



Software And Services

This document lists the software and or services available from Software That Rocks. While this list is just a general outline, designed to give you an idea of the possible services, please contact Cenay Nailor if you have a specific need.

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Software

Like any programmer passionate about what I do, I have created software over the years to meet specific needs of clients who just can't find what they want on a shelf at the local computer store.

While most of that software was custom designed and proprietary to the client's I did the work for, not all of it was. A couple of these were just idea's I had after watching someone use a clucky piece of software to accomplish something. I can't help but try to make it easier.

1.1 Available

These are the software applications currently available, or almost done. Like anything I do, everything can be customized to your specific needs.

- Don't see a data point you want to track? I can add it.
- Want things to behave a little differently? I can change it.
- Don't like something the software does? I can remove it.

Service It

This is a project I have been developing with the intention of making it commercially available. While it's original specifications made it ideal for service professionals in the house cleaning or onsite servicing industries, recent modifications extend it's functionality to include Property Management.

I work on this project as I have time and expect to finish it by the end of 2008. However, if this is something you need, I can accelerate development to meet almost any need. (*Some additional fees may apply*)

Some of it's features include:

Multiple Company setup and tracking.

You can setup as many different companies as you want. Each one can have different clients, vendors, properties, contacts and schedules assigned to it. Reports are broken down by Company first. If you have more than one Company, you can detail the schedules and work orders for each on a separate report.

Or you can combine the reports into one large group.

Detailed Client Information

You can save information about your Clients such as company name, email address, what category of service they require, terms for payment, who they were referred by, their mailing and billing addresses and defaults to use when setting up a new property/service for that client such as scheduled frequency, assigned vendor, day of the week/month and time of day.

Additionally, each client can have different contacts, even from different offices with different addresses and phones. There is a place to record extensive notes about each contact and what services they need, personal information about them or hours of availability.

Multiple Properties or Service Addresses

There is a lot of detail on the Properties setup screens including service address, special directions or notes, a built in *Map It* feature will which map from the Company offices to the service address or be customized from any starting point.

The Property Info screen also contains all those little details for servicing.

- Who the contact is for this property
- What category of service they get
- What the terms on for this particular property
- Who is it assigned to (vendor or staffing)
- How frequently this property gets service (including one time events)
- When the service was *bid* and at what rate
- When the service is due to start
- An indicator for Rental Properties
- And a series of defaults to use when setting up future activities such as day of the week, time of the day, should the schedule repeat, use alternating scheduling (every other week/month).
- A detailed description of the service specific to this service address (above and beyond the standard scheduled service category. This allows for an infinite number of service possibilities.
- A special *Read Me* to be included on all work orders for the property. This allows you to communicate with the service professional to make sure special instructions are followed.
- Two special note fields for detailing any special equipment requirements or additional services.

Managed Categories of Service

To allow the greatest flexibility possible, you setup exactly what type of service is being offered and what is included in that service item. This detail can be included in the work orders printed or just used on the contracts with the new clients.

Managed Staff or Vendors

Setup the staffing record one time, and they can be assigned to any project, client or service work order.

In addition to the standard contact info and addresses, you can also record their rate to you, and how often they are paid. You can even record their tax status (such as 1099).

There's even a place to record personal info, additional services possible, schedule availability or whatever you want.

Advanced Scheduling Management

Since the defaults are setup at both the client/contact and property level, creating a schedule for the month is a snap. You can even schedule multiple iterations of each property so future months and their required resources are not just estimated, they are known in advanced.

Conflict checking allows to you project your future needs without worrying about over booking. Each new event that presents a potential scheduling conflict is detailed and can be adjusted accordingly.

With the detailed scheduling options, any office staff can produce next month's schedule with just a few clicks of the mouse.

Customized Reporting

Service It features extensive and fully customizable reporting.

It comes preinstalled with several reports, but also includes a feature to allow you to clone any report in the system and make changes. This means the number of reports (the mainstay of any good software application) is as large or small as your needs.

Need a report I haven't thought of? Start a brand new one with a full featured report generator that exceeds the advanced capabilities of Crystal Reports and is easier to use.

Each report features the ability to convert to Excel, PDF, Rich Text or 5 other file types. After previewing the report on screen, you can also send via email directly to a client or vendor.

Selecting records to include on the report has been given the same attention to detail. Each report features it's own set of customizable selection prompts. With this setup, you can select only items within a date or date range, for a specific zip code or any other selection method you can think of.

AMPro

Designed for clients that lease or supply other companies with speciality equipment, this software tracks the inventory assigned to each *customer* and Invoices them for the equipment used during the billing period.

It was originally designed for a company that leases equipment to a hospital, so things like patient name, room and floor are recorded for the *Orders*, but this can be modified.

Some of the features include:

Record and detail Inventory items

Detail each item in your Inventory, and they can be assigned or leased to a client for any time period defined.

You can even place a limit on the number of days/weeks/months they are qualified for.

Record and detail Clients

Full contact details are recorded for each client/hospital such as address, phones and limits placed on them. You can activate or deactivate a client as needed.

Allow adding multiple items from Inventory to a client

Each client can have one or more Inventory items leased at a time. Invoices on Orders within a given time frame will show the start dates and current charges for the equipment.

Invoice a client for the items used during each month

AMPro will create Invoices for each client and allow you to fax, email or print and mail them. The Invoices are customizable and can include your company logo or graphics.

Reports

Currently includes are reports for Account Detail, Account Summary, Invoices, Product Summary by Account, Product Summary and Inventory and a Inventory Catalog.

Additional reports can be added as needed.

Additionally, a full feature report generator can be added for an additional fee on an as needed basis.

Password Manager

The Internet is such an integrated part of our life, the task of managing passwords has become a difficult yet important part of our daily lives.

Given the threat of identify theft, it is important to use different passwords for all of the websites and software we use on a daily basis.

However, creating new passwords and remembering them is a cumbersome task. One mistake many people make is to use the same password over and over so that they have to remember only one password. The problem with this approach is that once your one password is breached, all of your security is compromised.

I have created a powerful yet easy to use software which will make it a snap to track all of your personal passwords.

Some of the features and information that the Password Manager can manage and protect for you include:

- Track logins and passwords for websites.
- Remember access codes to e-mail accounts.
- Maintain software registration numbers and authentication keys
- Passwords for programs (For example ICQ and Outlook).
- Passwords for files (For example Excel and Word files).
- Generate unique passwords for you
- Export the entire password list into 12 different formats including MS Excel, MS Word, RTF, XML, PDF, CSV, text file, or many other formats. The user can select which fields to export and control the formatting of various fields such as date and times
- Optionally password protect the software for greater security
- Ability to launch a website from within the program
- Provides a full rich text editor to store notes and complete registration e-mails and other information.
- Uses the Blowfish symmetric block cipher encryption algorithm along with the RSA Data Security, Inc. MD5 message-digest algorithm for encrypting all password data.

BugTrac

Software Development is an ongoing process, requiring that you track defects, issues, feature requests and action items. As a software developer myself, tracking the development cycle was critical to me.

I developed BugTrac, a lightweight and simple bug tracking system, to track and manage the thousands of issues related to growing a good application.

After several years in the "field" or production environment, I decided to release it into the public. It's on ongoing project for me, and continues to grow each month. You can even let me know if you want to be notified when a new revision is put up.

Some of the features in STR BugTrac include:

- Easy installation
- Add and manage project information
- Add and manage lookup tables used during Issue insertion.
- Central view of outstanding tasks, grouped by project
- Record detail using 16 lookup fields that allow adding new values on the fly.
- Four free form memo's to record the initial report, steps to recreate, any work around's found and notes on the resolution.
- Add an unlimited number of tasks to each item, each record with the logged in user's initial's recorded on a given task.
- 12 built-in reports to see things like tasks assigned, version history, manager's review, user queue items and much more.
- Custom report generator so you can build your own "views" into a project.
- Program access controlled by user rights.
- Import/Export items from one data repository to another.
- Shrink down to small "out-of-the-way" toolbar when not active
- Completely removes itself during uninstall. No breadcrumbs left over.

iFrame Generator

Want A More Professional Approach to Affiliate Marketing?

Stop using those clunky/ugly/obvious affiliate links when promoting someone else's product. Have you ever seen a link that a full-time Affiliate Marketer uses? Ever wonder how they masked those links?

Well, it's not rocket science, but it does require a little knowledge of HTML.

Or at least it used to.

Introducing iFrame Redirect Generator, the software that let's you build redirect PHP pages that send your web traffic to whatever URL you want them on, while displaying your domain name in the address bar.

And unlike many other generators out there that just give you a scaled down, stripped out PHP file, this software also allows you to enter a Title, Keywords and a Description so you can get some *Google Love* in the process.

Recently added is a really cool (as if it wasn't cool enough already) new feature that allows you to add your Google or Woopra tracking codes! Now, when someone visits one of your links, you can SEE it in your tracking pages. What to know what post is doing best? Or if the forum signature lines you created are really working? Check your analytics!

And just in case you were wondering, it only takes 5 minutes to get up and running, no complicated setup or installation hassles.

From download to generating your first PHP redirect, 5 minutes or less (unless you are still on dial up, then it might take 7 or 8 minutes). And despite being easy to setup and use, this powerful tool really delivers.

1.2 Custom Designed

Enter topic text here.

Desktop

Custom Desktop Solutions

Sometimes there isn't a pre-built software application you can buy off the shelf to do exactly what you want. That's where **Custom Software Development** comes in. We understand the needs of growing companies that are making the transition from older, off-the-shelf solutions to custom applications on increasingly complex networks. We can work with your user community and management team to determine the best fit of technology, features and services to solve your technical problem.

More and more software is moving to the web, and we have made web-based applications one of our specialties. We work closely with your user community, management team and vendors to build a custom-fit application just for you. You can hire one programmer or a whole team. We are ready to work for you.

Invest in cost effective solutions

We provide cost effective and efficient solutions by using best practices and employing a smart combination of experts from our nationwide group of professionals. Our expertise lies in clearly perceiving the business goals of our customers, choosing the most appropriate technology and efficiently designing and developing solutions that cater to the business needs identified, regardless of the size. At every stage of the development process, from conceptual design to product release, the highest quality standards are maintained.

Anatomy of a custom developed solution

Successful software development is a series of processes. While the processes are the same for a small quick utility or an Enterprise-wide suite of applications, they will often take different amounts of time, depending on the size of your project. We will be working with you every step of the way to ensure you get exactly what you need. [Get Detailed Info Here](#)

Internet

The Internet is everywhere.

It's a wonderful way to communicate, if it's designed and implemented effectively. But if you've cruised the Web at all, you know that many sites just don't work.

They may be hard to navigate or too cluttered. They may have bells and whistles that aren't necessary - or worse, are annoying - or have text that is simply unreadable.

I can provide all the services you'll need to get your Web site up and running smoothly, including:

- content creation (text, graphics, motion)
- design and page/screen layout
- application development
- database access via the web
- hosting and e-mail
- search engine optimization

I work to establish long-term or repeat-business customer relationships based on trust and a commitment to produce the best of website design and web development. I understand that my success depends on my clients - that's why the success of your business is my highest priority.

Whether you're starting from scratch or updating a current site, I can help you develop a site that looks good and works exactly as expected.

Services

2.1 Search Engine Optimization

Improve your visibility

Every wonder "why" a web site link comes up first in the list during a Google search? Or how the search engines "rank" the sites that do come up? It's no accident. The web-masters for those sites spend a lot of time building in the right keywords and re-structure their content to reinforce the keywords. Now you can get that expertise for yourself.

Wikipedia says:

Search engine optimization (SEO) is a set of methods aimed at improving the ranking of a website in search engine listings, and could be considered a subset of search engine marketing . The term SEO (Search Engine Optimizers) also refers to an industry of consultants who carry out optimization projects on behalf of clients' sites.

Now, there are a lot of folks out on the web who claim they can get your site ranked in the top 10% of the search list. Some even go as far to guarantee they can get you the top position.

That's quite a claim!

The truth is, be wary of anyone guaranteeing they can give you a specific ranking. That is the same as someone claiming they can make your song number 1 on the music charts! However, unlike music, there is a science to getting ranked in search engines. Although we will not make any false promises, we can tune your web pages to drastically increase your odds on being ranked higher in search results on a number of search engines.

It's a proven fact, surfers will visit links on the first three pages, and generally abandon their search after that, because they either found what they were looking for or their attention was lost to another tangent. You've spent a lot of money getting your business "on the web". Leaving it at that means you are leaving an untapped portion of the "presence" you should have, the targeted audience. Those surfers that are looking specifically for what you offer. The better the targeting, the better the conversion rate from surfer to buyer. And isn't that quality traffic what you want to spend your Internet dollars on?

2.2IT Consulting

There are literally hundreds of decisions that go into today's average technical decision. You will be forced to make all of them, just to move your company in the direction you need to be going. IT costs are up, so hiring in-house people for a full-time job is eating into your profits. What's the solution?

Hire a technical expert, for just the amount of time you need them. With Software That Rocks, you get access to expert level help, only when you need it. We consider our client's our business partners, each dependent on the other's success. We want to see you succeed. Some of the areas we specialize in are shown below, be free feel to contact us even if you don't see your challenge in this list. If we can't help you with it, we might be able to point you in the right direction!

We have technical people with the savvy to help with:

- Microsoft SQL Server
- Microsoft Access
- NexusDB
- DBISAM
- Delphi and Borland Developers Studio
- VB and VB.NET and Visual Studio
- C#.NET
- ASP and ASP.NET
- ADO and ADO.NET
- HTML and CSS
- Dream Weaver
- Crystal Reports
- Report Builder
- Data conversion and upgrades

2.3 Upgrades

Want to upgrade commercially available software you already own but don't know how?

We can help. We can even convert your old legacy data from one software application to another. For example, if you are using a MS Access database, when it starts to slow down, or indexes begin corrupting, you might want to upgrade to MS SQL Server. We can setup the new database, convert, format, transform and document your new structure and bring your technical staff up to speed.

Own software licenses for products that are now 3 version's ahead of the one you are working with and no one knows how to update it? We can install and configure it for you.

One of our specialities is conversion of data out of older technologies with a emphasis on improving data normalization and structure. This attention to detail translates into big savings when it comes time to update or add to your new data store. Normalization means there is less redundant information and a more meaningful format. Better structure translates into easier modifications and better growth potential. Your "data" is your business. Without it, you are back in the "stone ages" when everything was recorded on legal pads and post-it notes.