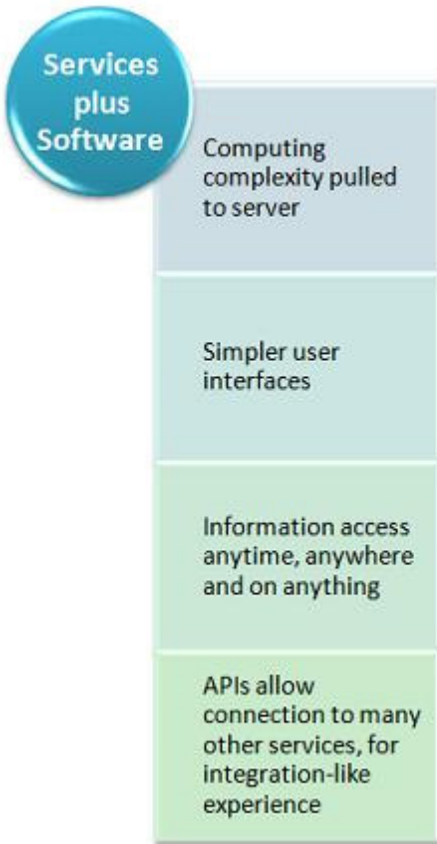


# GAFYD.net & “The Company of One”



**GAFYD.net**<sup>1</sup> is an integrated combination of Web services, application software and professional services being offered by TechEn enterprises llc – applying WEB 2.0 techniques and 100% **Google**<sup>®</sup> powered

This services plus software approach taps the world-wide reach, and near endless computing power and storage of the Google-plex. This reduces the cost, time and complexity a business owner must deal with to maintain their company's Web presence and daily PC use. Complexity is a key differentiator between server based vs desktop based solutions. In desktop only solutions business owners are fully responsible for every facet of hardware and software.

Today, virtually every business PC has, and pays to have a link to the Internet. Yet business owners often use it for little more than email. To truly leverage the potential and all cost-saving benefits of their connectivity, companies should take advantage of the following for day to day business operations:

- On-demand access - anywhere, anytime, any device
- Consistent interface regardless of who's PC being used
- Automatic upgrades and access to widgets / gadgets

Initially our focus is to provide a company's daily critical internet requirements: the 3 WEB essentials – Domain registration / User Login administration, Web-Portal for company support, and Web-Site for marketing purposes. Plus provide the 3 primary Messaging essentials: email, instant messaging (IM) and email based text messaging (aka

SMS). Any company (even as small as one person) can now administer and control all their email addresses – being assured each address and it's use enhances branding the company's electronic reputation on the Web.

Relationships form the foundation of success for any business. Community builds relationships and successful communities require effective communications. The Web has evolved from being primarily a “universal doorway to endless content” to a “highly personalized foundation of public and private communication”. See below:

	Yesterday	Today
<b>Core</b>	<b>Face to Face</b>	<b>Becoming Less and Less Common</b>
<b>Communication</b>	<b>Written</b>	<b>e-Messaging (Email / IM / SMS) Web Presence (Web Portal, Web Site, Blog ...) e-Documents (e-Book, etc.)</b>
<b>Techniques</b>	<b>Audio</b>	<b>Landline / Mobile (Cellular) / VoIP Voice Mail / Caller ID + many functions Conference Calling (Audio, Video, Web)</b>

Entrepreneure.com Magazine, in its past article titled **From Employee to Self-Employed** helps describe the reality that in today's business world everyone of us is a “Company of One”.

*“The first thing to remember is that you are always your own employer, regardless of who writes your check. Even if you are in a traditional employer-employee relationship, you are still a company of one, engaged in the selling of your time and expertise to a single client (your employer).”*

It shows that everyone – whether a career employee, owner of a second business or start-up company founder must routinely perform the process of being a “company of one”. In today’s business market the scope of demands on the sole proprietor in many ways equal (or even exceed) the complexity of larger companies. The complexity comes from having to perform and support virtually all the same types of tasks as a larger company, yet do so with far less time and money resources.

For this reason, technology is often the best friend of one-person and small companies. Yet they must also effectively minimize the cost and time required to acquire and maintain the required technology. GAFYD.net is the answer to such a need. It provides all essential requirements of e-communications and Web-presence for the non-technical business owner.

- Web Site & Domain Branding – your domain name is your organization’s e-identity, and a Web-presence is essential to be considered on par with competitors.
- ASP Software – the **A**pplication **S**ervice **P**rovider model via Google Apps <sup>2</sup>
  - Web Site Hosting and Company Web Portal / Domain Account Administration
  - Email / Messaging (all forms) / Shared Calendaring / Gigabytes of Storage
  - Document (Word Processing & Spreadsheet) Collaboration
- Integrated Written and Voice communications, with the ability to retain, label and store the content as necessary to support legal and regulatory requirements.
- Creation and support of Community centric environments for employees and partners.

GAFYD.net costs as little as \$499 (one time) or \$49/mo (for 12 mos). For less than list price of the new “Microsoft Office 2007 – Professional Edition” software a company (even a sole proprietor) can have their Web presence and e-communications needs met.

WEB Presence	e-Communications
<ul style="list-style-type: none"> <li>- Domain Name registration</li> <li>- Easy to use Web Site Design Tool</li> <li>- Web Portal with company account login</li> <li>- 2Gb of web page storage</li> </ul>	<ul style="list-style-type: none"> <li>- 200 company-branded email accounts</li> <li>- Anywhere email (PC or mobile device)</li> <li>- Shared calendaring with SMS alerts</li> <li>- 2Gb/user storage PER email account</li> </ul>

In future articles we’ll provide specific “how to” examples of how to best leverage the multitude of other Google products beyond Google Apps as well as the advantages GAFYD.net solutions.

<sup>1</sup> **GAFYD.net – Google Apps For Your Domain (provided via network by TechEn enterprises llc.)**

<sup>2</sup> **Google Apps as defined by Rajen Sheth - product manager of Google Enterprise (during Q&A with PC Magazine, June 26, 2007 issue).**