

# External Systems

USA Inc.

## Services Datasheet



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## **Overview:**

One of the driving forces for growing businesses lies in understanding one's investments. At External Systems we operate on the basis of quality work and honest business. For these reasons we have written this data sheet; to specifically provide an answer for the growing need of a complete and effective technology solution and a better sense of technology for businesses.

## **Services:**

The services that we offer can best be summed up in the following categories:

- Networking
- Consulting
- Security
- Data Management
- Hosting
- IP Telephony

### Networking

Networking involves integrating differing company products used for communication seamlessly. It involves planning and implementing a customer solution that fits the needs with scalability; especially for a small business. We can assess an existing network always keeping in mind that integrating the customer's current equipment as much as possible is important to budgeting. Above all it is centered on the desires and/or concerns of the company, not involving cutting corners to cut costs and leading to an unsatisfactory solution.

An initial network setup done properly alongside managed services can and will improve network performance and longevity.

Networking also includes the configuration of a domain environment, or your software level network. We are experienced and certified administrators of Windows environments, and also understand how other major operating systems integrate with Windows (Unix, Linux, etc. mostly done because of proprietary software usage by vendors). Our services here include finding, planning and implementing the best windows domain environment that fits the customer's needs and will allow for optimum growth. Because Microsoft has several platforms that meet the needs of different sizes and styles of businesses, simply purchasing Windows operating systems will not best fit the needs of a company, nor will it be as cost efficient. For example, one fairly popular choice of server OS (operating system) is Windows server 2003 SMB (small business edition). This is a great solution for the small to medium size business that is getting started with their network. It provides the necessary software to run a windows domain, as well host their own mail with Microsoft exchange. But there are limitations to this

software and its growth. Whereas Windows Server 2003 enterprise can support several domains in a cluster or forest and can support the maximum growth for your enterprise. Also included in this realm is the management of active directory, file access, etc.

### Consulting

Consulting involves becoming the I.T. staff for a company. What is meant by this is acting on behalf of the company in regards to any technology changes or concerns. We become a consultant on behalf of the computer network and communication portion of that particular business. In the event that your company wants to move to a new software solution but you need to know if your current network and infrastructure is able to run the desired solution; it is at this point that as consultants we would speak to the software vendor as well as to any other parties involved and collaborate as far as what it would take (money, time, and compatibility of existing environment) for the change to occur. We would present it to our customer with our opinion alone, seeing as all final choices are left up to customer. When the decision is made and in this example they choose to convert then we would take the project, plan it out and ensure that the conversion goes smoothly.

Consulting takes the guess work out of desired changes alongside allowing the customer to concentrate on running their business rather than worrying or researching the problems on their own. With certified and experienced consultants at your side your business can feel confident to grow and change as needed.

### Security

Security actually involves different layers. We have the network layer security, user level security, and PC level security.

Let's begin with network layer security. Network layer security involves securing your business equipment and data from all of the current as well as future risks that plague the communication world. This includes: limiting access into your network from the internet; detecting and preventing hacking attempts; protecting your email from spam, viruses, Trojans, etc.; monitoring and limiting access from inside your network to the internet (filtering); allowing secure VPN and or remote access to your network for traveling salesman, remote users, etc.

User level security involves domain configuration. In a windows domain environment we setup and manage active directory users and computers, which is an address book of users on certain computers that are allowed access to your servers, files, data, etc. Each file on your servers can be given security rights for any user in your business. Alongside that, each user can also then have only certain rights to that file or folder (read, read/write, add, delete, etc.) So for example, you only want 3 users to have access to

the accounting software and files that are stored on the server. But only one of those three users needs to have the ability to delete any records, the other two can only add or print off information. This is done simply and effectively in a windows domain environment. You may also control what users have access to which physical computers, and even at what times these individuals can sign in and off of your computers. User level access also includes the control of passwords in your environment. For example, with a high security company like a bank, you may choose to have extra security measures implemented that each user has to have a complex password so that it is virtually impossible to break. (complex password policies are defined by 8 characters, lower case, UPPER CASE, numbers, and symbols (!@#\$) as mandatory). On top of this we can eliminate the use of “cached” passwords. This means that no password is stored locally on the computer in an encrypted code. So if the computer is not joined and physically connected to the network it CANNOT gain access to anything. Even further our managed services record event logs that are automatically recorded in a windows environment and we can create custom reports to view and be notified of security patterns.

The PC level security involves smaller forms of security that include both necessary and optional configurations. For example, local antivirus software adds an extra level of security for the pc. This software is managed, updated, and logged by servers in a central location. If there is any risk on the PC it is disabled access until the risk is gone. Another example of PC security involves is access to options for users on the PC. For example, in an environment like a school, you may choose to have student computers “locked down” in a sense that they are only able to run the allowed programs of certain computers. For example: in the math lab, students cannot log on to a computer and do reading homework that they forgot to do or are behind on, unless it is allowed. Fully scalable and configurable options are available. Banks are another prime candidate for this type of security, to where we can disable the use of USB drives on computers so that no data is taken or moved without rights. Not only are there preventive actions taken, but there is the ability to log the activity and deal with the problem at its source.

### Data Management

Something that can almost be classified under security (data security) and that is quite often overlooked is data management, backup, and restoration. What good is a full fledged network, domain and secure environment when hardware failure can cause all that money to go to waste with loss data and configurations? Not just backing up your word documents and spreadsheets, but a complete backup of all data, program databases, some running configurations, network device settings, user directory and information, users rights on all files and folders, email; you name it. Not just the backup of these items but the ability to fully restore at different levels; including particular dates and even select files, folders or even emails from one email box. Data backup can be done in different ways and we normally provide layered backups. Meaning we

configure servers to run with “spare” had drive(s) that have configurations to constantly backup and “mirror” data from the running hard drives. This is great for simple hardware failure and can prevent the business from completely stopping to fix problems. But in case of a location hazard, say a fire, flood, or other event that causes the physical server(s) to be completely damaged or unattainable it doesn’t help. Here is another layer of backups that we implement. There is a choice of tape backups or remote backup hardware devices. Tape backups are more conventional, cheaper initially and have been around for quite some time. Hardware devices are nice because they backup data offsite, on a separate running hardware, and some even have real-time backup support. Meaning when you change something it immediately backs up the changes.

### Hosting

Hosting involves services being run and maintained by us on our equipment, internet lines, and time. The services that we offer hosting for include email, websites, application (programs), FTP sites, and backups. All of our hosting services are done in a secure, limited access room with a dedicated generator, air conditioning system and fire safety measures. We also run all items off of our T1 communication line from ATT. We also include daily backups of changes made and allow for up to two weeks of restoring. We guarantee network, user, and PC layers of security on all hosted services. We also manage DNS services with our hosted customers. For more details on your hosted solutions view our [Hosting](#) page on our website, making sure to read the provided datasheets.

### IP Telephony

VOIP stands for voice over internet protocol. This means that we use data lines and the internet to broadcast voice calls. The benefits of VOIP telephony can be summed up the term “unified messaging”. This means that (1) we put your business’ forms of communication on a single platform; and (2) that we “unify” your business communication. The difference between 1 and 2 is this: in (1) saying that we put your communication on the same platform we are in actuality integrating voice in the 7 layers of the OSI (remember that is the different working layers of a network). Take for example on layer one of the OSI (which is the physical layer) we use the same physical cabling used for your computers. Each phone comes with a built in switch so that you take the one cable out of your wall and plug into your phone, then plug a cable in the back of your phone and plug it into your computer. You, as the customer can also choose to integrate the phones into their existing network equipment like switches and use conventional phone power supplies, or upgrade to a new POE (power over Ethernet) switch that will power the phones using the data cables. Along with the physical layer we also place voice and data on the same platform in that we then support both their data and their voice. Now, this is convenient for the customer, but it really matters because of the way that the phone system can now integrate with the

data network; which is our number (2). In number (2) we integrate your phone system via hardware and software into your existing computer network and windows domain. The VOIP systems that we sell integrate with customer software including Microsoft windows, exchange, and office applications. Features are then made available, such as: voicemail to email, call forwarding to cell phones, fully automated attendants, ghost voicemail boxes, whisper pages, barging in on calls, supervisor mode, call recordings, call timers for billing, etc. When you can integrate your phone system to your Windows domain, then you almost have limitless software vendors to buy from that support all types of features. You can even have software phones that allow receptionists to monitor status of employees or remote workers to make phone calls from their laptops all without having a physical handset. Not to mention some goodies that come with the package just because the type of integration such as: moving phones anywhere and having the extensions goes with them, direct extension dial anywhere across any distance, and free long distance. You can have a central call center in one location for all remote offices. Then calls can be routed by simply dialing extensions. Companies can publish one phone number across all locations without paying for several phone boxes and add-ins with conventional phone systems. Again, administration is done by web-based software provided with purchase; meaning we can administer it remotely and since we know their data network we don't have to learn how to integrate it.

The solutions that we implement are from 3 Com, Cisco, and Linksys.

### **Highlights:**

Listed are some of the key features of our services:

- Remote Access to PC anytime, anywhere (with internet connection)  
Dial into your PC anytime to work, print, etc. from a field location (oil), from a hotel room (travelers), from a potential customer site (salesman)
- Integration with VOIP and with Mobile phones  
Get email, contacts, calendar events, tasks, or even voicemails from your office all on your cell phone.
- Reporting with each and every network and security appliance  
Get reports emailed to you breaking down the top most spam senders being blocked and block them from any access whatsoever. Get reports on users who attempt to visit adult sites, shopping sites, MySpace, etc. Get reports on users who access the network remotely at what times, and even which files they access.
- Hosted services in detail

Email – not simple email but full fledge email account with business domain name (for example jim@abccompany.com); calendaring, contacts, tasks, real-time document, spreadsheet, and presentation editing, saving these items online to hosted servers, choice of Outlook integration or no software needed with completely web-based application.

Websites – build and host graphic and functional websites that we can allow direct access to hosted email services. Backed up and maintained by ESU All owned by customer.

Applications – hosted applications via web or terminal servers. Allow access to your employees at any time without spending budget on equipment, faster internet lines, licenses or security measures. Includes backups, restoring capabilities, upgrades, etc.

FTP – interchange secure and important documents and data to or from your customers, vendors, etc. on our servers. The security measures are all already implemented in our environment. No equipment, no licenses, no hassle.

Backups – remote or hosted backups for customers involves scheduled offsite backups via internet to our secure onsite servers. Data encryption and compression allows for lots of data to be backed up remotely at less of a cost without sacrificing security.

- Remote support

Allows us to remotely support our customers saving them time and money. We can get to the problem faster and at a remote rate. This also means that we can support offices with several locations spread throughout the world, as we already currently do. Allowing only support connections from our location ensures that not just anyone can log in to your system.

- Custom software solution

We can and have provided customized software solutions for customers with our programming abilities. For customers that we consult we can save them time and purchasing costs with a custom solution for a need using software already purchased.

- VOIP

Direct extension dial across internet regardless of location; free long distance; voicemail to email; extension stays with phone; remote phone usage (take phone home with you and answer calls at your extension or use software installed on laptop to answer calls anywhere you have internet.)