

REVERBERATIONS REVERBERATIONS

Vol. XIII No. 6

June 2008

ProStores Feature of the Month

Inventory Management

The ProStores eCommerce shopping cart system managed by our partner, Serrahost, offers merchants a variety of scalable features in four distinctive package levels: the Starter, Standard, Professional and Professional Plus.

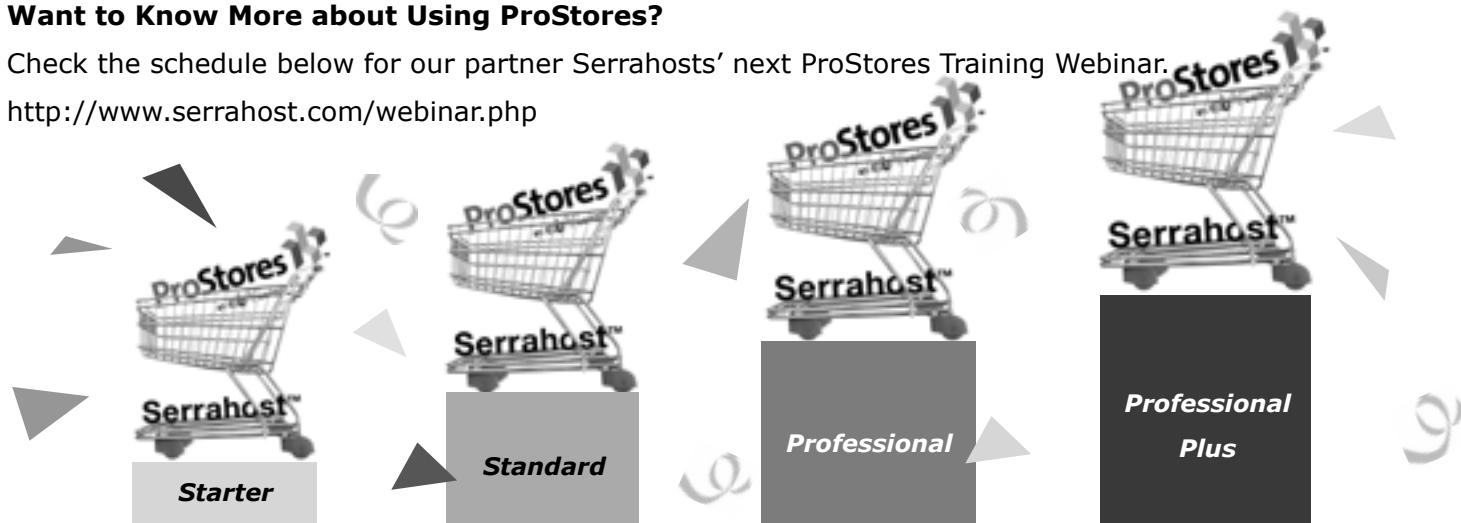
For example, all ProStores package levels allow merchants to remove products that are no longer being sold from your store's product count while keeping the information needed for invoices and reports. The popular Standard Level Package allows merchants to simply hide products from the catalog when inventory reaches zero or the product reorder threshold.

For merchants who need more inventory control, the Professional Level allows merchants to do things like display quantity available or "in-stock" to shoppers and choose whether to allow customers to backorder products.

Want to Know More about Using ProStores?

Check the schedule below for our partner Serrahost's next ProStores Training Webinar.

<http://www.serrahost.com/webinar.php>



Serrahost Webinar Schedule for June 2008

Marketing and Promoting Products with ProStores

June 10th - 2:00 PM PST

Designing Your ProStores Web Store

June 12th - 11:00 AM PST

Shipping and Tax Configuration in ProStores

June 17th 2:00 PM PST

Intro to ProStores Standard Version

June 18th -11:00 AM PST

Advanced Product Set-up in ProStores

June 19th - 11:00 AM PST

Order Processing and Management in ProStores

June 24th - 2:00 PM PST

Intro to ProStores Starter Version

June 26th -11:00 AM PST



PCI Compliance: “The Digital Dozen” Requirement 6 of 12 Develop and maintain secure systems and applications

Microsoft routinely sends out security updates electronically, indicated by an icon in the system tray of every Internet connected computer using MS products. One from May 2, 2008 reads, "A security issue has been identified that could allow an unauthenticated local attacker to compromise your Microsoft Windows based system and gain control over it. You can help protect your computer by installing this update from Microsoft."* The importance and urgency of accepting these updates that appear in the lower right corner of your computer screen cannot be overstated. Microsoft recommends automating the updates so that they are installed when first available.

crooks deploy malicious code called "bots" which load themselves into computers from web pages and email attachments creating a controllable "zombie computer" they can then subtly direct. It sounds like a Stephen King horror movie, but these "botmasters" have aggregated millions of zombie computers around the world without the knowledge of their owners into bot-armies, using them to send untraceable spam, steal personal information, commit click fraud, or launch denial of service attacks on corporate websites. The good news is that computers and networks can be protected by keeping all antivirus programs up to date, installing all updates and security patches from vendors and following the directives of the 12 PCI DSS steps.

One of the sub-points of this PCI requirement mandates that merchants keep their networks and systems current by installing all vendor security patches as they are released from software and hardware vendors.

Please read the entirety of requirement 6 by visiting www.echo-inc.com/PCI/ to download your own copy of the PCI Digital Security Standards. You'll also find useful industry resources and PCI vendors that can assist with compliance. We also invite you to call our corporate Security Department at 1-800-262-3246, ext. 7.

Zombie Computers

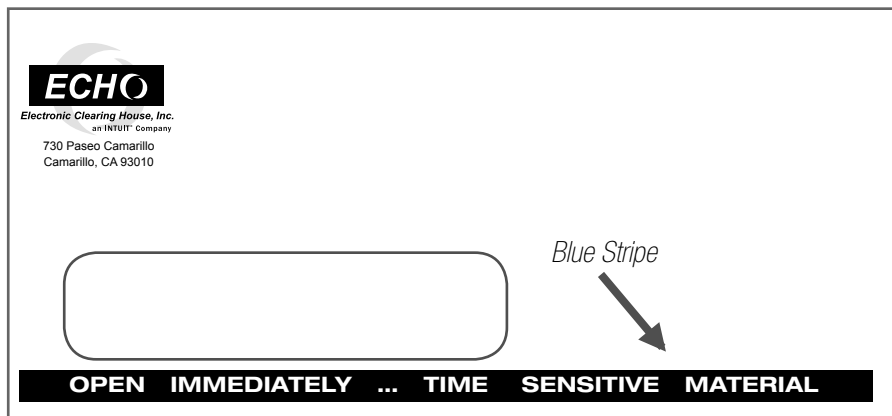
How does an attacker gain control over a computer? An article on CNN.com** explains how tech-savvy

* <http://www.update.microsoft.com>

** www.cnn.com/2006/TECH/internet/01/31/furst

Chargebacks: Help Us Help You

Along with "Show me the money!" and "You had me at hello," another memorable line from the movie "Jerry Maguire" was "Help me... help you." As a dethroned top sports agent, Tom Cruise in the title role offered those words over and over in a desperate plea to his last remaining football star for the coming contract negotiations.



When it comes to chargeback disputes, ECHO asks our merchants to "Help us help you." When a chargeback comes into ECHO we send out a notice in a distinctive "blue stripe" envelope with important instructions on what needs to be provided within 15 days. If we do not receive this information on time, a merchant can forfeit his or her right to defend against the chargeback with the credit card company. Please reply to those notices promptly so we can help protect your interests and be more successful at "showing you the money."

June 18 June 18 System Maintenance Schedule June 18 June 18

System maintenance is performed on the third Wednesday of every month. This will be between 1:30 a.m. and 5:30 a.m. Pacific Standard Time (PST). If you require additional information, our Customer Support department is open 24 hours daily and can be reached at 800-262-3246, ext. 1.