



Bi-Monthly
Newsletter
for
Positive
Support
Review's
Clients
and
Subscribers

Increasing percentage of violence happens in the work place

How safe are you and what are you doing to protect your employees and customers?

Security and physical access controls are becoming more of an issue in many organizations. Not only are organizations concerned about the Data Processing assets, more and more they are concerned about their employees and customers.

Organizations that deal with the public are particularly at risk. This includes retail establishments, credit offices, human resources functions and any other organization or function that can and does deal with the public.

In a recent study of 170 teaching hospitals by the University of Louisville - a set of frightening statistics came to light.

- ✓ 46% reported that weapons are confiscated at least once a month.
- ✓ 43% reported a frequency of physical attacks on staff of one or more each month.
- ✓ 32% reported at least one verbal threat each day.
- ✓ 18% reported that weapons were used to threaten staff at least once each month.
- ✓ 7% described an act of violence in an emergency room resulting in a death.

With this data we went to a number of organizations to see if this was a unique concentration of risks or not. We were disturbed to find out that it was not. Many organizations do not want to talk about it. It is a problem and is becoming more serious. The drivers are both



If you do not move -- You can get run over, even if you are on the right track -- ask Apple

PSR's Web site domestic and international Internet sales exceed \$100,000

An average of \$.87 of new revenue per hit was generated over the last twelve months.

Over the last twelve months PSR has done extensive marketing and development on the Internet. This has resulted in a Web site that is both popular and profitable.

In reviewing this performance, we have discovered a number of things that work and others that do not. Here are some rules of thumb that you can follow to get the same level of success:

The more hits that your site has the more revenue you will generate - The Web is like direct mail marketing. Sales are generated based on percentages. We have found that a ratio of .5% of all hits leads to a sale. In our case we sell "higher cost products"; therefore, our sale per hit is higher.

Surfers will visit your site once with little encouragement - The Web is unique in that people will look at a site quickly and determine if it is a place that provides them some value. Value is perceived as both content and ease of use. If your site provides value that is continually enhanced they will bookmark your site and come back a second and third time.

Most Web surfers will NOT pay to view your site - Most people using the Web are doing so on discretionary time. In addition they need to have the ability to window-shop. You would not expect people to pay to look at a product or shop in a store the first time, so you should not expect to get people to subscribe to your site. There are exceptions to this rule in the cases of specialized interest - but from a corporate view the revenue is too small or in areas that most of us do not care to

Contents

Most instances of violence happens in the work place 1

PSR's Web site domestic and international Internet sales exceed \$100,000 1

Forecast for the National Information Systems Market 4



100% Recycled Paper

(continued on page 2)

(continued on page 3)

Increasing percentage of violence happens in the work place

(continued from page 1)

social and economic. In our non-scientific survey we found that many organizations are now striving to provide access control to protect senior management and critical staff resources that do not have to deal with the public. Some organizations are starting to see what can be done in more public areas. Steps that are being taken include:

Limit access - This is always the best deterrent. In a corporate office have a visitors' area that is secure and provides a way to protect and minimize the exposure that the enterprise faces. In one "downsizing" operation, the company chose to call all of the employees together that were not impacted. Once they were all there they were told to immediately leave the site and report to a secondary site where new ID badges were provided. After that they were given the rest of the day off.

New Security guards were brought in and all of the rest of the employees (about 1/3 of the work-force) were let go. This is an extreme example, but in this case the last time there had been a major layoff, violent incidents occurred and the company did not want to repeat this.

Cameras and guards visible - One of the best deterrents is to let people know they will be photographed and see there is someone who will respond or at least sound an alarm. This works for most casual "at the heat of the moment" incidents. This alone will not help if there is a disgruntled employee or customer who wants to do something.

Recently the Los Angeles County Sheriffs' department started to park police cars with dummies in them and put a life-sized cut-out image of a police officer on the

roof of a shopping mall. In both instances crime went down and people felt safer.

Swift and professional response - Once an incident begins it is paramount that the enterprise respond quickly. If people see that nothing is done it encourages others to do the same since there is no punishment for the action.

Be aware of what is going on around you - Spend time instructing your staff to know what is normal. If it is out of the ordinary think about it and then tell someone who is trained in how to respond. This is especially true in the case of retail and field operations. The worst thing that someone can do is try to be a hero. More times than not that results in the problem escalating.

Instruct employees not to respond in kind - Most instances can be defused with the right word and attitude by the employee who talks calmly. However if that does not work, your employees should be instructed to submit. One of our clients, a large international restaurant chain has the industry traditional officer in charge of robberies. The best piece of advice that he offers his company's employees is that most instances of violence do not end in tragedy. He views it as a success if his employees and customers survive an "event" and the store loses its receipts for a day. Even from an economic point of view the company has come out ahead. They have found that the cost in legal, medical and workers compensation bills far exceeds a single day's loss.

As our society goes though the rest of our downsizing age and violence is still depicted by the media as it is, organizations will need to be cognizant of this problem. We just talked about what can happen to people -- but as we move more and more into the information age what type of violence can be conducted on our information assets? For example, if your company is linked to Internet for e-mail is it possible for someone to flood your system so that no business can be conducted? Or can they get your address book, copy it and use it - or even alter it? 



2 for 1 offer Job Descriptions HandiGuide® and Client Server Management HandiGuide®

- ✓ Guidelines for Organizational Structures
- ✓ Guidelines for Security and Control
- ✓ Management Issues and Approaches Defined
- ✓ Disaster Recovery Planning
- ✓ Service Level Implementation Rules
- ✓ Both books combined offer over 750 Pages of Pragmatic How To's

Both Books in Paper

\$690 (US) -- save \$100

Paper Book plus Word Processing Files

\$990 (US) -- save \$600

Network Ready Electronic Book

\$1,090 (US) -- save \$700

Full Set - Paper Book, Word Processing

Files, Network Electronic Book
\$1,190 (US) -- save \$800

1 Year Subscription to PSR Reviews

Plus Free shipping with
PREPAYMENT

HandiGuide is a registered trademark of Positive Support Review, Inc. - Santa Monica, CA

PSR's Web site domestic and international Internet sales exceed \$100,000

(continued from page 1)

venture - sexually explicit store fronts. The question that needs to be asked is "Why do it?" If your site is to promote your corporate image why would I as a surfer spend any time there?

Give something away - Do include a few freebies - all of the articles in PSR Reviews are carried electronically (approximately one month after they are published) on our Web site. Since we started that our total number of hits has gone up and the number of subscribers has also gone up.

Change the look and feel of your site quarterly - Change the offerings every now and then to keep your site interesting and varied. The next time they visit your site have a new look, some new products and new services to offer them. On the other hand don't change so often that people do not know what you have to offer. Make sure they have a reason to come back and you will have a better crack at getting their business.

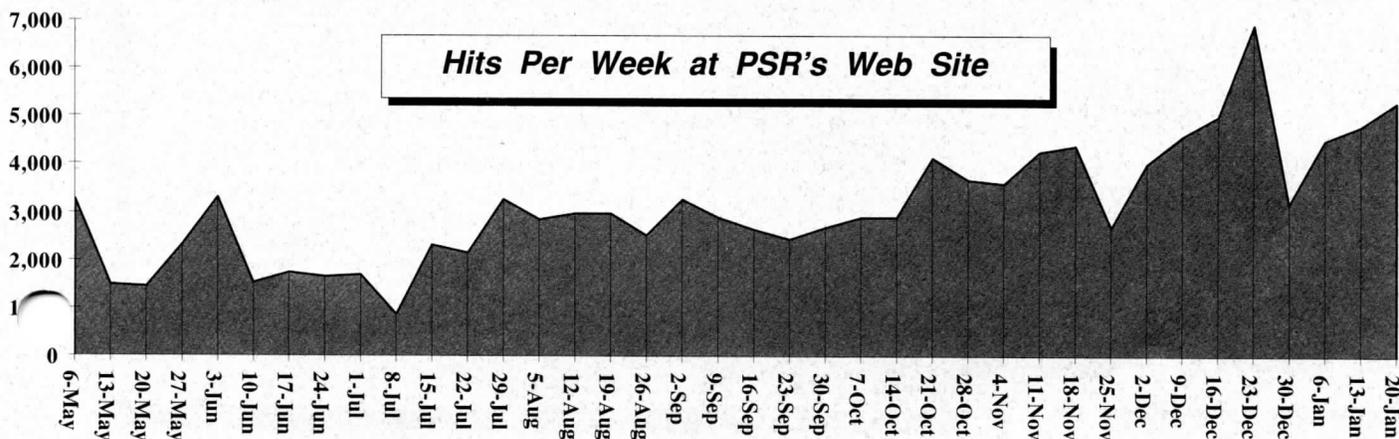
Use direct mailing, within reason. There is no reason why a carefully carried-out campaign of e-mailed announcements cannot benefit your business. But be careful of issues of "Netiquette" as well as people's concept of privacy. A law office in Arizona which specializes in immigration law "spammed" thousands of newsgroups with advertisements for their services. They built up their practice but also developed ill-will from the Net community. Now they have had to move from one service provider to another as their accounts are cancelled. Imagine if they had sent out thousands of e-mails without at least checking to see that the recipients had expressed an interest in their type of business. If you are going to scan the newsgroups for leads, at least take the time to make sure that you are looking in newsgroups frequented by potential customers, not just warm bodies. This not only minimizes the likelihood of trouble, but it saves you time and effort.

There are some rules to follow if you use the Internet for "good e-mail":

- ✓ **Do not send mail to any site that ends in the suffix edu.** EDU is the suffix of educational institutions and you run the risk of getting back 1,000 spams (a generic term for junk mail on the internet) for every message that you send.
- ✓ **Be Brief.** Your e-mail should be short enough so that it will fill the first page of the reader's screen. This will not only mean that more will get read but it will also reduce the amount of traffic that you put on the net.
- ✓ **Prune your mailing list.** Eliminate all undeliverables and people who you know are not interested. Why waste your resources?
- ✓ **Have an exclusion list.** Once someone tells you they do not want to get any e-mail put this name in that list and make sure to pass that list against your next mailing.
- ✓ **Include a note of apology and way for people to be excluded.** If you have a brief message that tells people how to be excluded from future mailings you will minimize problems with your service provider and the risk of being "spammed."

Give value for money. "Money" in this instance is defined as "time." Be up front with the content of your site. A huge snazzy graphic on your front page may intrigue some college types but will not generate any interest among business men and women who are your target customers. Instead use a smaller graphic and lots of text for description. Let them know right at the top of your Web site who you are, what your business is, and what your current and new offers are.

Court controversy - carefully. An old rule of thumb is, "Never discuss religion or politics." This rule of thumb is only half right. By all means you should address present-day social issues in a manner which provokes thought and promotes lively debate. What would be the impact, for example, of a new Republican administration upon healthcare costs? Has NAFTA turned out to be the ogre that its harsher critics warned against, or will it be an instrument of change and unity for the continent? Social discourse is the foundation of our Constitution and drives a free market. 





Forecast for the National Information Systems Market

Winter weather reaks havoc on productivity and companies are looking to the West as a place to get things done.

by M. Victor Janulaitis
Internet address victor@psrinc.com

The great winter storm of 1996 had a devastating effect on many corporations in the Midwest and East Coast. Retail sales plummeted and many organizations are now trying to manage their expenses so that quarterly earnings will not be as bad as they currently project. That, added with the opening and closing of the government, caused many organizations to lose productivity.

A number of senior executives that we talked to said they did not appreciate how much of their business was directly and indirectly related to the government sector. They have now felt a little of what happened to the West Coast with the closing of all those military bases.

As the election campaign begins and the prospect of a government that does not have a budget becomes a reality, and with a mini-recession that is starting to be seen in parts of the country -- especially on the East Coast -- prospects for jobs will begin to dim. Downsizing across all industries has now gotten to the point that an entire generation of middle managers are now just starting to understand that they will not be employable at their old salary levels.

There are a number of CIO's and senior level IT managers who have started to accept positions in organizations that are lower in stature than before. One case in

Published by:



M. Victor Janulaitis

point is an ex-CIO of a SEC traded Fortune 200 corporation who took a position with an out-sourcer as a "Data Center Manager," a significant decrease in position, stature and total compensation. This in turn has a dampening effect on the compensation of all the other potential candidates for this same position.

Based on a quick survey that we conducted in the last week of January, it looks like approximately 25% of all organizations are going to continue to use the next six months to focus on revenue enhancement (cost cutting) versus revenue growth. This can not go on much longer as the internal infrastructure of many organizations has been squeezed so hard that not only is the buffalo off the nickel but there is not even a shadow of its impression.

Now all is not bad - in the next few months we will all have the pleasure of a wonderful election campaign with all of the great side shows that we have come to expect.

Let me propose a number of "what ifs" that we should think about regarding our politicians.

- ✓ What if Hillary had kept her Rose firm time and billing records on Lotus Notes: would she have been

able to supply them to Congress more readily -- or would she just forget she had them under her bed?

- ✓ What if members of the executive staff of the White House used On-Time's on-line group scheduling: would it help them to remember what they did when and with whom?
- ✓ What if Bob Dole got money from a marketing company and joined Toast Masters; would he be able to keep more people awake than he puts to sleep?
- ✓ What if "Billy boy" gave the same answer more than once by referring to his word processed position papers: would he qualify to campaign on the religious network as the candidate who represents truth and integrity?
- ✓ What if Newt got in a copyright battle over the use of the salamander with NetManage; would that cause the technologist to say it's an abuse of power?

All kidding aside there are some issues that need to be looked at in the campaign - included are privacy, censorship from all sources, and intellectual property rights to mention a few. 

Vic

Location	Prospects Short Term	Prospects Long Term
Northeast	Good/Poor	Poor/Bad
Mid Atlantic	Good/Poor	Poor/Bad
Southeast	Good	Good/Poor
South	Good	Good/Poor
Midwest	Good	Good/Poor
Southwest	Excellent	Excellent/Good
West	Excellent	Excellent/Good
Pacific Northwest	Good	Excellent/Good
Best Location	West	West