

Network Necessities For Business Executives Ⓜ

(NAPS)—The Internet has become vital to corporate success. As we progress into the 21st century, examining your business' online capabilities is crucial. This checklist from Telenisus Corporation will allow you to more effectively evaluate and address your company's network requirements.

Consider developing an online component to stay competitive.

- Many companies find developing a Web presence necessary to remain competitive. The number of businesses deploying Web sites is expected to double from 25 percent today to 50 percent in 2004, according to Forrester Research. This year may be the one for you to develop or deepen your online presence.

Review employee productivity to determine if outsourcing your Internet infrastructure would increase efficiency.

- Experts point to impressive returns for companies that outsource elements of their Internet infrastructure. A complete managed service provider (MSP) such as Telenisus Corporation allows you to outsource your Web hosting, virtual private network (VPN) and Internet security, providing confidence that your infrastructure is being securely managed.

Review your security policy to ensure that you will not be victimized by a hacker.

- The past year has seen international viruses like Melissa and the Love Bug, and hacks on industry giants such as Microsoft. It is imperative that your company's Internet security is at its best. Two of the most effective tools to protect against hackers are managed intrusion detection and managed authentication systems.

Don't expect your IT staff to know all things regarding your company's network.

- Many businesses fall into the trap of overloading heavily bur-

dened IT staffs—expecting them to not only maintain their current responsibilities, but also manage the company's Internet infrastructure. By outsourcing services to an MSP such as Telenisus, your IT employees and infrastructure will benefit.

Acknowledge that your network is not totally secure and your company could lose millions of dollars due to hackers and other unauthorized users.

- Security planning and auditing should be a chief part of your company's business plan—enabling you to recognize any vulnerabilities your network may have and keeping you prepared for a security incident. A security policy tied to your company's business planning lets you incorporate security measures routinely while your company grows and changes.

Review your company's Internet communication with partners.

- Using the Internet to communicate with business partners leads to increased productivity, faster decision-making and improved relationships. However, sharing information also brings security risks. Companies should verify that external communications is secure. "In a business environment it's difficult to determine what's yours and what's your partners'. Your security is only as good as the weakest link in the chain," says Ron Hale, vice president of professional services for Telenisus.

Spend time on your company's Web site to verify that customers are receiving the best possible experience.

- Often, managing an active Web site is an insurmountable challenge, especially for those without a large dedicated staff. To overcome this challenge, more than 85 percent of businesses will outsource their Web hosting, according to industry experts. Since your Web site is where

potential customers receive their first impression of your company, it makes sense to outsource your Web site to industry specialists, like Telenisus Corporation.

Evaluate the effectiveness of your network from remote locations to determine if your company needs greater reach and mobility.

- Though your employees are spread out geographically, productivity cannot be sacrificed. A company's ability to provide secure remote access to corporate networks is vital. If your employees travel extensively or frequently work from home, a VPN may provide you with the most security for these remote locations.

Consider adding an e-commerce component to your Web site to boost profitability.

- Even if your company has a Web site, adding an on-line sales capability could increase your company's profitability. Could your company use an increase in sales?

Verify that your company is linking to its business partners in the most effective and secure way via the Internet.

- As companies continue to strengthen partner relationships via the Web, it is imperative to do so with security in mind. Companies should consider VPNs and professional services consulting to ensure they are sharing information effectively and securely.

Telenisus (www.telenisus.com) is an Internet managed service provider that specializes in providing secure and reliable Internet infrastructure services on an outsourcing basis. Telenisus provides a secured foundation for Web-fueled business growth, with a suite of managed Internet infrastructure services that work together in any combination. The three core managed services—managed security, managed hosting, and managed VPN—are supported by professional services and training.