

SPECIALS

SAVE 10-30% on your Monthly Voice & Data Bill!

AT&T Business Voice Lines

2 lines with 4 features: **\$61**
3 lines with 4 features: **\$84**
4 lines with 4 features: **\$107**
Each additional line: **\$23**

AT&T DSL Business Internet (Static IP)

Express 1.5MB/384KB: **\$50**
Pro 3.0MB/512KB: **\$55**
Elite 6.0MB/768KB: **\$80**

Call and save today!
(316) 260-2500 ext 2

The Times @ TkFast

Please welcome **Kurtz Holbert** to the team as our new **Technical Sales Representative!** He will be focusing on voice/data solutions and phone systems.

Kurtz joins us from the top of the ranks at his previous endeavor.



Do More, Spend Less: VoIP Phone Systems by Daniel De Longe

Do More:

Prior to the advent of “voice over internet protocol,” the phone industry hadn’t really changed all that much since the 70’s. Just recently phone systems that use VoIP technology are headed for mainstream production. The innovations and ease of use is a dramatic difference when compared to standard phone systems. Multiple locations can call one another over the internet, rather than tying up a phone line at each location. Furthermore, a multiple location company with 12 phone each could hold a conference call with all of its employees over the internet without using ANY phone lines!

Spend Less:

Standard Features—

- Direct Extension Calling
- Simple Call Hold/Transfer
- Built-in Voicemail System
- E-Mail & Text Voicemail Notification
- Call Forwarding
- Web-browser Call Manager
- Music On-Hold
- Caller ID
- Conference Calls
- Call Recording
- And much more!

Computer technology has driven down the cost of the phones and the phone system itself while being feature rich and fully customizable.



Things to Consider: Top 10 ISP Ratings

TkFast has partnered up with AT&T and Nuvox Communications to offer our clients a vast array of reliable communications coupled with the same great support that TkFast offers you currently. We have listed the top 10 matters when considering a phone line and internet provider. Call us today and save.



1. **Support**—There is no such thing as a perfect ISP.
2. **Overselling**—What is your true bandwidth and uptime?
3. **Redundancy**—Does your provider have more than one switching point?
4. **Contact Hours**—Business isn’t confined to the hours of 9AM-5PM.
5. **Price**—Price is what you pay, value is what you get.
6. **Terms**—Don’t get stuck in a long-term commitment without the option of future negotiations.
7. **Freebies**—Don’t get sold on free offers or spiffs.
8. **Value Adds**—Some ISP’s combine voice/data/video, etc. Be careful—see #2.
9. **Provisioning**—The length of time between purchase and service.
10. **ISP Policies**—Content filtering, blocked ports, service level agreements, etc.



TkFast, Inc.

437 South Hydraulic Street
Wichita, Kansas 67211
Phone: (316) 260-2500
Fax: (316) 260-4242
E-mail: sales@tkfast.com

Fighting your SPAM 1000's of E-mails at a Time

The Worldwide Internet Mail Gateway SPAM Percentage of all e-mails sent fluctuates from 55%-80% SPAM with an average of 65%. This is a huge issue for hosting companies, enterprises, and individuals.

TkFast has been staying current with defensive measures to cut back the amount of SPAM delivered to your inbox. As of this year, we process an average of 10,000 plus e-mails per day—70% or 7,000 of those are SPAM or infected with a virus. The remaining 30% or 3,000 emails delivered probably have a 1-5% chance of being SPAM.

For customers using Webmail (Horde) or connecting to IMAP, you can help us help you. Messages stored on the server are automatically “learned” from by the SPAM filter

every night. Simply create a folder called “Spam” in your inbox and put all of the junk e-mail in the folder. The servers check for users who have a SPAM folder and will scan each message for patterns. These patterns are saved, updated, and used to check incoming mail for SPAM-like characteristics.

Global SPAM Categories: Last 90 Days

Products—28%

Financial—18%

Internet—17%

Health—13%

Scams—9%

Leisure, Adult & Fraud—6%, 5% & 4%

Top Ten Features of a Good Web Site that can Attract Business

There are millions of websites on the world wide web, but the “great” sites usually have a few things in common:

Easy to read: Background colors and images should not obscure text, and the text should be spaced adequately for easy reading.

Easy to navigate: A visitor should be able to find the information they are looking for without hassle and frustration. The site's navigation buttons should be grouped together.



Comfortably viewed: A website should be easily viewable in all screen sizes without a visitor having to scroll horizontally (left to right).

Quick to download: Graphics, Flash and sounds add download time to a web page and should be used sparingly. If visitors wait too long for a site to download or they will click away and probably won't return.

No dead links: All pages must be working, whether they are internal links to pages within the site, or links to external websites.

Fresh Content: People are more apt to return to your website if they find new and interesting material. Post articles or provide fresh, helpful links. All these things cause visitors to bookmark your site as a reference tool.

Clear and to the point: Visitors should have a clear understanding of what a website is about when they visit. Studies have shown that people do not like to read computer screens, so website content must be interesting to read and to the point.



Keeping the target audience in mind: If a website is about razor blades and shaving cream for men, the site should have a masculine feel to it. Pink hearts and roses would not be a good idea!

Contact forms: Visitors are more likely to fill out a form to contact someone than clicking on an e-mail link.

Browser compatible: A Web site should be tested with the most popular browsers to make sure everything is displayed properly. The top two browsers used are Internet Explorer, Netscape Navigator and Mozilla Firefox.

As you may have noticed from the above list, a great Web site isn't about fancy graphics, java scripts and animations. It is about creating a pleasurable, useful experience for visitors... one they will want to repeat over and over again!