



February 2009 Edition

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Take Your Agency to the Next Level Wrap Up

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Agency Selected for Extreme Technology Makeover

Action Insurance of Utica, MI will be receiving a makeover - an **Extreme Agency Technology Makeover** to be exact.

At Take Your Agency to the Next Level, SMART I.T. Services' CEO Jerry Fetty announced that Action Insurance will be the recipient of a \$60,000 Extreme Agency Technology Makeover.



In the coming months, Action Insurance will receive a variety of technology solutions to help increase the productivity of their agency. SMART I.T. Services will document the makeover process and analyze the productivity and profitability gains that the technology provides.

Hetrick & Associates of Marquette, MI and Burr & Company of Grand Rapids, MI were also finalists for the makeover.

Progress of the technology makeover will be documented in forthcoming newsletters and in our blog. Stay tuned!

Upcoming Events

MAIA 18th Annual Convention - Mt. Pleasant, MI
(February 24-26, 2009)

AMS Users' Group National Conference - Washington D.C.
(March 12-15, 2009)

Tech Camp - Tustin, MI
(March 29-31, 2009)

UPAIIA Convention - Marquette, MI
(May 13-15, 2009)

Employee Spotlight



Donna Brehler

Congratulations

Take Your Agency to the Next Level Wrap Up

to Donna Brehler, SMART I.T. Services' Employee of the Year for 2008! The announcement was made at Take Your Agency to the Next Level.

Throughout 2008, Donna played a key role with various electronic content management system integrations. Additionally, she has been active in various training capacities, business continuity plan development, and other projects.

She was also recently completed her training for the Oakland County Community Emergency Response Team (CERT), a volunteer-based program to assist the community in emergency or disaster situations.

Following in the SMART I.T. Services tradition, Donna will be immortalized with a bobblehead doll of herself and will receive one additional week of paid vacation time. After focusing so heavily on business continuity and emergency planning, we are sure that the vacation time is well needed!



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?



Thank you to everyone who attended Take Your Agency to the Next Level on January 30, 2009! This year's event was another success, with the overwhelming favorite session being "Ask the Geeks", where Jerry Fetty and Bryant Caudill answered a wide-range of technology and automation questions.

Not only did attendees walk away with a wealth of information and guidance from SMART I.T. Services, many left the seminar with some great prize giveaways!

Check out some video highlights from the seminar below:



Here's what a few attendees had to say:

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.

"Very informative and presented very well."
Joe Yeager, Schafer Agency Inc.

"It's really great to see what is coming in the future. It really helps with planning."
Ron Gaffney, Cambridge Underwriters

"Another top-notch program! Thanks for the great information."
Jill Liebler-Groom, Liebler Agency, Inc.

Complimentary Report for Insurance Agencies

5 Ways to Increase Your Agency's Profitability

Get your free copy of our report, "5 Ways to Increase Your Agency's Profitability".

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News & Notes

Introducing the SMART I.T. Services Blog
 Get Smart - A Blog by SMART I.T. Services, Inc. was launched in early January 2009. Our blog will be updated on a regular basis and will include everything from news, announcements, photos and videos from events such as our Take Your Agency to the Next Level seminar and other odds and ends.

You can check it out at smartitservices.blogspot.com.



Be sure to bookmark the site and check back often for updates!

SMART I.T. Services on MySpace

For new customers, the training is required for the designated SMART System Coordinator at your company and is essential for getting the most out of your SMART Services agreement. Existing SMART Services customers can utilize the training as a refresher course.

Upcoming System Coordinator Training:

Thursday, February 26, 2009

Thursday, March 26, 2009

Thursday, April 23, 2009

For complete details and registration, please [click here](#).

Security Bits

Economic Woes Present an Increased Threat of Data Theft

McAfee, maker of antivirus software and intrusion prevention solutions, stated that companies worldwide lost about \$1 trillion to intellectual property theft and damage repair in 2008. This staggering statistic, which the company asserts is conservative, is based on a survey conducted by Purdue University's Center for Information Assurance and Security.

McAfee warns that a weakened worldwide economy will only increase data theft in 2009.

"Companies are grossly underestimating the loss, and value, of their intellectual property," said Eugene Spafford, professor of computer science and executive director of Purdue University's Center for Information Assurance and Security. "Intellectual property is a form of currency that is traded internationally, and can have serious economic impact if it is stolen."

Experts expect the threat to IP to worsen this year as the global economy worsens. The two main threats seem to be cyber criminals and "financially challenged" employees. While 39 percent cited outside data thieves as their biggest concern, 42 percent were worried about "displaced" employees looking to improve their situations by selling off vital corporate information.

"Companies need to stop looking at security as a cost center but as a business enabler," concluded Dave DeWalt, president and CEO of McAfee.

Is your network protected from phishing scams, viruses, spyware and other threats? Contact us today at (888) 843-6385 to learn about solutions that can protect your network.

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