



STATUS REPORT

DTR BUSINESS SYSTEMS, INC.

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DTR – Server Solutions for Today's Reseller

The DTR Difference – Mid-Course Corrections

From the Editor's Desk

Well, it's summertime once again. That oh so wonderful time of the year – the kids are out of school, oil companies raise their prices, temperatures soar – and, of course, many customers seem to disappear – leaving a lot of time for reflection and perhaps, making some 'new year' resolutions.

That's right – **NEW YEAR RESOLUTIONS** in July. Why wait all the way until January to make the changes and adjustments needed to maximize your success for 2007. This is the perfect time to see what has been working – what hasn't - and to prepare your company for the busy (hopefully) second half of the year.

Here's a couple of ideas on things to review:

- **Reaching New Markets**

Many of us decided that 2007 would be the year we reached out and grabbed some new customers – perhaps even from an unfamiliar market space. So, how did that work for you? Any new names in your rolodex?

- **Going Deep With Existing Customer Base**

You've likely spent years finding and nurturing your current customer base – but, have you taken a fresh look at what additional products and services you can provide? An office server to get control of the PC network? An e-mail server? An application server upgrade? Don't ignore the opportunities right in your own backyard.

- **Leveraging Technology**

Have you successfully deployed any of the new and exciting technologies that are gaining popularity yet? Virtualization, data replication for geographic redundancy, backup encryption along with others, are increasing in both functionality and user demand. Are you getting a piece of the action?

So, take some time for contemplation – review your plans, adjust your course and make sure that you are in position for the great things ahead. There's still plenty of time to maximize the success of 2007.

DTR Named To Important List

Perhaps you've seen the exciting DTR news – DTR was named to the CRN "Top 36 System Builder" and the "White-Hot Performers for 2007" lists.

No. 2 on CRN's White-Hot Performers for 2007

"Laser-like focus on building servers for a very specific niche market while settling on a single vendor as the primary source for key components has paid off for system builder DTR Business Systems."

DTR is especially pleased with this honor as it closely reflects our core business and it very nicely draws the conclusion that our customers do place a high value on the specialized services that DTR provides.

System building has been at the very center of DTR's business model since the beginning. We make the deliberate effort to provide our customers with the very best products – DTR is an Intel Premier Partner – combined with our expert integration services.

To our system customers – a BIG THANKS for your part in making DTR a success. To those of you that are not yet sourcing your server hardware from DTR – what are you waiting for ?



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Visit the [DTR Web Site](#) to view the entire CRN article.

Looking Towards the Future Event Wrap-Up

Recently, two groups of software developers attended a very special, invitation-only event. Hosted by Microsoft, Dynamic and, of course, DTR – this event was designed to position these ISV's for a future without limits. Based on ALL reports – these events were an unqualified success.

"Now I can sell my application software on Microsoft, it opens a whole new world for my company"

Mick Phillips, President, Cyclone Software

It would have taken me months to accomplish what I accomplished in a concentrated week by being there"

Jerry Picaman, President, General Business Systems

One of the biggest obstacles in software migration is finding the resources (manpower, finances and time) to make it happen. Quite simply, overcoming these obstacles was the primary motivation when planning this event. Being able to deploy on the industry leading Microsoft Windows platform often removes user objections and routinely opens new opportunities not previously available – and, this is critical to any successful (and profitable) growth strategy.



Dynamic (the owners of both UniBasic and the Windows-based DL4 programming environments) assembled a group of software development engineers to act as instructors for this project – providing for a one-on-one environment. This concentrated attention allowed each of the attendees to complete a total software migration (UNIX to Windows) in just 5 intensive days.

"Thanks to Microsoft, DTR and Dynamic, I can now give my customers what they have been asking for in my software"

Rick Cohen, MIS director, Secure Payment Systems

nxt. What's next for ISVs.

As a Microsoft delivery partner in the NXT program, DTR is very pleased to be able to offer our customers with the tools and resources needed to look forward and expand both their software and business capabilities.

Note: Contact your DTR account manager if you want more information on the resources that may be available to your organization.



SIZE Matters !!

Now – don't get excited, DTR is NOT going to weigh-in on this timeless debate. But, as long as we have your attention – let's talk about size – the size of the data that your customers need to store.

Accounting data, archived e-mail, product information sheets, proposals, contracts, scanned images, data backups – and this is just beginning. Data storage is a **HUGE** issue – an issue that needs attention – an issue that needs to get under control – and (most importantly) an issue your customer will pay you to take care of.

In many cases, the first step will be to get control of the customer's data environment – PC and laptops have been deployed often with little or no thought and data (even important data) is scattered all over the place – not good. Often deploying a Windows server – or Small Business Server – can be a great start. Even when you're only talking of 6 or 7 systems, deploying a server can be a great improvement to overall network infrastructure. After installing the server – develop a strategy for customer data to be stored on the server rather than on the individual systems. This makes for a much more unified approach – a single, safe location with a regular data backup plan.

Data backup is another important project to tackle. It is vital for a business to pay close attention to this issue. Today's technology provides more options than ever for implementing a sound data backup plan. Disk-to-disk, NAS (Network Attached Storage), high-capacity tape and removable hard disks round out the most popular approaches – and deploying these products is much more affordable than you might think. (**Check out page 3 for some ideas**)

The availability of high speed Internet access now makes the challenge of geographic redundancy a reality. Many of your customers might not be thinking about this – but, you should. Mention things like 9/11 or Katrina and you'll quickly realize that today's world requires that we prepare for the unthinkable.

So, as the size of your customer data grows and grows, the size of the opportunity for savvy resellers is growing also. Don't miss out on the possibilities for your business to leverage your customers' data storage needs – provide the products and services that make sense.

Contact DTR Business Systems for more ideas and product information. Your DTR Account Manager is an EXCELLENT source of ideas.



You're invited to SCO Tec Forum 2007 – the premier UNIX industry training event! In its twenty-first consecutive year, SCO Tec Forum is the most valued event for SCO partners and customers. This year, SCO's annual partner event is a more focused technical event. With technical breakout sessions on key SCO UNIX technologies as well as introductions to some of SCO's newest mobile technologies, attendees will find valuable information to continue building upon the SCO platform of power and reliability.



Important FYI – Microlite – a **GREAT** DTR partner – will be holding a BackupEDGE Certification Class in conjunction to the SCO TEC Forum event. Attendance is **FREE** to TEC Forum attendees. If you are planning to be at TEC Forum – try to include the Microlite training in your trip – this will give you insights and competency into the **BEST** backup solution available for the UNIX/Linux community.

Please visit the SCO Web Site (www.sco.com) for Details

DATA STORAGE IDEAS

Tandberg Data

- SLR Tape Drives – Up to 140GB
- LTO Tape Drives – Scaling from 100/200GB to 800/1600GB
- RDX – Removable Disk Storage

Storage by Sony

- AIT Technology – from 40/104GB to 400/1040GB

lomega

- REV Removable Hard Drives – native capacities up to 70GB

Network-Attached-Storage (NAS)

- Pre-built configurations from lomega and Tandberg
- Custom NAS Solutions – Tailored to your EXACT needs
- Microsoft WSS (Windows Storage Server) or Linux

Contact your DTR Account Manager for additional product information and pricing.

Here's an Idea

OK – so your customers are concerned about data protection, backup security and business continuity – and, what are you prepared to do about it?

How about providing them with a 'service' that will answer those concerns, while enhancing their loyalty to and dependence on YOU – while generating recurring revenue for your company? Sounds like a pretty good idea doesn't it?

Data Encryption – While it sounds like a pretty obvious thing to do – you would be surprised the number of companies (including many of your customers I expect) that continue to backup their important (and valuable) customer data without any sort of data encryption. Whether your data resides on a Microsoft Windows, Linux or UNIX platform – data encryption **IS AVAILABLE** and should be employed.

Backup Verification – When was the last time someone actually READ the data on their backup media? Probably the last time there was a major system failure – or, in many cases NEVER. Make sure your customers have some sort of a plan to TEST the backup media – to confirm that the data is intact and readable. You could even offer this as a SERVICE to your customers – have them send you their backup tape (perhaps monthly) – and have you read it and confirm that it is good. Since in the case of a disaster, this is probably going to happen anyways, why not make it a service item for you to provide.

Off-Site Backup – If a fire (or flood) were to destroy your customer's facility tomorrow night, would they be able to recover their data? They would if they were utilizing some sort of off-site data backup. Regardless of whether they simply "take a tape home" or have a more sophisticated routine, you need to advise ALL of your customers to do this. Hey – why not combine the backup verification described above with off-site storage – you store the customer's tape for them and return it when you get the next tape for verification. Or, you could utilize something like DTR's NetSync to replicate data to an off-site location in a near-time environment.

So – there's an idea or two – kick it around in your head the next time you are stuck in traffic and, you never know what you might come up with.

We are continually faced with a series of great opportunities brilliantly disguised as insoluble problems.

John W. Gardner



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