
Gorilla[®] 3.x Hardware Specification

Bill Good Marketing System[®] Version 3.x
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A Supplement to the
Bill Good Marketing System Proposal

White Paper

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PREFACE

This document is to be used as a guideline for purchasing computer equipment. All items listed are recommended requirements for use with the System (unless the opposite is stated).

This document is updated regularly to reflect changes to supported software and/or hardware.

Note: This white paper lists specifications for Gorilla[®] release 3.x. Older versions of Gorilla will not necessarily be compatible with the listed software and/or hardware.

System Requirements	
Processor (CPU)	<ul style="list-style-type: none"> ▪ 2GHz or better Intel or AMD Processor. 2GHz dual-core or better suggested for optimal performance.
Operating System	<ul style="list-style-type: none"> ▪ Microsoft Windows XP Professional (recommended) ▪ Microsoft Windows Vista Business or Vista Ultimate <p>Note: Windows XP Home is not recommended. Gorilla does not function on MacOS/ Unix/Linux/OS2 or previous versions of Windows.</p>
Internet Explorer	Microsoft Internet Explorer 6.0 (or higher) is required. IE 7 is suggested.
Microsoft Word¹ (required for messaging)	<ul style="list-style-type: none"> ▪ Microsoft Word 2007 (recommended) ▪ Microsoft Word 2003 (recommended) ▪ Microsoft Word 2002/XP <p>Note: Student and other non-commercial versions of Microsoft Office are not supported.</p>
Email Software¹	<ul style="list-style-type: none"> ▪ Outlook XP, 2003, or 2007 (for emailing and synchronization) <p>Note: Student and other non-commercial versions of Microsoft Office are not supported.</p>
Fax Software¹	<ul style="list-style-type: none"> ▪ Windows XP Fax Services (built into Windows XP) ▪ Windows Vista Fax and Scan utility
Additional Software (usually free)	<ul style="list-style-type: none"> ▪ Adobe Flash Player 8+ (required for web-based content) - http://www.adobe.com ▪ Adobe Reader - http://www.adobe.com ▪ Real Player (required for some web-based content) - http://www.real.com ▪ Windows Media Player (required for some web-based content) <p>Note: These programs are not required for basic use, but are suggested. See also "Modem/Internet Connection" on the next page.</p>
System Memory (RAM)	<ul style="list-style-type: none"> ▪ Windows Vista Business 2 GB of RAM ▪ Windows XP Professional 1 GB of RAM ▪ Windows 2000 Professional 512 MB of RAM <p>Note: The numbers listed are suggested minimums. 2 GB (1024 MB) or better of RAM is suggested for optimal performance.</p>
Hard Drive (free space required)	<ul style="list-style-type: none"> ▪ 1 GB of available space
Drive	<ul style="list-style-type: none"> ▪ CD-ROM or DVD-ROM drive
Display	<ul style="list-style-type: none"> ▪ XGA (1024 x 768) or higher-resolution monitor with 256 colors
Keyboard/Mouse	<ul style="list-style-type: none"> ▪ Keyboard and Microsoft mouse or compatible pointing device

¹Email and fax software are required only where these features will be used. Microsoft Word is required on all systems that will be used to generate or print letters or to send emails and faxes.

Other Devices	
Backup Device	<p>You will need a device for backing up your data. This protects against computer crashes, natural disasters, and user error. Here are a few devices that can do the job.</p> <ul style="list-style-type: none"> ▪ CD-RW drive¹ (also required for System use) ▪ Iomega[®] Zip 100/250/750 ▪ Tape backup with backup utility² <p>Note: Because of the numerous types available, BGM does not provide support for these or any other backup devices. BGM does provide the <i>Gorilla Backup Utility</i> for creating backup files.</p>
Sound Card	<p>Each system should have a sound card and speakers or headset. This enables the user to participate in our online and computer-based training, which make extensive use of audio instructions combined with user interaction.</p>
Printer	<p>Most Windows-compatible printers will work with Gorilla, but due to the sheer volume of letters that may be sent, a business-grade printer is suggested for speed, cost per page, and length of life.</p> <p>Color printers are not recommended for general Gorilla use due to their extra expense and slow speed. However, they can be worth using for special occasions such as our Birthday Letters.</p> <ul style="list-style-type: none"> ▪ In general, you should look for a printer that can print at least 17 pages per minute (ppm) and at least 600 dots per inch (dpi).
Modem/Internet Connection	<p>You will need some type of Internet access to take advantage of many features of the BGM Gorilla Marketing System. These include System training, occasional program updates and enhancements, the Letters Library[®], and other resources available on the www.billgood.com website.</p> <p>A modem is valuable in the event that you decide to send faxes from Gorilla. However, connecting to the Internet via modem is not recommended; we strongly suggest a high-speed connection.</p>
Scanner	<p>Scanners transfer images from a printed form into a digital form on your computer. A scanner is considered optional for the System, but you may find it necessary if you will be producing your own brochures, etc.</p>
Network Interface Card (NIC)	<p>All computers that participate on a Local Area Network (LAN) will need a NIC. It should be rated at least 100 megabits per second (Mbps). See the "Networks" section below for more details.</p>

¹ CD-RW drives are preferred backup devices for ease of use, low cost, and widespread availability.

² Tape backup devices are discouraged in most situations due to their complicated nature and user unfriendliness.

Approved**LAN** (Local Area Network)

Note: If access from home or other off-site location is needed, see the "Approved for Remote Access: Terminal Server" section below.

Software. The Gorilla program, which is based on an MS Access Database, can be networked via one of the following configurations:

- Windows Peer-to-Peer Network¹ (See also "Special Note" below.)
- Novell NetWare Network, version 3.12 or higher
- Windows 2000 Server (with latest Service Pack)
- Windows 2003 Server (with latest Service Pack)

We do **not** recommend using Unix, Linux, Macintosh, Citrix, or any other type of NOS as a file server.

Hardware. Use a **100 Mbps** (megabits per second) or **10/100 Mbps** (dual speed) hub/switch. Each networked computer should have a **10/100 Mbps** network adaptor card. Cabling must be **category five, twisted pair** or better.

Installation. Any networking hardware or cabling installation, as well as any setting up and configuring of your network software, should be performed by a licensed network installation professional.

Special Note: Extra consideration must be given to your network layout when networking mixed versions of Windows in a peer-to-peer environment. Microsoft has published documents (KB articles Q300216 and Q209137) on the topic of preventing database corruption. From these and from our own experience, we recommend only certain configurations of peer-to-peer networks.

¹ Three or fewer workstations running the program at any one time. The probability of database errors and invalid characters increases unacceptably with more.

<p>Approved</p>	<p>Wireless Networking (WLAN)</p> <p>Networking devices using wireless standard 802.11g and the forthcoming 802.11n are now approved, with reservations.</p> <p>Security</p> <p>All data sent by wireless, from radio broadcasts to talk on a cellular phone to your data over a network, is always accessible to anyone within range of the equipment, which can mean the parking lot and the street beyond. So you want to make it discouragingly difficult to interpret and/or interfere with your unavoidably accessible data. Doing that requires multiple layers and types of security features, whose details you and your licensed network installation professional should work out beforehand.</p> <p>At this writing, you should get at least:</p> <ul style="list-style-type: none"> ▪ 128-bit encryption (the more bits, the harder to “crack”); ▪ The IEEE (Institute of Electrical and Electronic Engineers) 802.1x authentication standard, which checks user and computer credentials; and ▪ WEP, Wired Equivalent Privacy; WPA, Wi-Fi (wireless fidelity) Protected Access; or equivalent—the choice may depend on hardware or vendor. <p>Moreover, routers (network connectors) can automatically transmit their SSIDs (Service Set IDs)—the network name—to allow users to roam between networks; you want that feature off on yours. You also want your router and/or other hardware to have good access control features.</p> <p>Performance</p> <p>In our tests, wireless performed 40% to 60% slower than a 100 MB wired connection. For ordinary data lookups, this speed difference is not an issue. But for the Computer Operator’s database-intensive functions—running reports, printing campaign letters and moving people among campaigns, importing or exporting data, etc.—a wireless connection is not only frustrating but can endanger data integrity. So for peer-to-peer networks, we more strongly than ever require that the CO’s machine be the Master machine, with the database on it. For server-based networks, hard-wire the CO’s machine in.</p> <p>Good signal strength must be maintained and throughput speeds must never drop below 24 Mbps or so. (Theoretical maximum for 802.11g is 54 Mbps.) Signal quality constantly fluctuating between poor and good makes losing your database connection very likely, as do low throughput speeds—caused, for example, by signal interference. The vendor who installs your wireless network should be able to warrant its signal strength and effective performance speeds.</p>
<p>Caution!</p>	<p>The BGM Software Support team will not be able to support your LAN or WLAN software. Nevertheless, we will gladly work with your own network technician and network administrator.</p>

<p>Approved for Remote Access</p>	<p>Terminal Server</p> <p>Windows Terminal Server has proved satisfactory when access is required from off-site locations.</p> <p>It is somewhat like a mainframe computer that does all the work for client workstations. When you connect to Terminal Server, your machine receives only “snapshots” of what the server is doing. Except for rendering images sent by the server, it does none of the work associated with the task.</p> <p>However, you can update records and view information exactly as if you were in the office.</p> <p>Requirements. To successfully use Windows Terminal Server, you need:</p> <ul style="list-style-type: none"> ▪ A standalone server (meaning that no one uses it as a workstation). ▪ A static IP address for Terminal Server, which can be purchased or leased from your ISP. ▪ A fast connection to the Internet—at least cable or DSL for Terminal Server, and reasonably fast for the user’s workstation. ▪ A licensed network installation professional to do set-up and configuration—which includes adding any users later. Terminal Server is difficult to configure and requires special treatment when installing MS Office and other programs, so this requirement is even stronger than for a LAN. <p>If you have special circumstances not covered by the above considerations, contact us. We will be happy to assist you.</p> <p>Drawbacks. Some tasks cannot be performed during a terminal session.</p> <ul style="list-style-type: none"> ▪ Emailing through SMTP is not an option at this time. ▪ Faxing is not available at this time. ▪ You can print only to printers that are connected to Terminal Server. Gorilla cannot access a printer through your workstation. ▪ You cannot transfer files from the server to the client.
<p>NOT Suggested or Supported</p>	<p>WAN (Wide Area Network)</p> <p>Why not? There are too many costs, monetary and otherwise.</p> <ul style="list-style-type: none"> ▪ WAN speeds are significantly slower than LAN speeds. Slow network access can cause not only transmission errors but also invalid characters, etc. While your data is being repaired by our software technicians, your System is down. ▪ WANs can be incredibly expensive to set up and maintain. For example, a T1 connection, which runs at 1.5 Mbps—approximately one-70th of the needed bandwidth—would cost about \$800 to \$1,000 a month. Moreover, merely maintaining any WAN requires a true network professional, at no small cost to the user. ▪ A WAN is also considerably less secure, unless a direct cable connection is made from site A to site B—which is not feasible in most cases and not even possible in many. <p>Note: A VPN (Virtual Private Network) is a variety of WAN that is not hard-wired to the office. Like wired WANs, VPNs are slow, very difficult to set up and maintain for the non-specialist, and have their own security issues.</p>

Sample Configuration from Dell.com	
Latitude D380 Laptop	My System Details Intel® Core™ 2 Duo T7250 (2.00GHz) 2M L2 Cache, 800MHz Dual Core Genuine Windows Vista® Home Basic Service Pack 1, With media 3 Year Limited Warranty and 3 Year Mail-in Service 15.4 inch Wide Screen WXGA LCD Panel 2.0GB, DDR2-667 SDRAM, 2 DIMMS 120GB Hard Drive, 9.5MM, 5400RPM 8X DVD+/-RW w/Roxio and Cyberlink Power DVD™ Intel® Integrated Graphics Media Accelerator X3100 Dell Wireless™ 1395 802.11g Mini Card Standard Touchpad
	My Accessories 6 Cell Primary Battery 90W A/C Adapter No Floppy Drive
	My Software
	My Services & Warranties
	Also Included Internal English Keyboard US - System Documentation, Power Cord Vista Basic Label
	Starting Price \$1,232
	Instant Savings \$369
	Subtotal \$863
	OptiPlex Desktop
	My System Details Intel® Core™ 2 Duo Processor E4600 (2.4GHz, 2M, 800MHz FSB) Genuine Windows Vista® Business Bonus-Windows® XP Professional loaded 3 Year Basic Limited Warranty and 3 Year NBD On-Site Service 2GB DDR2 Non-ECC SDRAM,667MHz, (2 DIMM) 160GB SATA 3.0Gb/s and 8MB DataBurst Cache™ 16X DVD+/-RW SATA, Roxio Creator™ CyberlinkPowerDVD™ Integrated Video, Intel® GMA3100 Dell 19 inch E198WFP Widescreen Flat Panel, Analog Dell Energy Smart Enable NTFS File System for all Operating Systems Resource CD and DVD contains Diagnostics and Driver for Dell OptiPlex System
My Accessories No Floppy Drive No Speaker, OptiPlex Dell USB Keyboard, No Hot Keys Dell USB 2-Button Entry Mouse with Scroll, Black	
My Software	
My Services & Warranties No Onsite System Setup	
Also Included Shipping Material for System, Smith Minitower Vista Premium Downgrade Relationship Desktop	
Starting Price \$988	
Instant Savings \$309	
Subtotal \$679	

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