



### October 2008 Edition

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### Employee Spotlight



#### **Bill Brobst**

Bill has been with SMART Services for nearly 3 years and currently serves as Service Leader. He brings 14 years of IT experience and

knowledge to the table and has played a key role in many document management system integration projects.

In his free time, Bill enjoys spending time with friends and family. He is an avid diver and prefers the fresh water diving that the Great Lakes

### Extreme Agency Technology Makeover!

So, you've probably seen the TV show where Ty and his crew surprise a deserving family with an extreme makeover of their home. In the same spirit, Jerry Fetty and the SMART Services crew are excited to announce that we will be offering an Extreme Agency Technology Makeover worth more than \$60,000 to one lucky agency!

Do you think *your* agency is deserving of a technology makeover? Then tell us about it! Get all of the details and apply online at [SMARTservices.com/makeover](http://SMARTservices.com/makeover).

The winner will be announced at our annual seminar, [Take Your Agency to the Next Level](#), in Sterling Heights, MI on January 30, 2009.



### First MSP in Michigan Accredited by the MSP Alliance

The MSP (Managed Service Provider) ALLIANCE, the industry's leading association focusing on Managed Services, announced that SMART I.T. Services, Inc. has been certified under the Managed Services Accreditation Program (MSAP). MSAP is the industry's only benchmark-



have to offer. In particular, he likes diving to wrecks of freighters, tug boats, and schooners at the bottom of Lake Huron. Additionally, he likes boating and, of course, computers.

At the Detroit Belle Isle Grand Prix held over Labor Day weekend, Bill represented SMART Services by driving the company smart car on the race track as part of the Saturday evening parade. Unfortunately, due to the large number of vehicles participating in the parade, he wasn't able to push the smart car to its limit. Maybe next year...

based program that measures financial status, business practices, client references, service delivery processes and business capacity.

SMART I.T. Services, Inc. is the first accredited MSP from Michigan and is the only accredited MSP in the state at the time of this release.

[Read more](#)

## Updates & Announcements

### Congratulations to our 3rd Quarter Winner!



The winner of our 3rd quarter drawing for \$100 is Al Roth of LL Johns. Al was randomly selected out of all customers that participated in our service follow-up survey calls for the 3rd quarter of 2008. Bryant Caudill of SMART Services (pictured left) presented Al (right) with the prize.

For your chance to win \$100 in our quarterly drawings and \$2,500 in our year-end drawing, all you have to do is participate in our service follow-up surveys. Each time you participate, you will be automatically registered to win. In addition to your chance to win some easy money, the survey feedback helps us serve you better, so be sure to take 5 minutes to participate when you are contacted. It pays!

### Street Smarts

Saving money on fuel costs to keep our service costs down for our customers - now that's smart! Be on the lookout for two smart cars that we recently added to our service vehicle fleet,



# Save 20%

Until 10/31/08!

## Productivity Accelerator

For a limited time, get 20% off a smart workstation that includes Microsoft Windows Vista, 4GB RAM, 120GB hard drive, Intel duo core processor with vPro technology and is dual-monitor ready.

Start reaping the productivity benefits of a fast, efficient workstation by contacting our sales department today at (888) 843-6385.

This offer is valid for up to 5 workstations.

**Hurry! Offer expires October 31, 2008.**

### Upcoming Events

[MI Council of NAIW \(National Association of Insurance Women\) Conference - Grand Rapids, MI](#)

(October 17-18, 2008)

[Great Lakes Automation Day \(GLAD\) - East Lansing, MI](#)

(November 13, 2008)

[IIAI Annual Convention - Indianapolis, IN](#)

(November 15-18, 2008)

[Take Your Agency to the Next Level - Sterling Heights, MI](#)

(January 30, 2009)

both decked out in colorful graphic wraps.

These efficient vehicles get over 42 mpg and are part of SMART Services' company-wide efforts to implement **green** technologies and practices.



### FREE Report



**5 Ways to Increase Your Agency's Profitability**



Is your agency looking for ways to be more efficient, productive, and profitable in this soft market? If so, our "5 Ways to Increase Your Agency's Profitability" report is for you.

[Click here for your free copy!](#)

### Great Lakes Automation Day - November 13, 2008

Don't miss the 21st annual [Great Lakes Automation Day](#) (GLAD), the longest running state agent technology conference in the nation and the largest single day event offered by the MAIA. Agents, executives, and anyone interested in the latest technology trends will not want to miss this event.

Among this year's speakers is our own Jerry Fetty, who will present "Five Ways Technology Can Increase Profitability" from 1:00 - 2:15 p.m.

### Take Your Agency to the Next Level 2009

### Additional Information

[S.M.A.R.T. Services](#)  
[Electronic Document Management](#)  
[Telephony](#)  
[Automation Audits](#)  
[S.M.A.R.T. News Archive](#)

#### Did You Know?



S.M.A.R.T. Services customers, did you know that you can speak to a service engineer 133% faster by using your special PIN number to gain access to the S.M.A.R.T. hotline?

Our intelligent phone system reports that, on average, you spend one minute less on hold by dialing direct because you eliminate unnecessary call routing through the receptionist.

For the fastest service possible, call our main phone number (586-258-0650) and press 1. When prompted, enter your PIN number to be routed to the first available S.M.A.R.T. Services system administrator.

#### Join Our List

[Join Our Mailing List!](#)



It's that time of year again. We are excited to announce the next installment of our seminar series, *Take Your Agency to the Next Level*.

Join us on January 30, 2009 for what is shaping up to be the most valuable *Take Your Agency to the Next Level* ever!



Based around the challenges agencies are facing to remain profitable in this soft market, this year's day-long event will focus on the ways your agency can increase efficiencies and guide you through technology that will make an impact by providing a high return on investment.

Don't miss *Take Your Agency to the Next Level 2009!*

Date: Friday, January 30, 2009

Time: 8 a.m. - 3 p.m.

Location: Best Western Sterling Inn  
 34911 Van Dyke Ave.  
 Sterling Heights, MI 48312

[Click here for more information and to register.](#)

#### Guru's Guidance

##### In Loving Memory of AMS AfW®

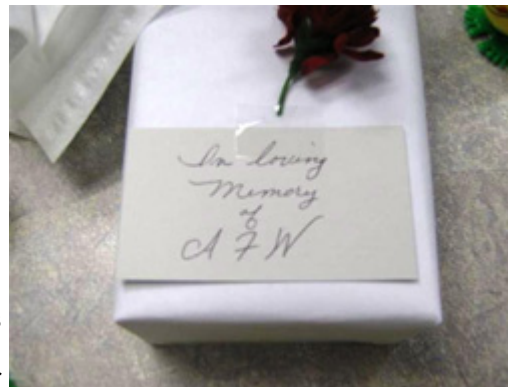
With the latest release of AMS's AMS 360® in-house agency management system, I believe that the





system has matured into a viable option and logical step forward for agencies currently using AMS AfW®. SMART Services is beginning to see many agencies start to prepare for the migration.

One agency that recently completed their migration is the Sovis Insurance Agency of Chesaning, MI. Last month, Sovis paid their final respects to their AMS AfW system before going live on AMS 360 in-house. September 19, 2008 was the official "viewing" day for the Sovis staff, as AfW was restricted to "view only" for the day as the migration to AMS 360 began.



[Read more](#)

### How Secure is Your Agency's Network?

**40% of small to medium sized businesses that manage their own network will be hacked this year.**

Worse yet, this study by Richmond House Group reveals that 50% of the businesses that were hacked won't even know it.



Join SMART Services for our FREE webinar, How Secure is Your Agency's Network?, and discover how to better protect your agency's network from outside threats. You'll learn how web and email defense solutions are essential for keeping your network virus and malware-free, how proper configuration is critical for getting the most out of your antivirus software, how to select the right firewall for your agency, and more. Register today!

*How Secure is Your Agency's Network?*

Date: October 28, 2008

Time: 10:00 - 11:00 a.m. EST

[Click to register](#)

### Security Bits

#### Phishing Costs \$8.5 Billion

Computer viruses, phishing scams and spyware have cost the U.S. Economy \$8.5 Billion over the past two years, according to a new report.

Published by Consumer Reports, the study showed that more than 500,000 computers have had to be replaced during the past six months because they are infected with various forms of malware.

However, the group indicated that there are signs that antivirus protection and web filters are combating threats more effectively.

Research showed that people currently have a **one-in-six chance of becoming a victim of identity theft and fraud**, down from one-in-four in 2007.

Despite this, it reiterated the threat that phishing scams pose.

"Phishing still thrives. It's easy for criminals to download sophisticated and cheap phishing kits that feature authentic-looking corporate logos and other tools," the report explained.

*Is your network fully protected from phishing scams, viruses, spyware and other malware? Contact us today at (888) 843-6385 to learn how SMARTmail Defense and SMARTweb Defense can help protect your network. And, for a limited time, get TWO FREE MONTHS of SMARTmail Defense. See below for details.*

## TWO FREE MONTHS!

We're so confident that SMARTmail Defense is the best solution for protecting against spam and email-based threats, we're willing to give your agency **TWO FREE MONTHS of SMARTmail Defense** so you can see for yourself. No contract, purchase or setup fees required.

- Block over 99% of spam email messages
- Protect against viruses, spyware, trojans, and other malware
- Disaster recovery feature of SMARTmail Defense allows for access and usage during outages so you can carry on with business
- No software or migration required - setup is easy!



Can you afford NOT to give SMARTmail Defense a try?

Contact our sales department today at (888) 843-6385 to take advantage of this limited time offer!

**Offer Expires October 31, 2008**

[Forward email](#)

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