July 2009

Issue 4

Nutshell

- It is high time we have to channelize our water resources...

- 3G is a revolution which will facilitate audio-visually rich business interactions...

- Aadarsh Amdavad making its presence felt for good...

- The legend is no more, a lot to learn about MJ's life...

Inside this issue:

Editor's Corner

Monsoon has not arrived whole heartedly.

I remember Dr APJ Kalam who once said that India observes flood and drought at the same time at different locations. It is food for thought.

It may be a mammoth task. But it is possible to channelize flooding waters to droughty areas.

Sometimes democracy is a curse. China has largest dams and no disputes on water. We have likes of Narmada disputes, Kaveri disputes and even worst of them for years.

We the tax payers have to do something to make our parliamentarians politically willing.

On telecom front, we have had 3G finally. Believe me it is going to revolutionize the way we do business in urban and rural segments.

My wild imagination makes me write that in coming years Indian civil aviation industry will be worst affected due to 3G revolution.

Imagine, you do not have to travel for your business. You do it sitting in your office or home, by video conferencing, digital signatures and net meetings.

Airlines will only carry tourists and very few of business travelers. The business model in which they have projected revenue from business travelers will have to be reviewed.

Another revolution I see is Nano. I had opportunity to see Nano in detail. It is the beginning of an era. I sensed that Nano platform can very well be used for electric car also. I am hopeful that we will see Nano electric shortly. It is another revolution in national interest.

On political front, UPA has kept itself on ground and digested victory. A lot can be read between the lines if we see cabinet composition, RG's young talent hunt and Dr Singh's confident body language.

What Late Rajiv Gandhi persuaded Dr Sam Pitroda about, Dr Singh has persuaded Mr. Nilekani about. Hope to see such many announcements.

Let us be bullish. Believe me, we can be politically stable for next 20 years.

Vishal Shah

Revolution by Volunteerism

Aadarsh Amdavad has achieved remarkable milestones. AA organized a unique workshop on positive thinking, goal setting and goal realization. Mr. Jignesh Sanghvi from Mumbai conducted this session and it was very well received by the participants. Call +91 079 26565416 to know.

Legend MJ, a quiet departure.

It is not the way we thought the legend would go. MJ had his own way to present emotional aspect of any burning issue. I am sure he had something to present in his last comeback concert. The legend could not manage his life. We will never forget his immortal contribution to music. Vishal Shah

Preface

Synersoft Technologies, promoted by New Horizons would like to keep in touch with its professional circle by this newsletter. It is our sincere effort to make it interesting as well as informative. You are requested to give us feedback on this on editor@synersoft.in. It will help us make it more interesting.

What's Up at Synersoft

New Developments

Synersoft has visualized firewall product for all. It is at an advance stage of development of firewall which is affordable to every SME.

There is a big gap in terms of cost of available firewall solutions and SME's affordability.

This firewall will come with plug –ins like internet proxy server and email distribution system.

It is planned to offer this firewall at introductory price of Rs 6000/-. This product will be in form of ready to install CD.

New Projects

Synersoft has recently completed complex project for Institute of Management, Nirma University. It is about calculating student's grades using complex logic based on weighted average and normal distribution curve.

Synersoft has started developing powerful knowledge management engine and document management system.

It will be launched by end of August 2009.

Team Synersoft

Team Synersoft is coping work pressures with a great ease.

This month was very busy on lots of in-house projects. There have been few major installations of BlackBOX 3.X in Ahmedabad and Vadodara.

We are going through a learning experience which will strengthen our product quality in long term.

The modules added in CRM have ensured effectiveness of our marketing efforts at the best.

What's Up at Synersoft

Java Platform Upgradation

All Applications developed by SynerSOFT will be running on port 80 using IIS. SynerSOFT applications were running on port 8100 as it was using JRUN server platform. Now it is migrating to IIS platform with on-demand Java support. It will enhance application security and performance.

BlackBOX Refinements

Certain performance and stability related issues are resolved in BlackBOX solution.

Now there is a consistent listener to monitor uptime of specific BlackBOX services. As soon as it is unstable, it resumes the services and imparts stability.

There is a lot to be done.

Off the Shelf Firewall

Installation media with license security is al most complete for off the shelf firewall product. This product comes in 3 variations. 1. Firewall with internet restrictions server 2. Firewall with mail server and vigilance 3. Firewall, internet restrictions server and mail server with vigilance.

What's Up at Synersoft?

Unique Development Model

Synersoft is in process to implement its proprietary and unique development model. It is known as SynerBOX containing Form-BOX, ReportBOX and Process-BOX.

This is a significant leap towards development of variety of work flow builders

Document Management Sys

The first solution to be launched using the unique development model (SynerBOX), will be document management system. It is powerful document repository with high standards of search capabilities. It has version maintenance and check in / check out processes on documents.

Work Flow Builder

Synersoft plans to launch "ready to customize" work flow builders to take care of business processes and approve / reject / review operations.

This is strategically a generic software which can fit into any business process irrespective of nature of business.

Firewall Solutions to start at Rs 6000/-...

SynerBOX to be core platform of SynerSoft's all new projects...

Upgradation of Java Platform...

CRM has contributed lion's share in promoting BlackBOX brand...

Document Management System in making...

Work Flow Builder in making...

Case Study: Honey, that's how I waste time during work | by Vishal Shah

Adarsh Enterprise is a manufacturing company. They have 9 desktops in LAN.

In recent times, they have realized that internet is necessary for tendering, e-procurement, banking, emailing on each desk. So, they took broadband connection and shared in network to all employees.

In few months, top management observed following.

1. Frequent virus infection in LAN

2. Employees hooked up on yahoo / gmail / hotmail to check personal emails.

3. Employees hooked up on stock market sites like NSE, BSE, MoneyControl etc.

4. Employees started using internet for online trading of stocks and commodities

5. Employees hooked up the whole day on timesjobs, naukari, monster kind of job portals to send online applications and to see opportunities.

This led to frustrating situation for management

They looked for a solution from their hardware supplier who wise installed BlackBOX firewall. This resulted in following.

1. Most Employees were allowed only certain tendering, banking and taxation sites

2. Internet was disabled and only mails were activated on certain desks

3. Those who were given full internet access, were made aware that a comprehensive report is generated on each and every minute used on internet with user identity.

4. Due to firewall, viruses coming through broadband connection stopped.

Conclusion

Misuse of internet in the companies is a very common problem. It leads to waste of time and loss of productivity. It can also lead to data theft from organization.

BlackBOX firewall defines internet rights of each and every user in LAN. It distributes emails to each desk without internet connection on each desk.

BlackBOX firewall logs every activity on internet.

Www.pando.com: Unique large files transfer website

Pando is free peer to peer software that makes downloading, streaming and sharing large media files fast, easy and fun.

Need to email large attachments, send a folder, or publish your downloadable videos to the web?

Maybe you'd just like to watch full-screen HD Internet TV, Meet Pando.

It does following

- Accelerates and manages downloads of huge files and folders
- Bypasses email attachment limits with

Unique features on Pando

- Publish downloadable videos, photos and audio to any web site
- Email files and folders up to 1GB
- Use your existing email, no registration required
- Know if your files are downloaded and how often
- No need to be online when recipients download
- No compression, FTP or flaky web uploads
- IM links to your files or entire folders to any IM buddy
- It is 100% certified clean software without spyware or adware or malware.
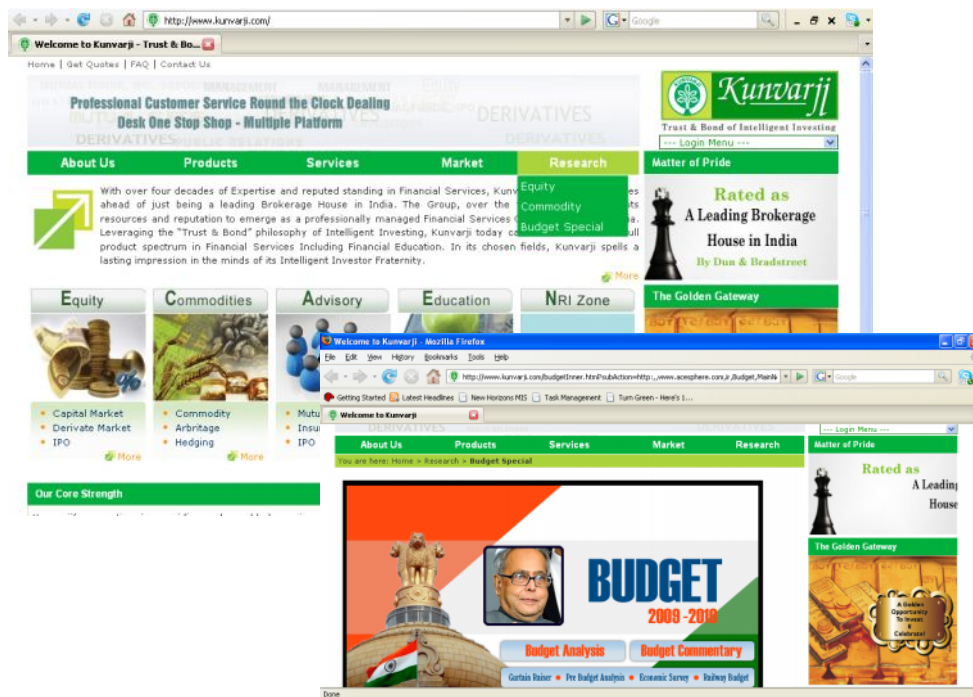
Pando, as it turns out, is a pretty simple program that lets you send and receive really large data files via your e-mail — either video, audio, data, any kind of media that lives on a computer. (

Poof: my problem with the digital audio files was instantly solved.)

But what's more interesting is that Pando may represent the future of media distribution.

This week, the company launched a new version that not only lets you send and receive large files personally, but also lets you subscribe to RSS video and audio feeds.

In Depth Research Reports and Budget Special on www.kunvarji.com

Synersoft has completed project for Kunvarji Group, a leading stock broker from Ahmedabad...

Kunvarji Group has content rich research reports for equity markets and commodity markets...

Check out research section on kunvarji.com

SynerSOFT has recently completed research content management system for Kunvarji Group.

www.kunvarji.com

Kunvarji Group is a leading stock broker in equity and commodities markets from Ahmedabad. Look for high quality research reports on the website.

Budget special on the web site under research section is worth browsing. Know more about kunvarji group.

- Rated As "A Leading Brokerage House in India" Source : Dun & Bradstreet's Report on "India's Leading Equity Broking Houses '08"
- Four Decades of Expertise in Financial Services
- Highly Proactive and Professional Customer Services
- One Stop Shop- Multiple Platforms
- Wide Spectrum of All Financial Products
- Flexible Business Models and Round the Clock Technical and Marketing Support
- Excellent Terms For Business Partnership
- Unquestionable Brand Reputation
- Hassle-free & Speedy Registration Process
- Comprehensive & Robust technology Infrastructure
- State-Of-The-Art Connectivity Options
- Round The Clock Dealing Desk
- Latest & Most User Friendly Trading Software
- Integrated Back Office Software
- Top Fundamental & Technical Research
- Research-based Investment Advisory Services
- Centralized Client Wise Risk Management System
- Administrative Services Managed by Expert Professionals & Financial Wizards

Know BlackBOX

BlackBOX is the only product on planet which is integrated solution having

Firewall

Internet Proxy

Internet Restrictions

Email Distribution Software

Email Vigilance

Anti Spam

User Profiling

Automatic Backup

EDP Audit

Bandwidth Management System

BlackBOX is a system which must be used by every company owning computers.

It is equipped with the most essential IT tools for security, performance and productivity.

Following are the details.

Firewall

Broadband internet connectivity has made everyone use internet. It comes with its own hazards like,

- Spread of viruses, worms
- Intrusion
- Hackers
- Data theft
- Unauthorized access.

BlackBOX provides a good quality simple firewall to keep your network safe from such hazards.

Secured internet sharing

Internet needs to be shared in any small to big networks. It must be done in secured way. If not done properly, following problems can be faced.

- High internet usage bills
- Untimely usage of monthly data transfer
- Open proxy blocking
- Extremely slow internet

BlackBOX provides a good quality internet sharing system which prevents such problems.

Automatic Backup System

BlackBOX makes your systems client server system and data is always stored in central server. This system takes automatic backup of all important data like, word, excel, PowerPoint files, images, photographs, emails etc.

Restrictions on internet usage

Since internet is needed in routine business processes, it needs to be accessed by staff. Following problems could invite trouble.

- Access to stock market
- Access to job portals
- Access to adult sites
- Access to yahoo, Gmail, hotmail
- Sending confidential data outside of office by emails / briefcase

BlackBOX provides a user wise permissions to access websites. E.g. Accounts department is given access to only banking sites.

User wise Internet Access Logs

BlackBOX provides a comprehensive reports on websites surfed by users. This is useful in controlling internet activity against productivity loss.

Email distribution system

This system centrally collects emails from the server and distributes them on every desk. It has following advantages.

- No need to give internet on every desk to check emails
- Emails are scanned before they are delivered to the users
- Internal mails work without internet
- It works with any clients like MS Outlook, Outlook Express, Eudora, Incredimail etc.
-

BlackBOX provides a good quality email distribution system with many more advanced features.

Antispam System

BlackBOX provides very efficient antispam system at web mail server level. This prevents most unwanted emails entering your network. Its advanced antispam system uses following filters.

- 6 paid DNS Block lists
- Sender verification
- Content filtering
- IP reputation

Email Traffic Vigilance

The email system comes with vigilance system which keeps eye on incoming and outgoing traffic. The responsible person who is supposed to vigil email traffic, gets all emails sent by users and received by users. This avoids following problems.

- Theft of confidential data by emails
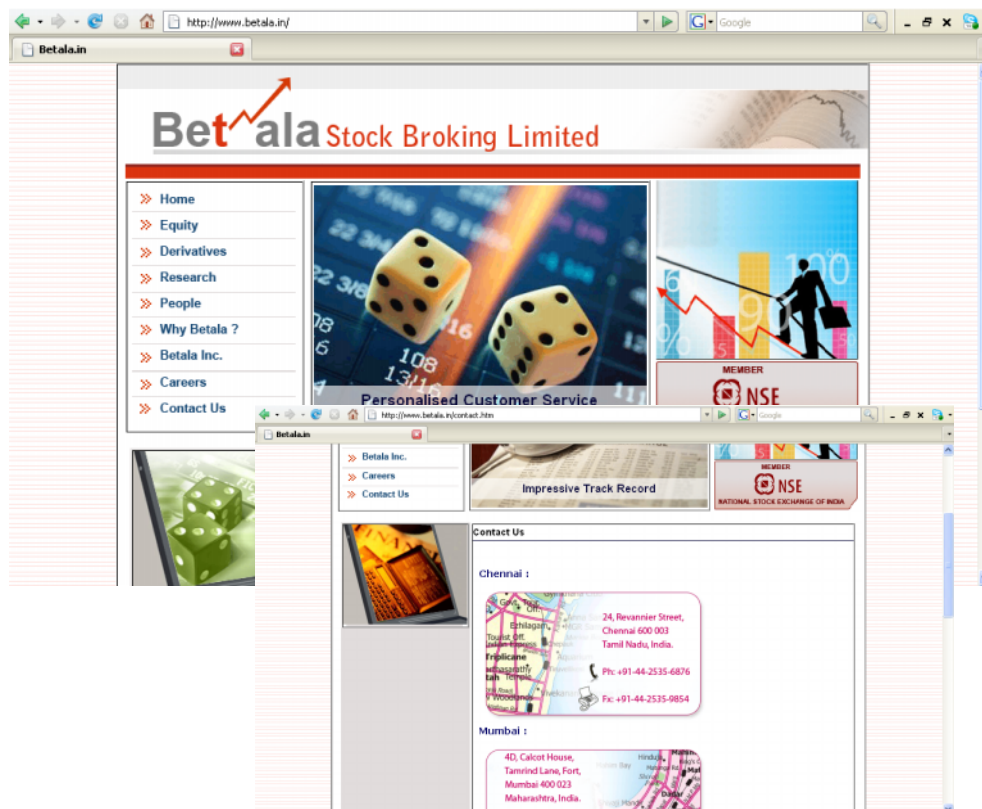- "Emails not received" excuses

User Profiling

BlackBOX system puts restrictions on users as per the permissions given by top management. Users can only use the applications they are supposed to. E.g. Accounts department can only use tally or such software, emails and MS Office. Similarly sales department can only use MS Office and emails with restricted or unrestricted internet usage.

Restrictions on Pen drives

BlackBOX prevents data to be stolen from organization by using pen drives or flash memory sticks or CDs or DVDs.

www.betala.in

SyenerSOFT designed corporate website of Betala Stock Broking Limited, who is a leading national stock broker...

Www.betala.in

Betala Stock Broking Limited (BSBL), a trading member of National Stock Exchange of India (NSE), was incorporated on 23rd May, 1995 as a Private Limited Company, and subsequently converted into Public Limited Company on 13th February 1996 and obtained registration from Securities and Exchange Board of India (SEBI) on 20th May, 1996.

The Company has a dominant position in both institutional and retail broking. The company has a full fledged research division involved in Macro Economic studies, sectoral research and company specific equity research combined with a strong and well networked sales force which helps deliver current and up to date market information and news.

The firm's philosophy is entirely client centric, with a clear focus on providing long term value addition to clients, while maintaining the highest standards of excellence, ethics and professionalism.

The Research division is the cornerstone of the organization, functioning as a ubiquitous knowledge bank that provides the basis of sound investment strategies through a systematic analysis of the economy. The wing commenced operations as an autonomous division in 2001.

The Research division functions on two levels; firstly, as a touchstone providing invaluable decision enabling inputs to other divisions within Betala Stock Broking, and secondly, issuing benchmark research publications that have become opinion drivers in the world of investment.

On the Desk Quote

"Write to be **understood**, speak to be **heard**, read to **grow**."

...Lawrence Powell

[www.synersoft.in]

Humor: Budget Special

A little boy wanted Rs.500 very badly and prayed for weeks, But nothing happened. Finally he decided to write a letter to GOD requesting the Rs.500 . When the postal authorities received the letter addressed to "God, India, they decided to forward it to the Finance Minister of India as a joke.

The Finance Minister was so amused, that he instructed his secretary to send the little boy Rs.200. The Finance Minister thought this would appear to be a lot of money to a little boy, and he did not want to spoil the kid.

The Finance Minister was so amused, that he instructed his secretary to send the little boy Rs.200.
The Finance Minister thought this would appear to be a lot of money to a little boy, and he did not want to spoil the kid.

The little boy was delighted with Rs.200, and decided to write a thanking reply note to God, which reads:

"Dear God: Thank you very much for sending the money. However, I noticed that you sent it through the Finance Ministry in New Delhi, and those donkeys deducted Rs.300 as taxes!"