

# IT Triggers Club Turnaround

## Internet Bills Alone Slashed by \$19,000p.a.

**How did a 50-year old club go from industry also-ran to industry benchmark in the space of a few short years on the back of innovative IT? How did they develop a network \$19,000 p.a. less expensive than traditional broadband and 76 times faster?**

How has IT contributed to National recognition in the field of People Management two years in a row and led to struggling clubs holding up their hands for amalgamation?



The Sutherland District Trade Union Club at Gynea and its sister club, the Caringbah Tradies RSL are an unlikely pair of industry leaders. Yet their operation through the vision of CEO Tim McAleer, his five member management team and the two imaginative Directors of IT services company Secom Technology set them apart and promises to do so well into the future.

Sutherland is a 50 year old club with some 32,000 members while Caringbah is 30 years old and has just 6000 members.

Their journey from nonentities to leaders has taken just three years but

it started in 2003 when the club failed to get a guernsey in the Club of the year Competition.

After that slap in the face Tim McAleer revealed to his management team a vision of a Worlds Best Practice operation and challenged them to stop benchmarking themselves against the club industry but to look wider afield at internationally recognised leaders and to learn from them.

At the same time he decided to adopt the Japanese Kaizen system of continuous improvement.

"We went out and found stand-out companies and asked them why they were so good and how they got that way.

"And we didn't restrict ourselves to one area of operation. We looked at the Bodyshop's staff participation schemes, at why workers at the Seattle Fish Markets reputedly have more fun at work than anyone else on the planet and at what sets Virgin Air and Flightcentre apart in their fields," Tim said.

Very quickly as the reports came back in it became obvious that the linchpin for all of the innovations was going to be communication - the ability for inter-departmental communication, the ability for staff to lodge timesheets etc via the intranet, the ability for managers to be able to access real time data via their phones from remote locations.

# THREATS At a Glance

**Adware** Presents as banner ads & pop-ups.

**Backdoors** Sits in the background, spies on users data and installs other viruses.

**Boot Viruses** Activated on the hard drive and wipes or overwrites the drive.

**Botnets** Sit in the background and connect thousands of computers to do brut force attacks saturating the internet.

**Dialers** Use your internet to make expensive phone calls.

**Grayware** Uses algorithms to collect users behavior & data. They then sell this information.

**Honeypot** Sits in the background and allows sniffers to gain entry to the systems.

**Keystroke Logging** Diagnostic tools used for capturing password, bank account details, PINS etc.

**Macro Viruses** Spread through documents and can attack similar applications.

**Polymorphs** Cause havoc as they keep changing and make them difficult to remove.

**Program Viruses** Continually multiply themselves.

**Spyware** Takes control of the computers operation without the users consent. Usually delivers adware or pop ups.

**Trojans** Executed with users help as they come in disguised as something else.

**Zombies** Enable hackers to use computers via remote control for criminal purposes.

**Malware** A general term for for a range of malicious software including viruses, worms, Trojan horses and spyware.

*Next Issue we give you an  
'At a Glance' guide to the  
Safeguards.*

# Seven Steps to Stop Server Suicides Heat is a Server's Worst Enemy



**The Server is one of the most vital pieces of equipment your business owns. It is the very heart of your network administration, documents, mail and much more.**

Despite its critical role, the Server is all too often ignored and poorly maintained.

Worse still, many servers live in airless, hot environments that put them at risk of cooking themselves beyond repair.

Excess heat is a big problem for all computer equipment including laptops and PC's, but since your server is carrying the bulk of the load, overheating is more likely to occur.

Once a server gets too hot, it weakens components so they are more susceptible to failure and if not attended to can cause a hard drive to cook resulting in a total loss of data.

Secom Technologies was recently called in by a company whose server had stopped. Their current IT company had walked off the job saying there was nothing they could do.

Investigations showed that the drives were overheating and in danger of cooking themselves beyond use. As soon as the system was re-started the drives started warming and in a short time everything stopped again.

Secom's workaround to recover the data was to place the servers in a fridge for ten minutes and then copy the data. This had to be done number of times in a four hour period in order to retrieve the majority of the data that was crucial to the business.

While not the most conventional method, it was the only choice.

You never want this type of thing happening to you. With that in mind, here are a few things you can do to prevent your server and network equipment from overheating and crashing.

- 1.** Tidy up the server room. If there are boxes or old equipment lying around in the room, have them taken somewhere else. A server room isn't a storage cupboard. A neater room will increase air flow.
- 2.** Ensure that the server room has adequate air conditioning.
- 3.** Make sure cold air reaches all equipment.
- 4.** Keep the doors to the server room closed and seal off space to prevent dust buildup which can contribute to electronic equipment overheating.
- 5.** Brush the external fan grille to prevent dust buildup.
- 6.** Buy a rack enclosure where cooling fans are built into it. This enables air to easily circulate.
- 7.** Store servers off the floor where possible. Dust settles on the ground and can easily be sucked into the machine.

**As is always the case, prevention is better than cure. By following the above measures, you can avoid having one of your servers cook the drives and causing you enormous stress. As an added note, ensure that your backups are working so in the worst case scenario you can still recover your data.**

Continued  
from page 1 >>

"Many clubs will spend on beer and food promotions and entertainment but believe that they can't afford to invest in IT and yet customer service and value all stem back to the seamless delivery of service to customers and staff and you need IT as the backbone," Tim said.

"Until then we had a host of separate systems from everything from payrolls to Point of Sale, Delivery and Dispatch, Gaming ... separate systems run by separate experts and nothing communicating with anything else.

"We called in Secom Technology to develop an overall masterplan not only for our immediate needs, but to take us into the future. We challenged them to come up with a visionary worlds best practice plan that would make us streamlined, efficient and effective.

"And the plan had to cater to both of our clubs.

"Secom aren't geeks and nerds, they talk a language we can understand and they came back with a plan that was aspirational, demonstrating their beyond the horizon thinking. More importantly they came back with solutions that showed they had done a tremendous amount of research in wide ranging fields, research that showed their grasp of our industry.

"You could say they taught us how to fish rather than just turning up and giving us fish. This thinking was strategic and not just mechanical.

# Club Goes from ZERO TO HERO

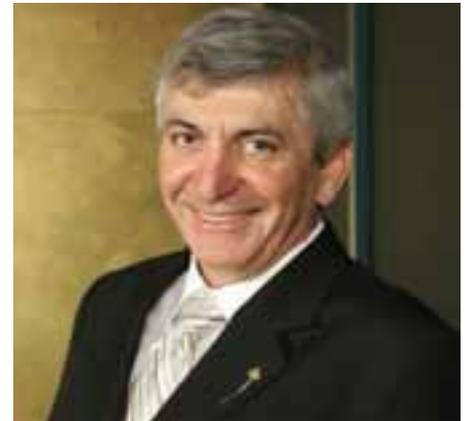
Tim said that nothing demonstrated their approach better than their solution for his inter-club and intra-club communication.

"A traditional broadband set-up would not have had the bandwidth required for growth and would have cost \$24,000 a year. Secom designed a wireless set-up that quite literally only costs us \$5000 p.a. which is the fee we pay to the body corporate of a nearby building to house our antennae."

"Not only is it cheaper, but it has 76 times the bandwidth and the total installation cost was the equivalent of what a year's broadband rental would have cost us.

The savings, though, extend far beyond the rental. The system precluded the need for separate servers and software at the satellite club as it allows everything to be run from Sutherland and it has been designed to cater to far more than a single satellite.

"Because of our size we elected for a staged adoption of Secom's master plan and they were great about that. We chunked it down to bite sized pieces and developed the system over three years



and haven't looked back since," Tim said.

"Now, very much because of this Secom solution, we are one of the Top 10 clubs in NSW in every key performance indicator. We have won Club of the Year two years in succession and taken out two national HR awards and all of this is reflected in membership growth and the bottom line.

**"Now we consider Secom our business partners and they are key to a process of continuous improvement, a process that is realising benefits and has made us so cost efficient we have now adopted a strategy of growth by amalgamation."** Tim said.

## SMSmycustomers

Use SMS messaging to improve services to your members & increase your membership base.  
**FREE TRIAL!**

SMS "MYCLUB" to 0416906966 to try the power of SMS keyword marketing



[www.smsmycustomers.com.au](http://www.smsmycustomers.com.au)



- Electrical Data & Phone
- Club / Hotel Maintenance & Installation
- Commercial & Industrial Contractors
- Diesel Power Generation
- CCTV Systems

**PH: 9525 1623**  
[www.wedgroup.com.au](http://www.wedgroup.com.au)

Does your  
**CLUB'S WEBSITE**  
have...

- a professional layout & design?
- an email newsletter for club members and subscribers?
- Page 1 Google rankings for your Events & Function Rooms?
- an easy-to-use website editor?
- Facebook and Twitter pages that engage your community?
- online membership payments?

**...it should.**

For more information, please phone  
02 8006 1160

[WWW.CLUBLOGIC.COM.AU](http://WWW.CLUBLOGIC.COM.AU)

**CLUB LOGIC**

# Clubs Ripe For Cyber Crime

**GAMING in the ether is just one of the things increasingly making clubs more attractive to cyber criminals chasing potentially millions of dollars floating around in internet clouds.**

The opportunity for identity theft from club databases is equally appealing to the hackers according to club technology and security specialists Secom Technology.

Secom Director Russell Potts has warned that among the most vulnerable clubs are those over confident in the strength of their anti-virus, spyware and firewall protective measures.

“According to a recent study, 37% of computer system intrusions were caused by the owner’s actions. They were literally not thefts, but giveaways where downloaded material had been accompanied by worms or viruses,” Russell said.

“These people have literally given online criminals free access to their files. They may as well have rolled out a red carpet.”

Russell said that even with a good firewall, up-to-date virus antivirus programmes and the latest security



## Three Ways To Stop The Theft

patches, no one is completely safe when common sense doesn't prevail, and particularly when there are no checks and balances on employee use of a system.

### He said there were three key precautionary areas:

(1) Never download free music, videos or programs from file-sharing sites. If you are a club manager, set up web filtering software to prevent employees downloading any unauthorised programs or files.

(2) Never respond to an e-mail from a bank, credit card company, PayPal or online store asking you to verify your account information. Regardless of how credible these e-mails look they are phishing scams designed to steal your account information.

(3) Ask for identification from anyone asking for physical access to electronic equipment and instruct staff to do so as well. As for both their corporate identification and their personal identification such as a driver's licence.

## How Secure Is Your Club's IT System?

**Could cyber criminals be viewing your banking and member's data without you knowing?**

Ring **1300 78 1224** for your **FREE** Network Security Audit

All audit participants receive The Essential Guide To Preserving Your Critical Data And Computer System

