



P&L COMPANIES

March Newsletter

President's Corner

By Phil Lieber

I heard somebody say at a meeting I was attending that they have weathered the economy due to the fact that they have made a concentrated effort to grow organically. They hired extra people to contact all customers that had done business with them and re-introduce themselves in order to keep in front of them. Business is up 12% and he credits that to the amount of repeat business he has been able to acquire.

I also feel that if you invest in your people with training, etc., you will experience posi-

tive growth as a result. Here at P&L, part of our culture is continued education and growth. This has served us well in promotions and growth. P&L is also a big believer in hiring interns which has served us well. Many of you know our field technician, Debbie, who is a graduate of ITT and started as an intern. We have another intern starting this month, and one this summer. Due to growth, we have decided to move our Lincoln office. More to come next month!

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Volume 6, Issue 3

March 2010



P&LCAPITAL

Transforming the way Businesses Finance Technology.

P&L Technology Success Story

By Steve Heller

All relationships are considered positive when everything is going well, but the true test of a relationship is when something goes wrong. Will the parties work together and will the provider step up, take accountability and fix the challenge? No customer can afford to be down for an extended length of time, and for some customers even hours can be severely costly. For this reason we have implemented Backup and Disaster Recovery (BDR) devices into environments to provide the smallest level of downtime should a disaster or equipment failure occur. A client who recently experienced severe equipment failure had one of these devices onsite which not only has a full snapshot of the customer's information; it also is able to act as a virtual server. This means the customer is able to be productive while a plan is put in place to migrate their data back onto a new piece of hardware. Without this device, several hours or even days can be lost while replacement equipment is located and backups and applications are loaded. Though this situation brought a certain amount of challenge with it, success can be found in the planning and recommendation of the BDR device as a precaution for just such an event as well as the diligence of the technical staff to get the environment back to complete working order.



P&L TECHNOLOGY, INC.

Technology Solutions that Work for Business



Getting Started with 2nd-Byte

By Sam Schlegelmilch

I used to hear it all the time from my spouse: "What's wrong with this darn computer, why does it take so long to get anything done?" Well in many cases it may be the computer has been overloaded with programs or the unit is just too old to handle your current computing. In the first instance, an easy fix might be to utilize the Disc Cleanup function included with your Microsoft operating system. If that doesn't work, but you're not ready for a new computer you might consider wiping and reloading the operating and/or a memory upgrade. If both avenues are beyond your interest, 2nd-Byte can assist with wiping and reloading your system for as little as

\$25. If neither of these solutions would work and you're set on a purchasing a new system, well your timing is perfect. 2nd-Byte is scheduled to receive our first return of Core2Duo DC7700 desktops. The units will come with a 1G of RAM and a 160G hard drive. These units will probably run circles around your current system, and as you know purchasing from 2nd-Byte is relatively stress free, as the overall investment in the system will be minimal. If this is an issue you're facing, please feel free to call me at 2nd-Byte and I'll be happy to walk you through how we can assist; (402) 861-7536

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Technology Tip

By Kyle Swanda

PC Security & You

Everyone these days has heard the horror stories of someone who had pictures of a loved one or a new baby on their computer only to get infected with a virus or spyware and end up losing everything. While there isn't much that can be done after the fact to regain your files are lost, there are a number of things you can do to prevent this from happening in the first place.

Have a complete backup of all the important files on your computer. Make sure you keep this backup up to date. You wouldn't want to lose everything and find out that your backup is from 2 years ago. This could be something as simple as an external hard drive that you copy your files to.

Make sure your antivirus protection is up to date. Just having antivirus software on your PC is not enough anymore. The viruses and spyware that are coming out these days are way more advanced than they ever were, and old antivirus software does nothing to prevent it.

If you don't know what it is or who it's from, don't open it. Just because you have the most current antivirus software on your PC doesn't mean you are not going to get infected.

Your PC will still do what you tell it to do, and if you really want to open that email attachment from someone you don't know it will do it.

Along the same lines as number three, even if you know who the attachment is from, if you weren't expecting it, don't open it. There are a number of viruses out there these days that will send out emails to all the contacts in an infected persons address book, usually without their knowledge. So, if you weren't expecting it, don't open it.

You don't need the most expensive antivirus/firewall software solution out there. Usually they just cost more, make your PC slower and really don't help a lot. Even the most basic wireless router as a firewall build into it, and most internet service providers block access to the most vulnerable security holes. Usually this software gives so many warnings and false alarms that people just turn it off, rendering it useless.

These are just a few tips to help you keep your PC from getting infected and crashing. Follow these and a little common sense and you should be good. In the case of an infection that you can't solve at home, taking your PC to a professional and spending a few bucks may save some of that important data.

Recently Completed Transactions

By Phil Lieber

- A regional supplier of medical equipment chose P&L Capital to finance equipment to one of their long time customers that will be putting equipment in locations throughout the Midwest.
- A local company that specializes in the outsourcing of employees used P&L's Technology Rotation Lease to upgrade all of their networked equipment.
- A Lincoln, NE company selected both P&L Technology and P&L Capital to support and finance their technology infrastructure. They liked the idea of accountability and one number to call.
- An Ohio based Lessor partnered with P&L in order for him to offer funding opportunities to his customers.

Company Spotlight: Evans, Lipka and Associates, Inc.

By Matt Lieber

Evans, Lipka and Associates, Inc. is an Electrical and Telecommunications Manufacturer's Representative, serving the contractor, industrial, and utility markets. They are based in Lincoln, NE and have been serving their territory for over 45 years. They are members of many local and national trade organizations; including EERA (Electrical Equipment Representatives Association). Evans, Lipka and Associates, Inc. has a very experienced, committed, and dedicated staff, willing to serve both their manufacturers and their customers.



Their Mission...

To professionally represent their manufacturers in the electrical and telecommunications industry; providing their customers with quality products, expertise knowledge, and experienced, dedicated customer service. Evans, Lipka and Associates, Inc. proudly represent the Nebraska, Iowa, Kansas, Missouri, Illinois, Wisconsin and the Upper Peninsula of Michigan territories.

For more information you can contact them at (402) 435-8282, or you can visit their website at <http://www.evans-lipka.com/>.