

Also inside insight:

- » *New Law for Minnesota Salvage Yards*
- » *Use your Website to Attract and Keep Customers*
- » *Satisfaction Guaranteed*
- » *Employee Profile: Jonathan Wurtzler*
- » *Pimp my Fox*

Ignus Announcements

7/03/07 The Ignus design department can now design trade show banners! View Ignus banners online at www.ignus.com.

7/23/07 Wes Henry earns Computer Forensics certification

7/25/07 Scott Babcock, Software Developer, earns HTML 4.0 Certification

Minnesota Scrap Metal Yard Complies with New Law in High Tech Fashion



Keeping Tabs on your Customers is Required by Law

As of August 1st, 2007, the state of Minnesota began requiring all precious metal and scrap metal dealers to comply with House File 829: Scrap Metal Theft Summary. All yards in Minnesota dealing in scrap and

Simulated photography.

precious metals must comply including many that probably don't even know they need to comply. A few local Minneapolis yards have taken a "high tech" approach to solving the compliance requirements.

The law covers many items regarding scrap metal theft, but a few have been particularly difficult for many yards without adding additional employees or years of filing and record keeping. Key requirements listed in House File 829, include:

Records Requirements - Scrap metal dealers must keep a written record of each purchase including:

- 1) A description of the scrap metal purchased
- 2) The date, time, and place of the receipt of the scrap metal purchased
- 3) The name and address of the person selling or delivering the scrap metal
- 4) The number of the check or electronic transfer used to purchase the scrap metal
- 5) The number of the seller's driver's license, MN identification card number, or other document issued which includes the person's photograph, full name, birth date, and signature
- 6) The license plate number and description of the vehicle used by the person delivering the scrap metal and any identifying marks on the vehicle, such as business name, decals, or markings

Scrap Metal - Continued on next page

Use Your Website to Attract and Keep Customers

Dynamic Content Driven Websites can make the Web a Rich Experience for Users

Take Ignus.com for example. Our website has been making many improvements. Besides the visual appearance we have been working hard to incorporate many new updates to make our website user friendly, provide information and showcase our work.

The new website has many new features and tools to help your interaction with us easier. These include many contact forms, a knowledge base and client's area. Now you now can do many things like sign up for webhosting, request estimates and send inquiries to our company.

Make it Easy for Users to Contact You - There are many send mail forms on our website to contact us. These

Keep Customers - Continued on next page

Record Retention - Requires the retention of records for three years.

Video Security Cameras Required - Video Security Cameras Required. Every scrap metal dealer shall maintain a video surveillance system or digital still camera to capture both the frontal view showing the face of each seller as well as the seller's vehicle including the license plate. The camera must record the accurate date and time.

Effective Date – August 1st, 2007

A few of Ignus' clients with yards specializing in ferrous and non-Ferrous metals have implemented cutting-edge digital cameras designed to capture the required frontal view of the seller's vehicles, license plates, and side markings on the vehicles. The system captures the license plates of all vehicles entering the yard with one camera capable of zooming in for a clearer picture as well as another camera to capture the side view of the vehicle. Through standard operating procedures for entry and exit, the cameras automatically take still frame images when they sense motion of vehicles. They continue until motion stops; then store the images as long as required by law, in this case, three years. The cameras are configured to capture only vehicles, reducing false triggers. A specially written software program, created by Ignus, files the captured images away on a server system and organizes them by the camera, date, and in chronological order, so that employees and authorities may review them at their convenience. This solution uses the latest in IP surveillance cameras and motion sensing technology to make compliance simple, effective, and virtually labor free after implementation. Additional cameras are used to comply with the face capture requirements as well. Due to Ignus' team of experts, these yards have no worries, making the yards safer, more secure, and compliant with the newest Minnesota law pertaining to scrap metal dealers.

To gain a copy of the full law in detail, or to hear more about our solutions for scrap metal and precious metal dealers, please contact Ignus Technologies at 888-449-9040 ext. 4188. 🌟

Zac Paulson | zac.paulson@ignus.com

include a basic contact form, a request estimate form for surveillance systems and a submit service ticket form for basic website changes and web hosting help. One danger to watch out for with send mail forms is to make sure that you respond back to the user either by email or phone.

User Log In Customers who are currently working on a design project with us can login and view their project proofs at different stages of the design phase. You are also able to approve the proposed mock up with an online web form. This notifies the designer on your project that you had approved the design and are ready to move forward. This helps you view the progress of your design projects and moves the process along faster.

Keep Content Fresh A great way to keep users visiting your site again and again is to keep your content fresh. Some ways to keep your content updated are to: create an email newsletter with online articles, receive a blog or provide useful information such as articles in a knowledge base.

We feature newsletter articles online and within an RSS feed. Users can subscribe to RSS feeds to receive new articles and information to their email inbox. Microsoft Outlook makes it really simple to incorporate RSS feeds.

Ignus.com features a knowledge base to provide basic how-to information about your hosting account. There are short, easy to follow articles designed to help your with some basic processes that your hosting account can do such as: check hosting account limits, view webstats, manage your email addresses and set up Spam blocking. 🌟

Avery Nubson | avery.nubson@ignus.com

Account Managers Ensure Satisfaction

Eric Zwingel, account manager, is here to make sure your happy

Ignus has restructured a bit and added a new position to help ensure your satisfaction. The new position is that of Account Manager, and I have taken on that roll to make sure you are satisfied with everything that Ignus has to offer.



If you have become a client recently or have been a long time client of Ignus Technologies, we'd like to thank you for your business. It doesn't matter if you've done \$10 of business with us or \$10 million dollars of business with us; you're very important to us and we want to keep you as a happy client.

Communication is a key component of a good relationship with any business and I will be your point of contact at all times to make sure that your needs are being met in a timely manner. When you need something or if you ever have a problem, you can count on me to get your needs taken care of.

If you are reading this newsletter and are not an Ignus client, I challenge you to give us a call and see what we can do for you.

I expect the best service when I do business on a personal and professional level, and I believe you should too. It's Ignus' goal and my job to make sure you get the best service and support possible.

I'm looking forward to strengthening our relationship and serving you even more in the future. 🍌

Eric Zwingel | eric.zwingel@ignus.com



Pimp My Fox (Firefox, that is.)



Cool tools to make Firefox more fun and more useful.

Mozilla, the company that develops Firefox, made it easy to extend Firefox through the use of add-ons. Firefox add-ons are small, downloadable, software chunks that add extra features and functionality to Firefox.

These are some of the most popular add-ons to help you get the most out of your Firefox:

Foxmarks – Synchronize your bookmarks between multiple computers running Firefox. Now you can have the same bookmarks on your laptop as on your desktop computer and always keep them synchronized.

Fire Fox Tools

<https://addons.mozilla.org>

For the above adds-ons plus many more.

AdBlock – Block advertising with configurable filters. Save time browsing and cut down on clutter and confusion when reading your favorite web pages.

TabMixPlus – TabMixPlus adds features like duplicating tabs, controlling tab focus, tab clicking options, undo closed tabs and windows, plus much more.

SessionManager – Session Manager saves the current state of open windows and tabs in Firefox and restores them later. If there are three news sites you check regularly, instead of opening them up by hand each time, create a session and Session Manager can open them all simultaneously for you in the future.

Firefox Companion for eBay – If you're an eBay user, this add-on helps you track your bidding and selling. 🍌

Wes Henry | wes.henry@ignus.com

Copyright:
Ignus Insight and all articles are copyright 2007 by Ignus, Incorporated. All rights reserved. No portion of this newsletter may be reproduced without prior express written permission.

Comments, Questions, Suggestions?
If you have questions, comments, suggestions, or ideas for a topic you'd like to see please contact editor@ignus.com.



Salvage Yard Compliance Law Solved by Hi-Tech Solutions

Technology is a tool for solving problems. Read how some precious metal and scrap metal companies are using hi-tech to comply with a new law on short notice.

Use Your Website to Attract and Keep Customers
Maximize your website by providing users a dynamic, content rich experience.

Account Manager Ensures Satisfaction
Need something? Have a problem? Let Eric solve it for you.

Pimp my Fox (Fire Fox, that is)
New ways to Firefox even better.