

From High Tech to High Touch!

Accounting Firm collaborates with Clients thru Rubiconn Cloud



Daniel M. Kavanaugh CPA is a full service accounting firm serving small to medium size businesses primarily on the west coast. For the last 29 years, he has been providing accounting, tax preparation and financial planning services to various different industries such as

medical, dental, warehousing and construction.

Dan's company is totally paperless. He is using technology to his advantage to provide services that are beyond the scope of most accounting firms. But Dan needed a solution that would provide secure, reliable and timely delivery of email correspondence and "anywhere access" to customer accounting data.

"We also provide outsourced bookkeeping services. We host our clients accounting system in a secure environment so that their financial data is updated and accurate 24/7," says Dan, "My clients scan and email all of their bills, payroll, deposits and sales invoices to my paperless server, thus moving our clients to a paperless environment as well. We process the information immediately so the client can see daily the financial position of their company in real time, anywhere in the world with an internet connection. They can see the profit they made yesterday, last week, last month, last year etc. This allows them to see what they have done well and not so well. It also allows them the ability to do what they do well and not spend time doing bookkeeping, thus focusing on profit generation. We act almost as their company's Chief Financial Officer." (continued on page 2)

Rubiconn now offering Barracuda Web Filtering Service

Rubiconn is now offering customers additional web filtering services to help protect them and their data while on the internet. Barracuda's Purewire Web Filtering Service is a cloud based content filter and malware protection system. This service is cost-effective, scalable and does not slow down the internet experience for the

end user. It is implemented on a per user basis and is customizable. You can choose to block certain web pages or block certain kinds of content such as specific file types or applications. Or you can choose to allow access, but create a report on access to certain websites. Call Rubiconn for additional details: 925-478-5243

5 Cool Tools in Windows 7



Windows 7 has so many time-saving features built into it that it can cause one's brain to overheat. Here are Rubiconn's five favorite little tricks to make navigating around Windows 7 that much easier:

1. Snap and Shake into Place

It's known as AeroSnap! Simply drag your window to the left or right edge of the desktop to snap and resize the window to one half of the screen. Drag the window to the top to maximize it. A pretty neat idea made neater by the use of the keyboard shortcuts (Windows Key plus respective left/right arrow keys). No longer do you have to frustratingly position the mouse at the edge of the window to resize it. Use the Aero Shake feature to minimize all background windows except your working window to the task bar, using your mouse, grab the title bar of the window you wish to keep open and give it a shake. Have you ever had many, let's say 10 or more, applications and or tool windows open at the same time, and you wanted to minimize all of them except the window you were working on at the moment?

Shake the window again and watch the background windows maximize.

2. AeroPeek the Desktop

In case you have not noticed, the Show Desktop Button has been moved to the far right side of the TaskBar, in the right side of the notification area.

Put your mouse on this new button, and it will preview the desktop. (continued on page 3)

Welcome New Clients

- Dr. Stephen Lewis
- McMahan Electric
- Compass Consulting Group
- Fairfield Suisun Sewer District
- Christopher Walter D. O.
- Quan Nguyen
- Rhino Contracting, LLC

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Accounting Firm collaborates with Clients thru Rubiconn Cloud

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When Dan Kavanaugh contacted Rubiconn, he was having email delivery and syncing issues with his smart phone. Like many other small business owners, Dan relied on a trusted, yet overworked “one man shop” that was often not available to solve his IT needs. Rubiconn suggested that Dan subscribe to their hosted Microsoft Exchange Service and Blackberry Enterprise Server to secure and centralize his email, scheduling, and contacts.

Rubiconn also suggested that Dan eliminate storing all of his data on local file shares on his office computer and subscribe to the Rubiconn Private Cloud thru a hosted virtual server. By moving messaging and collaboration software and data to the Internet “cloud,” Dan cut IT maintenance costs while improving overall network and desktop performance. This also allowed Dan to eliminate the worries about catastrophic system failure and theft. Having Rubiconn host the infrastructure eliminated worries about downtime, and employees can be more productive by accessing data online, anytime, from anywhere.

Not long after partnering with Rubiconn to solve his email issues and data issues, Dan came to Rubiconn with another business challenge.

As a CPA, Dan Kavanaugh must acquire a great deal of information from his clients. He found that he spent a lot of time chasing both people and paper. Dan also found that he and his staff often could not access their client’s data when they needed to due to the data being in use already, or it was not available for remote access, or the QuickBooks application wouldn’t be working. They needed a solution that would allow the

client site as well as the CPA firm to access and edit data at the same time. They needed the QuickBooks application to be hosted on a reliable network source that was indeed available when they needed to access the application.

Rubiconn suggested that Dan Kavanaugh’s clients migrate their accounting data to the Rubiconn Private Cloud also. Rubiconn provides Application Hosting for a multitude of accounting and professional services applications.

By migrating the client’s accounting data, this solved the repetitive issue of the data not being available when needed. There was now “one-stop shopping” to access applications such as QuickBooks.

Accounting Data was now available to both the CPA and the client—at the same time! It was a solution that was safe and secure, more importantly, it was reliable and cost effective. Rubiconn migrated the data required to our Remote Application Hosting Servers at no charge to the client.

The monthly fee for the continuing application hosting was very affordable and scalable for the client.

This solution allowed Dan Kavanaugh to accomplish business goal of processing financial information immediately, allowing his clients to see their daily financial position anywhere in the world with an internet connection.

Dan Kavanaugh never expected to get the service he received when he responded to a Rubiconn direct mail flyer. He was expecting to receive a few hours of free labor that might or might not result in a resolution to his phone syncing issues. Rubiconn far exceeded Dan’s initial expectations. Not only has



he been able to alleviate stress and solve his internal technology issues in his own firm, but he has also been able to provide a high-end, low-cost solution to his clients regarding their technology issues as well.

Dan is able to serve his own clients better and faster now that his firm and his client’s firms are all sharing data on the Rubiconn Private Cloud. He has also benefited from a true Strategic Partnership with Rubiconn as his IT Consulting Firm. “I have used Rubiconn, LLC as my IT consulting company for my CPA practice and outsourced internet based bookkeeping company,” says Dan, “When I first engaged them, they immediately solved my IT issues, where other companies could not. They have streamlined my operations due to their wealth of technology based intelligence that will carry over into the future,” says Dan, “Their management and support teams set the bar at where the business owner thinks the bar should be. They are excellent in finding ways to reduce monthly IT costs while increasing efficiency. Rubiconn is second to none in their responsiveness to IT issues and technological knowledge base. They have been a great asset to my companies.”

5 Cool Tools in Windows 7



(continued from page 1)

Hold down the Windows Key plus SpaceBar, and you can AeroPeek the desktop; release the hotkeys, and the windows return to their position previous positions.

3. Snipping Tool

The snipping tool is a great little feature for capturing what you see on your computer as an image file to be used in documentation. Launch the tool, then drag and drop any part of your screen. The tool will snip the selection. You can save it as a graphic file or annotate it with basic drawing tools. Using this tool, you can grab the snapshots of your computer problems and send them to the help desk. Or you can create your own library of visual notes to be added to training documents, etc.

4. Problem Steps Recorder:

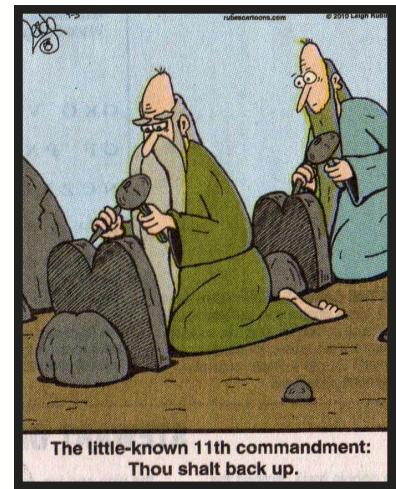
Even more robust than the snipping tool is the Problem Steps Recorder. Have you ever called technical support and had the technician ask, "Can you show me the

problem?" Yes, the Problem Steps Recorder lets you record a particular problem you are having with your PC so you can send it to someone who may be able to help. It's also great for creating training tutorials. Type PSR in the Start button search line and press Enter, then click Start Record, and a screenshot is taken with every mouse click, allowing comments to be added in between if required. These screenshots (and comments, if any) are placed in a well-formatted HTML document that is placed inside a zipped folder on your desktop and can be attached to an email. Send this to the support technician and they will be able to see exactly what occurred.

5. Boost with ReadyBoost

Want a simple way to speed up your PC? Just plug in a USB flash drive or card and let ReadyBoost borrow it. ReadyBoost is designed to help when your PC's memory is running low. Low memory can make your computer sluggish because Windows, which needs a place to stash data, turns to the hard drive. Flash memory offers a speedier alternative. ReadyBoost

works with most flash storage devices. In Windows 7, it can handle more flash memory and even multiple devices, up to eight, for a maximum 256 gigabytes (GB) of additional memory. ReadyBoost can be dynamically turned off at any time. Click Start, Computer and right click on the Flash Drive you wish to use. Click Properties and select the ReadyBoost tab.



RUBY-LICIOUS RECIPES



A favorite recipe from Sarah Ruby

Bill is not easily impressed by sweets, but he really seemed to like these.

Peanut Butter-Chocolate Oatmeal Cookies

Ingredients:

- 3 cups old-fashioned rolled oats
- 1/3 cup whole wheat flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- 1/2 teaspoon coarse salt
- 1 cup light brown sugar -- packed
- 1 cup granulated sugar
- 1 cup butter -- room temperature
- 1/2 cup natural peanut butter
- 2 large eggs

- 1 teaspoon vanilla
- 2 cups salted whole peanuts
- 2 cups semisweet chocolate chips -- (12 ounces)

Directions:

Preheat oven to 350 degrees. Stir together oats, flour, baking soda, baking powder, and salt in a bowl.

Put sugars, butter, and peanut butter in the bowl of an electric mixer fitted with a paddle attachment. Mix on medium speed until pale and fluffy, about 5 minutes. Mix in eggs and vanilla.

Reduce the speed to low. Add oat mixture, and mix until just combined. Mix in peanuts and chocolate chips.

Using a 1 1/2 inch ice cream scoop, drop balls of dough two inches apart on baking sheets lined with parchment paper.



Bake cookies, rotating sheets halfway through, until golden brown and just set, 13 to 15 minutes. Let cool on sheets on wire racks 5 minutes. Transfer cookies to wire racks to cool completely. Cookies can be stored in airtight containers at room temperature for up to two days.

Per Serving (excluding unknown items): 6627 Calories; 375g Fat ; 105g Protein; 773g Carbohydrate; 58g Dietary Fiber; 928mg Cholesterol; 5273mg Sodium.



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