



PRESIDENT'S CORNER

By Phil Lieber

Last month I discussed growing your company organically and maintaining those relationships with your most important asset, your customer. At P&L Technology, we continue to grow. To insure we don't lose "touch" with our customers, we have recently hired Kyle Korbelt as our Customer Care Representative. His role will be to meet at least quarterly with our customers to insure delivery standards are being met with our services. He will also

ensure we listen and act upon additional needs our customers communicate to us that will help them in their respective businesses. We are excited about this brand new position in our organization and please welcome Kyle as he gets an opportunity to meet you. Also, please welcome back Michelle Gerths as she returns from pregnancy leave! Enjoy the weather.

INSIDE THIS ISSUE

President's Corner	1
P&L Technology Success Story	1
2nd-Byte	2
Technology Tips	2
Recently Completed Transactions.....	3
Company Spotlight: Omaha Electric Service, Inc.	3

P&L TECHNOLOGY SUCCESS STORY

By Steve Heller

One of the common statements made when initially meeting with a new business prospect is that they just want to partner with someone who can take care of everything. That goes right along with our brand promise of 100% Accountability and is what we strive to execute. Not only does this mean we take care of all the support and maintenance of the network, but we also act as a resource for any and all questions relating to any type of technology. Whenever a customer is looking at a new software program, phone system, or upgrade of any kind we encourage them to contact us for guidance and input. With a team of technicians and engineers involved in all aspects of technology, we can provide insight to customers as well as assist in analyzing and testing any product before purchasing. Not only does this provide a resource to our customers, it also allows our technicians to better understand a customer's business needs. That can lead to other recommendations and strategies to further add value to your organization. If you have not taken advantage of the knowledge base of our technical staff, please take a moment to do so.



P&L CAPITAL



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Putting our Customers in a Position to Win



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GETTING STARTED WITH 2ND-BYTE

By Sam Schlegelmilch

Exactly what is 2nd-Byte and who took the first bite? I hear this question all the time. In short, have you ever wondered what happened to leased cars or trucks once the lease has expired? Well in most cases they are liquidated very quickly in an auction setting. Most businesses are in no position to take advantage of the tremendous bargains offered during these liquidations, but when it applies to IT equipment that all changed with the formation of 2nd-Byte. 2nd-Byte was formed in 2001 to accomplish just that; provide a simple and easy way to purchase off-lease and used computer equipment at incredible cost savings. The sole mission at 2nd-Byte is to liquidate off-lease IT returns received from P&L Capital. Once a lease expires, the equipment is returned to 2nd-Byte where it is professionally tested, cleaned and liquidated using very aggressive pricing. 2nd-Byte has assisted organizations of all sizes, profit and not-for-profit, to maximize their IT dollars by providing tier-1 off-lease business class equipment. School Districts in particular have gained tremendous value in procuring off-lease equipment from 2nd-Byte. Should you like to find out more about the 2nd-Byte store or take a tour of our facility, please feel free to contact me at (402) 861-7536 or visit our website: www.2nd-Byte.com

TECHNOLOGY TIP

By Kyle Swanda

Phishing

As a follow up to last month's PC Security & You column, I will focus this month strictly on internet phishing sites. First and foremost, make sure you are using the newest version of whatever browser you prefer. If this is Internet Explorer, make sure you are using Internet Explorer 8 with the latest security updates from Microsoft. If it is Firefox, use version 3.6.3. These both include the patches for the latest exploits as well as a number of anti-phishing and safety improvements.

Phishing is when you receive what appears to be a legitimate email from your bank or credit card company or another business you have personal information with, trying to get you to click on a link. What will happen if you click on that link is it will not take you where it says it is going to. If you look in the address bar you will see an address that looks very close to what you thought you were going to, but usually one or two characters off. What IE and Firefox both do is highlight the address you actually are at. In other words, in the address bar, if you are visiting American Express it might look something like this:

https://home.americanexpress.com/home/mt_personal_cm.shtml

As you can see, [americanexpress.com](https://home.americanexpress.com) is highlighted indicated that that is the site you are on. A phishing email would try to send you to an address that looks like this:

<https://home.americanexpress.com.mtpersonal.ch/home/>

As you can see, it is almost formatted the exact same but the highlighted portion indicates that you are visiting [mtpersonal.ch](https://home.americanexpress.com.mtpersonal.ch) and not [americanexpress.com](https://home.americanexpress.com). Usually these phishing websites will show a page that looks identical to the real page, but if you put your information in, you are sending it to a hacker.

These types of attacks are as old as the internet, but with emergence of online banking and shopping, it is becoming more and more of a problem. As always, make sure you are at the site you thought you were at before entering any personal information.

If you would like more information, you can see the following article: <http://en.wikipedia.org/wiki/Phishing>



By Phil Lieber

- ❑ A local restoration company leased new equipment to expand their business. Leasing made more sense than getting a loan or paying cash, as they will get a payback over time.
- ❑ An excavating company had been renting a piece of equipment and decided they could reduce the monthly rent by 60% by putting a short term 24 month lease together, thus freeing up cash.
- ❑ A manufacturer of display booths did their 3rd Technology Rotation Lease with P&L. They rotate their computer equipment every 3 years, providing them up to date computers and they also engage P&L in the scrubbing and disposal of said equipment.

COMPANY SPOTLIGHT: OMAHA ELECTRIC SERVICE, INC

By Steve Heller

Omaha Electric Service, Inc is proud to have a partner like P&L Technology to support our technology endeavors. We have strived over the years to continually take steps to position ourselves for the many changes that the technology era has offered. In turn it has allowed OES to become a frontrunner in the electrical contracting arena.

OES is a 20+ year old, full service electrical contractor. We perform start to finish work, Remodels, Maintenance for any Residential, Industrial, Commercial, and Data project. We have a highly educated staff ready to assist you in your Design / Build efforts and help develop cost effective ways to save you time and money before and after the project is completed. Our Design team can provide Auto Cad drawings as well as as-built drawings at the completion of the project.

OES is a financially secure company with over \$1,000,000 worth of equipment, tools, vehicles at your service. We offer **24-hour service** and have strategically placed 15 of our 60 service vehicles throughout the Omaha metro area so that we can respond to any emergency within an hour under normal circumstances.

OES uses a Material Tracking System to locate back ordered materials and assures that projects stay on target. We constantly educate our staff in workplace safety measures and see that strict adherence to all OSHA (Occupational Safety & Health Administration) regulations ensure safe installations on every job.

We are confident we can provide the Electrical & Data / Telecommunication expertise our customers expect. Our enthusiastic staff takes pride in their work and believes in the importance of maintaining a clean and safe work environment. We truly appreciate the customer and work to earn their loyalty every day.

Contact Randy Lee, Business Development, for more information. 597-3040 rlee@omahaelectric.com

"Large Enough to Serve You Small Enough to Care"

