monthly intervals. Each Evening tutorial session will be of 5 hour duration. Starts at 5pm, concludes at 10 pm.

Each Tutorial Topic shall consist of 6 Lessons. The duration shall be 40 minutes each = 240 minutes. Therefore the time for break out time, lesson over-runs is 60 minutes for the 5 hour Evening session.
Light meal, tea and coffee provided and consumed while working on the topics of the day.

Each Tutorial Participant will be given an ECROTrain Business Survey Questionnaire before starting the course to help establish their position as a business operator and the future direction to take.

Each Tutorial Topic shall have a "Development Diary" work book to summarise the Member's ideas, thoughts, plans, goals and conclusions. Each participant will be given a list of Business documents and instruments they use to be collated as their source documents for the Business Planning Process.

Tutorial Topics:

1. Evening Tutorial: Current Position - SWOT Analysis
2. Evening Tutorial: Future Direction - Strategic Plans
3. Evening Tutorial: Market Place Dynamics
4. Evening Tutorial: Money Management - Financial Overview
5. Evening Tutorial: Business Plans and Systems   Manual
6. Evening Tutorial: Customer Connections
7. Evening Tutorial: Customer Service Impact
8. Evening Tutorial: Workplace Dynamics - Staff & Management
9. Evening Tutorial: Time Methods and innovations
10. Evening Tutorial: Leadership - Boss and Business
11. Evening Tutorial: Wrap up for the year - Feedback

This course will give business owners the chance to really focus on their entire business operation, from end to end. The course will be run for individual intake groups, with subsequent courses running at three monthly, and eventually monthly, intervals. The timing of future courses will be in response to demand.

Hector Johnson
Director, group25

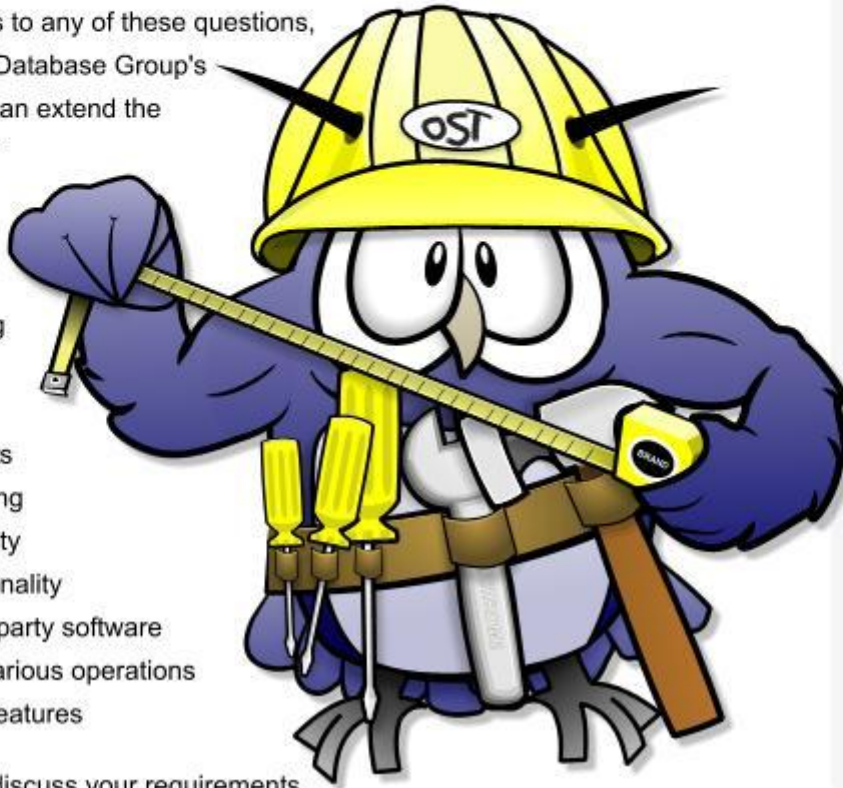GPO Box 2691, Brisbane Q 4001
1300 793 007
group25.com.au

Database Renovations

Has your business outgrown your existing database system? Do you need more functionality from your database system? Do you need to connect one database system to another?

If you answered yes to any of these questions, we can help! OST Database Group's experienced team can extend the functionality of your existing database system(s) by any adding any number of features including (but not limited to):

- Additional reports
- Marketing tracking
- Email functionality
- Calendar functionality
- Linkage to third party software
- Automation of various operations
- Any number of features

Please call now to discuss your requirements.

Prototyping

Are you considering a complex software project but don't wish to commit a considerable amount of time, money and effort only to find out that the system does not function as expected?

OST Database Group offers a prototyping service that's aimed at providing a quick, simple and effective method of testing your design before full development commences.

This service helps to ensure that your project plan is thought through, potential risks are identified early and potential losses are minimised.

Please call now to discuss your project and see how we might be able to help.

This Comprehensive 91 Point Database Health Check helps to identify critical performance issues within your database system/s.
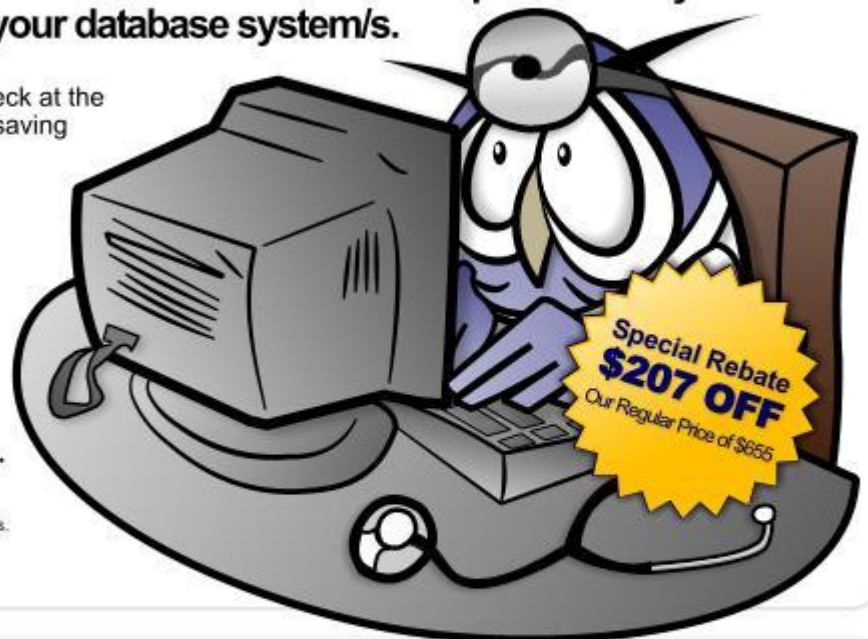
We are currently offering this Database Health Check at the **special price** of only $448* (inc GST), that's a huge saving of $207 off our regular price of $655.

Included in this offer is:

- An up to three hour onsite inspection of your database system/s.
- A detailed analysis of your database system/s.
- A written report outlining recommendations for improving useability, functionality and performance.

Phone (07) 3420 5457 to arrange your Comprehensive 91 Point Database Health Check.

*Additional fees may apply for database system/s that require extensive analysis. Approval will be sort before any further analysis is completed.

Special Rebate
$207 OFF
Our Regular Price of $655