



IDT
putting paper in its place

Integration Insider

Volume 1, Issue 4



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Welcome to the August edition of *Integration Insider*. In this issue, we're pleased to introduce two new content providers.

[D'Ancona & Pflaum, LLC](#) – for nearly 100 years, D'Ancona has provided strategic legal and business advice to clients ranging from entrepreneurs and privately held companies to publicly traded corporations and multinational enterprises. In this issue, they contribute a client alert regarding the impact of the Sarbanes-Oxley Act on privately held companies.

[Peppers & Rogers Group](#) - is the globally recognized thought leader on the development and implementation of customer-based business strategies. Through our relationship with Microsoft Business Solutions, we're pleased share Peppers & Rogers' latest white paper "*CRM in a Down Economy... Revisited.*"

Lastly, please notice that we were able to add two new features to *Integration Insider*. New links at the bottom make it easier to **View Archived Issues** and share ideas with **Forward to a Friend**.

Please feel free to share *Integration Insider* with your colleagues and business partners.

Happy Reading,
The IDT Team

Save the Date!
for our upcoming
CRM Seminar
October 23!

Mark Your Calendar:
Corporate Compliance
and Records Mgmt
Seminar - October 22



Put it to Work

Some companies are public. Most companies are private. All companies are accountable.

Do you think your private company won't be affected by the Sarbanes-Oxley Act? While the Act directly affects publicly traded firms, many private companies are realizing that the Act affects them as well.

Download the D'Ancona & Pflaum Client Alert, "The Impact of the Sarbanes-Oxley Act of 2002 on Private Companies," to increase your understanding of the Act's four major sections that affect your privately held firm.

Excerpt:

"Despite the (Sarbanes-Oxley) Act's focus on publicly traded companies, many private companies are asking, "what is the impact of the Act on us?" The short answer is that private companies are affected directly by several of the Act's provisions and indirectly by the shift in expectations of investors, business partners, bankers, accountants, lawyers and insurance providers. This Client Alert briefly highlights those provisions of the Act that directly affect private companies and considers some of the more important indirect consequences of the Act on private companies." [Read More.](#)

The value of CRM – Is it worth it?

Technology budgets remain on the chopping block. If your firm is struggling with the 'how to invest in CRM' decision, then consider reading the Peppers and Rogers Group's white paper "CRM in a Down Economy... Revisited: Weathering the Economic Storm through Customer Relationship Strategies."

Excerpt:

"In Peppers and Rogers Group's first white paper, 'CRM in a Down Economy,' we argued that by utilizing Customer Relationship Management (CRM) business practices, companies can affordably weather the storms of a down economy by providing cheap-growth opportunities, fresh strategic capabilities and incremental process changes. With two years of a lagging market under our collective belts, Peppers and Rogers Group figured it was time to test our mettle. Thus in our second installment, 'CRM in a Down Economy...Revisited,' we were determined to find out just how accurate our CRM recommendations for better business in a down economy really are; and regardless of the outcome, we decided to take a critical look at what new customer strategies and practices have emerged."

[Read More.](#)

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Question: Our sales team already utilizes a well-known contact management system and it seems to work well. What do we gain by adding CRM capabilities to our sales management?

Answer: To begin, CRM is more than technology; it's an approach to better serving customers. That said, CRM solutions, like any technology solution can be comprised of multiple components. In this issue, we'll take a look at the impact of CRM on the sales department. In future issues, we'll address topics such as customer service and workflow. [Read More.](#)

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Blaster Worm Help

Chances are you, your company or someone you know has been affected by the recent MS Blaster worm virus attack. Take a look at the links below for help dealing with this virus and preventing future problems.

- What you should know about the Blaster worm – includes steps for home users: <http://www.microsoft.com/security/incident/blast.asp>
- Technical details on the Blaster worm – includes recovery steps: <http://www.microsoft.com/technet/security/virus/alerts/msblaster.asp>
- Scanning Tool to Identify Host Computers That Do Not Have the 823980 Security Patch (MS03-026) Installed: <http://support.microsoft.com/?kbid=826369>
- Microsoft TechNet main site: <http://www.microsoft.com/technet/default.asp>

IDT to participate at Community Bankers Association of Illinois Annual Convention in September

The Community Bankers Association of Illinois (CBAI) represents more than 500 Illinois financial institutions. As a CBAI Associate Member, IDT is excited to participate at this year's convention held from September 18 – 20 in Springfield. During the conference, we will debut a new Check 21 compliance offering and feature the Banking Pilot Pack.

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