

e-Marketing Rule #6: Manage ROI

Many entrepreneurs think that the rules of traditional marketing don't apply in an electronic marketplace. Many of the rules don't, but some, such as "Manage Your ROI," do apply and are the only effective measure your e-marketing. Keep track of your Return on Investment.

Have you updated your antivirus software this week?

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Microsoft has a Competitor

Microsoft Office has a viable competitor, and best of all, it's free. The office productivity suite shares file formats with common business applications, including those of Microsoft Office. Now SOHO businesses don't have to shell out \$499 or more per computer to create professional documents, spreadsheets, and presentations.

OpenOffice.org is both an Open Source product and a project. The product is a multi-platform office productivity suite. It includes the key desktop applications, such as a word processor, spreadsheet, presentation manager, and drawing program, with a user interface and feature set similar to other office suites'. Sophisticated and flexible, OpenOffice.org also works transparently with a variety of file formats, including those of Microsoft Office.

Localizations of OpenOffice.org are available in 27 languages with more to be added. OpenOffice.org runs on Solaris, Linux, and Windows. Details posted to dgl.com/itinfo/2002/it020513.html.

Get Rid of Spam

McAfee started selling its new SpamKiller software online today. The application filters spam from incoming e-mail messages. Although it works with industry-standard POP e-mail accounts, it won't be of much help for the millions of users who have web-based e-mail accounts such as hotmail.com.

Details posted to dgl.com/itinfo/2002/it020507.html.

Red Hat 7.3 Released

The Red Hat distribution of Linux is popular with both technical consumers and IT (Information Technology) departments because it includes many of the most-requested features, including the Apache Web server, MySQL and PostgreSQL database support, and a simple installation routine.

Red Hat targets large businesses who seek a more stable operating platform for critical data systems such as file and print servers. Linux fits this niche without requiring extensive and costly offsite training. Details posted to dgl.com/itinfo/2002/it020506.html.

Write Off CD Copy Protection

The Internet newsgroups are a buzz with news that the copy protection on Sony Music CDs can be cracked with a 49-cent felt tip marker.

Sony, Universal Music, and other major music labels have begun selling copy-proof discs as a preventative measure against computer users who convert the songs to MP3 or other digital formats and trade them for free on the Internet. But it seems that the elaborate copy protection scheme can be side railed by running a felt tip marker around the edge of the CD. Discs that previously resisted computer burning are now not only readable, but burnable.

Confusion over Security Programs

Many system administrators have noticed that the free Microsoft Baseline Security Analyzer (MBSA) reports security lapses in system configurations even though the Windows Update program reports the system is fully patched and updated. Details posted to dgl.com/itinfo/2002/it020425.html.