



## What's Happening

Spring is upon us and things are blossoming all around - new ball parks for both the New York Mets and New York Yankees - Microsoft product changes and launches coming your way - starting with the PerformancePoint consolidation - the introduction of the newest IMPACT team member - Louis Salvaterra plus more. **Read On for More Details...**

Something that also seems to be blossoming is the Conficker Worm. We want to make sure that our customers and the entire IMPACT family are connected to the latest information regarding this worm. The Conficker worm can infect your computer and spread itself to other computers across a network automatically, without human interaction. Please [click here](#) for more information about the Conficker Worm. IT professionals who need help to protect their systems from the Conficker Worm, or to recover systems that have been infected should [click here](#) for more information.

Bill Gates once said that "Your most unhappy customers are your greatest source of learning." To that end, Microsoft recently announced that based on customer feedback, they are consolidating Microsoft Office PerformancePoint Server scorecard, dashboard, and analytical capabilities into Office SharePoint Server Enterprise as PerformancePoint Services. This consolidation enables customers to have extended capabilities at a lower total cost of ownership.

The Microsoft Business Intelligence (BI) strategy is to use the tools found in Microsoft Office SharePoint Server and Microsoft Office Excel and the scalable Microsoft SQL Server business intelligence platform to deliver BI to anyone in any organization.

IMPACT Management recently announced the introduction of its formal Business Intelligence (BI) practice. Pat Esposito, IMPACT's CEO said "Over the years, we have included business intelligence strategies in many of our customer's Microsoft SharePoint solutions. Business intelligence tools provide organizations with the ability to manage performance with the information they need for decision making and support. We thought it was time to bring these best in class strategies to the marketplace in a formal structure. IMPACT Management recently earned its Business Intelligence competency from Microsoft.

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**Microsoft**  
GOLD CERTIFIED  
Partner

Louis Salvaterra, BI Architect, leads the IMPACT Business Intelligence team. Louis has developed business applications using SQL Server since its very first release (6.5) through SQL Server 2008. He is skilled at coding T-SQL and in server performance and tuning issues.

Call Lisa Lam, IMPACT Account Executive, for more information about our Business Intelligence offerings, 516-495-1300, 316.

We'd like to extend a warm hello to our customer, Open Link. OpenLink provides market solutions to a global client base that includes energy marketers, banks, central banks, insurance companies and corporate treasury departments, hedge funds, asset managers, and public utilities. Their solutions address both technical and business requirements, facilitating the conversion of labor-intensive front- through back-office tasks into highly efficient and automated processes.

OpenLink's flexible and configurable market solutions empower traders to trade smarter, risk managers to monitor with confidence, and operations professionals to manage efficiently. Read more about Open Link at [www.olf.com](http://www.olf.com).

On March 10, 2009, Pat Esposito presented at the SetFocus Open House. The Open House was held at the SetFocus offices in Parsippany, NJ and attracted 40 people. IMPACT Management and SetFocus presented the market demands for individuals skilled in Microsoft technologies, avenues for becoming proficient in the latest technology and immediate job opportunities in the IT industry. In particular, Pat presented IMPACT's requirements and qualifications for various open SharePoint positions. [Click here to read the Press Release.](#)

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## Events Worth Checking Out

### Point your Performance Management Initiatives in the right direction with the Microsoft BI Platform

**Date:** April 24, 2009

**Time:** 8:30am - 12:00pm

**Place:** New Horizons Computer Learning Center of Long Island  
Suite 115  
1660 Walt Whitman Road  
Melville, NY 11747

[Click Here to Register Now](#)

This event is the next in the continuing Microsoft Breakfast event series. We are honored to have been chosen by Microsoft to host the April Breakfast.

**Who Should Attend:** Business and Technical Decision Makers who are interested in managing performance through the Microsoft Business Intelligence platform. Get pointed in the right direction with SharePoint, PerformancePoint, Microsoft SQL Server 2008 and Excel.

**Why Attend:** Please join us at this event if you are interested in utilizing your Microsoft technology to make your Performance Management Initiatives succeed today. Your business' familiarity with Microsoft Office products and the low cost investment make BI affordable and extendable to your information workers quickly and easily. Put the answers to the following questions in the hands of your information workers now:

- What Happened? - Reporting & Consolidation

- What is Happening? - Scorecard, DashBoards
- Why did it Happen? - Analytics
- What Will Happen? - Forecasting
- What Do I want to Happen? - Planning & Budgeting

**Hosted By:** IMPACT Management and New Horizons

**Sponsored By:** M&K Internetworking Security Services

## SharePoint Webinars: Hosted by IMPACT Management

### Introduction to SharePoint Webinar - Building Better SharePoint Solutions with Webparts

**Next Webinar:** Tuesday, April 28, 2009  
**Time:** 2:00pm - 3:00pm

**Who Should Attend:** Technical and business decision makers and influencers who want to learn about SharePoint

**Why Attend:** This webinar is for individuals who want to learn more about how IMPACT Management has helped companies develop and deploy better SharePoint solutions when they build and buy SharePoint webparts.

**Register Now at:** <http://www.clicktoattend.com/?id=137443>

### Tips & Tricks for Building Better SharePoint Solutions with Webparts Webinar

**Next Webinar:** Thursday, April 30, 2009  
**Time:** 2:00pm - 3:00pm

**Who Should Attend:** Technical and business decision makers and influencers who are familiar with SharePoint

**Why Attend:** This webinar is for individuals who want to learn about the Tips and Tricks used by SharePoint pros to build better SharePoint solutions when they build and buy SharePoint webparts.

**Register Now at:** <http://www.clicktoattend.com/?id=137456>

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## IMPACT Solutions

### Business Intelligence - Data Mining with Excel

Did you know that there is a set of free add-ins for the 2007 Microsoft Office system that puts the power of data mining in the hands of information workers? These Add-Ins bring the power of data mining to end users, in a format, they are already familiar with - Excel.

Data mining is a business intelligence tool that uncovers patterns in data that you can use for many business scenarios including customer cross-sell and up-sell, campaign management, customer acquisition, budget and forecasting and customer retention. The add-ins let anyone with basic Microsoft Office Excel 2007 skills mine spreadsheet data, according to Roni Karassik, a product manager on the Microsoft SQL Server marketing team. Both SQL 2005 and SQL 2008 are supported. There are six tools in all, including these:

### **Table Analysis Tools for Excel**

**Analyze Key Influencers:** Shows you which factors have the greatest impact on a particular business outcome. For example, you can study a spreadsheet containing customer information and marketing data to identify what variables most influence sales of a specific product.

**Forecast:** Predicts future values based on past results. For instance, you can use this tool to project inventory levels six months from now based on supply chain patterns from the last two years.

**Highlight Exceptions:** Spots data that deviates suspiciously from standard patterns, such as an unusually large order or late payment. Such exceptions often result from data entry errors, making this tool a great way to identify mistakes that can skew your reporting.

### **Data Mining Client for Excel**

This provides a complete set of tools for mining data in Microsoft SQL Server databases, rather than spreadsheets. All of the work still happens on the server, but you're using Excel as the front end," explains Donald Farmer, principal program manager for Microsoft SQL Server Analysis Services.

Call Lisa Lam at IMPACT Management for more information about Business Intelligence Solutions.

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## **SharePoint in the News**

### **One on One with Arpan Shah of Microsoft SharePoint**

*March 4, 2009: Fierce Content Management*

Arpan Shah is a Director on the SharePoint Product Management team. He currently leads audience and platform product management for SharePoint. Fierce Content Management spoke to Shah about SharePoint's role in many enterprise activities including content management, collaboration and search.

[Read the full article here.](#)

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## **Partner Spotlight**

This month we're spotlighting SetFocus. Since 1997, SetFocus has been a leader in selecting, training and placing Microsoft professionals nationwide. Working with a network of industry experts, SetFocus identifies areas where IT skill gaps exist, develops relevant training programs and then selects and sources qualified talent to its network of hiring partners seeking specialized skills. Please visit the SetFocus website [www.setfocus.com](http://www.setfocus.com) for more information about IT training and placement.

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## **Special Offers**

### **Project Management for SharePoint**

Up to 25 percent savings on Office Project Professional 2007 license and Software Assurance packs, Office Project Server 2007 server license and Software Assurance packs, and 250 or more Office Project Server 2007 CAL and Software Assurance packs.

Purchase After: 2/1/09  
Purchase By: 7/3/09  
Redeem By: 7/3/09

## **Microsoft Financing - 6 months No Payment**

Save your cash! When you use Microsoft Financing to purchase your total IT solution, you won't have a payment due for 6 months. All Microsoft products and licenses are eligible for the promotion. In addition, Microsoft software, Partner services and other products required to implement a Microsoft technology solution are eligible for the promotion.

Purchase After: 7/07/08  
Purchase By: 6/30/09  
Redeem By: 6/30/09

## **The Big Easy is Back! Big Easy Offer 3.0**

For every qualifying product you purchase, Microsoft pays you partner subsidy funds that can be used with a Microsoft Partner of your choice to help with the implementation of your Microsoft solution including software, hardware and services.

Purchase After : 3/2/2009  
Purchase By: 6/26/2009  
Redeem By: 7/26/2009

Call Kevin Roskot at 516-495-1300 x 303 for details about any of these offers.

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