



April 2008

## Pay as you Go Support

Effectively immediately, TSM is introducing a new procedure for Pay as you go (PAYG) Support.

In the past, if you elected to go on PAYG, TSM would bill you if the problem was not a program issue. This resulted in some customers not paying their PAYG invoices. Whilst these amounts were relatively small, the number meant it was not possible to continue with PAYG in it's present form.

We have decided to introduce PAYG based on Credit Cards. If you do not have a current Support Agreement with TSM, we will ask you to either purchase prepaid support or go onto PAYG which will require a current Credit Card. Of course, we will not bill you if the problem is a TSM program issue.

Please be aware that TSM only takes MasterCard or Visa Credit Cards.

## Using the Windows Scheduler to automatically run TSM with Command Line parameters

The Windows Scheduler provides a convenient tool for automating the running of TSM with Command Line parameters. The following example takes you through the steps to schedule an automatic backup of TSM each evening at 1:00am however you can use the same procedure to schedule any of the TSM Command Line Parameters.

From the Windows Control Panel, select Scheduled Tasks to display the Scheduled Tasks window.

Click the Add Scheduled Task option to start up the Scheduled Task Wizard:

Press the Browse button and select TSM.EXE from your live TSM directory.

Enter a descriptive name for the schedule and choose



### Tip 1 : Did you know that Assignments and Time Sheets have something in common?

When you issue an Assignment against a job and you save it, a tab will appear known as "Time". When you click on this icon, the assignment information will be transferred into a time sheet. This saves you the time and effort of creating a separate time sheet.

### Tip 2: Contacts, A TSM Feature

A feature of The Service Manager is called "Contacts". Contacts is a handy place to create, store and manage your Customer's and Supplier's social network of contacts! In this feature users may want to store all workplace employee's name, titles, department, home phone number, work phone, mobile, fax, email addresses and notes.

Please follow these steps to view Contacts.

1. Open TSM.
2. Sign in to TSM with your Username and Password.
3. Press the button Login.
4. Select the drop down menu Action, Contacts. The window Contacts Maintenance will appear.

Daily.

Enter the start time, select Every Day and enter the date you want the schedule to commence. Enter a windows network user name and password that has rights to run and log in to TSM. (This is not necessarily the same as the TSM login name and password)

Select the "Open advanced properties for this task when I click Finish" option and press Finish.

The advanced properties let you adjust various aspects of the scheduled activity. Select the Run command and enter BACKUP on the end like so "c:\tsm\tsm.exe backup" (substitute the actual path to your live TSM system. Note: You can substitute any of the other TSM Command Line Parameters in place of BACKUP to automate that command line option.

Press OK to save your changes.

That is all that is required. From now on, TSM should automatically do a backup at 1:00 am each morning. Of course you can specify a time that is appropriate to your business



## Implementing a Successful Business Oriented Internet Strategy *(Part 2 of a Three Series)*

What makes a successful internet site? Is it the design, the look, or the image? Is it the copy, the text? What are your prospects and customers looking for in a website?

This article presents an outline of what should make a successful Internet site and how such a site could be set up. It is not suggested that you implement all of the following strategies but choose those that suit your business model. What is important is that you have a long term view in place and that you start off in the right direction

Continuation from the previous article...

### Becoming an information service

Your Internet site should be designed to allow people to find detailed product specific information.

Your Internet site is simply a sophisticated large computerised database. Unlike a book where space is limited, it can be assumed that we can store and provide access to virtually unlimited and up to date information. Disk storage is relatively cheap and plentiful and can be continuously updated.

You should provide a way of locating product/service by keywords on free text memos describing the products.

Unlike a book which is only current as of the date it was printed (and then probably a number of weeks/months out of date any way due to printing delays), a database can be as up to date as you want it to be. Although the database used on the Internet may not be your live database, it should be updated on a regular basis - hourly, daily, weekly etc.

5. Press the tab Contacts. The Contacts sheet will appear.

6. Press the button New. The Contact field's are now accessible to enter in data.

7. Enter in your new Contact details.

8. Press the button Save to save the data or the button Cancel to cancel the data.

Note: If you press the button "Swap with Primary Contact" the selected contact will swap with the primary contact.

## TSM in ARBS 2008!

TSM would like to invite you to come and see us at Booth 523 at the ARBS show in Melbourne Exhibition Centre in Southbank, between Monday 21 April and Wednesday 23 April.

We would like to discuss with you ways that we can help your business be more productive, profitable, efficient and pave the way for your future growth.

Drop by the booth now and join our raffle to win a basket of booze!

See you at Booth 523!

ARBS Exhibition  
April 21 to April 23  
Melbourne Exhibition Center  
2 Clarendon Street  
Southbank VIC 3006

### Exhibition Opening Times

#### **Monday 21st April**

10am - 6pm

#### **Tuesday 22nd April**

10am - 7pm

#### **Wednesday 23rd April**

9am - 4pm



In addition, if resources are limited you should consider updating different parts of your data at different intervals depending on the immediacy of the data. For example, company lists could be updated less frequently than real-time email, conference details etc (more later).

#### Attracting visitors

Why do we need to bother with visitors at all? The number one reason is that your site will be significantly less successful if you don't. The Internet can attract significant numbers of visitors and we need to capitalise on such visits.

Just how do you attract people to your web site? There are many, some better than others but just like a marketing campaign, you sometimes need to try the unusual to beat the competition.

As I mentioned before, you need to think of your site in terms of a community. What makes a healthy community?

People (Your staff)

Guests (The Internet community)

Growth (Building up your information base, increasing the number of hits from the Internet onlookers and constantly updating the information on your site)

Facilities - Health care, Libraries etc. (Information about products, Email services, forums etc.)

Recreation - Amusements, beaches, parks etc. (Contests, Internet Relay Chat etc)

**Provide the fastest service possible.** Ensure that you are attached to the Internet through a fast service provider with adequate links to cater for current and expected future demand.

**Provide links on your site to other complementary related home pages.** Insist that these pages reciprocate by putting links on their site to your site. Thus if a site is accessed externally from a web surfer, access can be gained directly to you from these sites.

**Do not be afraid to provide links to similar sites run by your competitors** and make reciprocal arrangements for them to provide links to you. The community is bigger than just your company and people are probably going to look elsewhere anyway.

**Provide close links to the major Internet search engines** such as Yahoo, Infosearch, Lycos etc.

**Make your site is attractive.** Make use of features such as simple graphics, backgrounds, colours, indexes etc.

**Attract members via competitions.** For example, you could give away prizes to people who find hidden keywords in various locations within your site, thus enticing people to look deeper than they would otherwise.

**Provide advertised forums** where a noteworthy person will be available at a certain time to chat (via Internet Relay Chat or some other way) with whoever wants to come by.

**Provide forums for special interest groups** to discuss problems/issues amongst similarly interested people.

To improve the professionalism of your site you could include real time audio and video. This alone opens a world of possibilities such as video presentations, product demonstrations etc - all of which can significantly improve your site and your sales potential.

**Provide a forum for job vacancies to your own and related companies.** You can charge a nominal fee for each listing with an Email hotlink to that company.

**Use your site to showcase your products.** Provide detailed product descriptions, pictures etc. thus increasing their exposure. If you have a large number of products you should perhaps provide a powerful and flexible search engine allowing people to find product specific information quickly and easily. You could also allow spec sheets, brochures etc to be downloaded directly to peoples computers.

**Provide direct email links to you** so that people can request information, ask

## Don't forget about the TSM User Forum

With over 170 members, it is a great place to get support or tips on TSM from colleagues in your industry and others. If you have any features that you would like to see in TSM, please post your idea in New Features Suggestions section of the forum. You can also find out if others also think this is a good idea!

Check it out now:

<http://www1.theservicemanager.com/tsmforum>



For any technical support or assistance, please call:

02 8002 2311 (Sydney)  
03 9010 9011 (Melbourne)  
07 3102 7511 (Brisbane)  
08 9467 2911 (Perth)

## Use Your TSM \$50 Voucher Now!

TSM has given away a special TSM \$50 voucher to our valued customers last Christmas. This voucher which can be used for any purchase of TSM products (Services and maintenance excluded) and is valid until June 30, 2008.

Avail of this voucher now so you can start the year right for your business! See your voucher for conditions of use.

If you have not received your TSM Voucher yet,

product questions, pose support issues etc.

**Just as people go to a shopping centre to purchase products, you could provide a shopping forum** to allow people to purchase your own and other companies products directly from the Internet. Of course you will need to address security issues about giving credit card details.

**You could provide an on-line auction of your goods (where applicable).** Although unconventional, this could attract significant visitor interest and revenue. Perhaps you could include items from other companies. You will of course manage this and charge a commission for purchases made.

**You could produce a regular newsletter** published via Email regularly and showcasing new products/services.

Change your site often, make it interesting and surprise the viewer.

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