Technology Times

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

"As a business owner, you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"
- John David Kistler – Business Owner

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3 Expensive Missteps You're Probably Making With Your Data Backups

St. Patrick's Day is a good time to remind you that you shouldn't depend on "luck" to protect your data. That's why I'm going to share with you 3 common missteps companies make with data backup that you *might* be making.

1. **Not Doing A Reverse Backup**. If you use any line of business application in the cloud to store data – including accounting records, client files and the like, you should be backing ALL of that data back to your location on a regular basis. How frequent? That depends on how much you are willing to lose. If you could lose a week of data, then backup weekly. If the thought of that puts you into fits, then backup daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don't risk it!

2. **Depending On Employees To Save Data To Your Server**. Many offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being backed up; and if you're depending on them to remember to do it, you're asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone's memory.

3. **Having A Single Point Of Failure**. If you're still using outdated tape drives (and we hope you're NOT) you might discover that nobody can remember the password to access the data on it. Or there may be only one person in the organization that knows where your data is being backed up and how to access it. A smart move would be to walk though a couple of "what if" scenarios to see if you actually have what you need to recover your data.

Having a good, reliable backup and disaster recovery plan are essentials for every business that should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want the cheapest parachute strapped to your back? Of course not – and that doesn't mean you need to spend an arm and a leg for the most expensive one either.

If you're not on our JBTech BDR solution and you're using a cheap offsite backup like Mozy or Carbonite, OR if you're using outdated tape to back up your data, then give us a call IMMEDIATELY to find out how we can let you sleep easier at night with a far more reliable data backup. Plus, during the month of March we're giving the first month at half off to anyone who upgrades – that's a 50% savings to you! So don't wait; call us today for a free consultation and backup assessment to find out how to protect yourself from data loss, corruption or extended downtime.

FREE BUSINESS ADVISORY GUIDE!

If You Are Considering Cloud Computing For Your Company – DON'T, Until You Read This…

If you are the owner of a company with 20 to 80 PCs and are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 3 little known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud just yet, this report will give you the right information and questions to ask when the time comes.

Download today for free online at www.fixedforever.com/cloud

5 Smart Tips For Mobile Devices

If you're planning on heading out of town – or simply to the coffee shop to work – here are a few tips to keep in mind.

1. **Protect your devices from thieves**. All mobile devices should be passcode-protected and loaded with apps that will help you track and find them in case they get lost or stolen. For iPads and iPhones, there's the free Find My iPhone. Android users can try Lookout Mobile Security. These apps allow you to remotely wipe the device in case they fall into the wrong hands; you definitely don't want to expose yourself to identity theft or allow someone access to your company's network and client data. Also, never leave your device anywhere you wouldn't leave your wallet.

2. **Backup**. Mobile devices get lost and destroyed more often than desktop computers because you're dragging them around from place to place and exposing them to non-gadget friendly environments; therefore, make sure you are backing up all the data to the cloud. All it takes is a spilled cup of coffee to erase those precious family photos and videos; and most people don't think about backing up their phone.

3. **Take caution when connecting to free public Wi-Fi**. Hackers with routers and readily available software set up rogue hot spots for spying and serving you fake websites. They often name these hot spots something generic such as "Coffee Shop" or "Linksys" to fool you into thinking they are safe. You think you're connecting to the coffee shop's Wi-Fi, but you're actually accessing the web through their portal. If you are going to use public Wi-Fi, simply use it for general web surfing, not shopping, banking or accessing critical data.

4. **Turn off sharing.** If you use a laptop, you might have it set to share files and folders with other computers at work or home. However, you don't want those setting "on" when connecting to a public network. When connecting to a public hotspot for the first time, Windows will ask you for a location type; choose "public" and it will automatically reset your settings to turn off sharing.

5. **Carry your own connection.** If you're going to access your bank account, go shopping online or need to access critical data when traveling, invest in your own personal Mi-Fi connection. We recommend that you always consider security first before anything else. If you don't have one and you need to make an emergency balance transfer or an immediate purchase to save a significant amount of money, it's safer to use your cell phone. When banking, use your bank's official app and sign up for any extra security they offer. For example, Bank of America's SafePass program sends a text message with a 6-digit code to authorize a transaction. The code expires as soon as you use it.

Shiny New Gadget Of The Month:

Transcribe Meetings In An Instant With The New Dev-Audio Microcone

If there's anything worse than attending a long, boring meeting, it has to be transcribing it from an audio recording. Now this can be done instantly thanks to the new Australia-based Dev-Audio Microcone. This device is a multi-directional, intelligent desktop microphone that works with Windows or your Mac. Just plug it into any available USB port and it will not only record the conversation, but it can also discern the voices of six different people.

Its Microcone Recorder software records the conversations on individual tracks and automatically reduces the background noise. An accompanying smartphone app allows users to tag parts of the conversation for easy reference later. Microcone Recorder also includes integration with Dragon Speech-to-Text Conversion web-service (pay-per-use feature), to automatically annotate your meetings at the click of a button.

7 Ways To Add Value To Your Job

Adding value to your job–making your contribution unique–is key to survival and success in a competitive job market. What could you do within your existing (or future) company to increase your value and influence? The seven job skills that follow won't mean you necessarily work harder, but that you work differently and more creatively. You can add value if you choose to be:

Experience Manager. Every interaction with another person creates an experience that leaves a memory of you and your work. How are you consciously designing these experiences to be positive? Enriching? Rewarding? Lasting? Since most people don't tell you about their experience unless it is awful, you have to work intentionally to design experiences that draw people back for more and that gets them to tell others about you, your products, and your services.

Value Creator. All great employees (including CEOs, owners, board members, etc.) add value to the organization's offerings. Being a value creator is a form of job security. Value neutral employees are inter-changeable or worse, replaceable (More on this in Chapter 6).

Talent scout. Identify people within and outside your organization who would be a valuable addition to your team. Talents scouts have the ability to understand the talents and abilities individuals possess and match them with organizational needs. This makes your team stronger, but it also makes you a go-to person for resources and talent advice. Others will want to know who you know who can help.

Ambassador. A person is known by the company he or she keeps, and an organization is known by the people it keeps. You represent your organization, as well as yourself, to customers and vendors. Learn the history of your organization well enough that you can share it frankly and passionately with outsiders.

Amplifier. Increase the good that happens around you by noticing and noting it to others. Most people can spot what's wrong and complain about it. An amplifier knows the work around him well enough to spot what's right, praise the work, and praise the person or people responsible for it. Good news often is so subtle that it needs amplification to be heard. Noticing good work and telling others is a positive influence on any organizational culture.

Router. Internet data is broken into chunks called "packets," and routers make sure those packets go where they are supposed to go. Similarly, a good communicator makes sure information gets to the right people in a timely manner. Peter Drucker famously said that good communication is about who needs what information and when. Developing the judgment and discernment for routing information correctly and efficiently is a valuable skill set.

Interpreter. As Erwin Raphael McManus put it, "People don't need more information. They need more insights." Understand information and how it applies to the people and circumstances around you. Offer context. Offer insights. Provide the links that turn chaos and confusion into order.

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international bestselling author and noted authority on leadership, team building, customer service and change. Mark is the author of eight books, including the bestseller *The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary* which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com

Ask us about the last backup you'll *ever* need!

Come visit us **March 20th**, at the **St. Louis Business Expo in Booth #110** taking place at the **St. Charles Convention Center** and find out about the **last backup you'll ever need**!

The perfect backup and restore device that makes sure all your data is safe and sound. Lincoln from Unitrends will be there and can answer all your questions and show how this is the last backup you will ever need!

The Lighter Side: Dublin Over With Laughter

Why did St. Patrick drive the snakes out of Ireland? *He couldn't afford plane fare*.

Why do people wear shamrocks on St. Patrick's Day? *Regular rocks are too heavy*.

How did the Irish Jig get started? *Too much to drink and not enough restrooms!*

How can you tell if an Irishman is having a good time? *He's Dublin over with laughter!*

What's Irish and stays out all night? *Patty O'furniture!*

What do you get if you cross poison ivy with a four-leaf clover?? *A rash of good luck!*

What would you get if you crossed a leprechaun with a Texan? *A pot of chili at the end of the rainbow!*

Did you hear about the leprechaun who went to jail? *He was a lepre-con!*

What baseball position do leprechauns usually play? *Shortstop!*

Knock, knock! *Who's there?*
Irish. *Irish who?*
Irish you a happy St. Patrick's Day!

Should You Let Employees Bring Their Own Devices To Work?

You might find that some of your employees would prefer to work on their Mac verses the PC you've provided, or as a supplement device. Should you tell them yes and save yourself some money on new PCs? Yes, provided you follow a few simple guidelines.

First and foremost, you need a policy outlined in an agreement the employee signs detailing what the responsibilities and rights are for them and for you. For starters, you should make it clear that the company retains ownership of the DATA on the device, even though the employee owns the actual device. All employers should have a confidentiality agreement in place with their employees anyway, but if your confidential data is on their device, you want to make sure you can retrieve it and/or delete it from their device.

Second, you need to make sure the employee takes care to NOT disable anti-virus software or to download viruses. Since the employee owns the device, they will (most likely) take it home and use it for personal web browsing. If their afterhours activities invites viruses on their device, your data can be stolen or the hacker can use their device as an access point to your entire network. Can this happen with work-issued PCs? Yes, but people tend to be more liberal with their own devices than a work laptop or workstation.

You should also clarify that you have the right to "govern" the data on the device, which means you might also be able to access personal information of theirs. And finally, your agreement must clearly define what happens if the employee leaves or is terminated. They may have downloaded software that you (the company) has paid for. In that case, you'll need to figure out a way to retrieve the license from their device. We highly recommend you get with a qualified HR professional or attorney regarding these matters to make sure you are complying with all state and federal laws in this manner. Otherwise, you could end up with an ugly lawsuit over the matter.

"Referrals are the lifeblood of all businesses, they turn small businesses into big businesses!

Each and every day a customer comes in and says "you come highly recommended" or "my friend / co-worker / neighbor told me to just bring it here" Most of you may have referred people to us in the past and I want to personally take the time to thank you for your help and confidence in us. I would also like to take the time to say that we are striving to get better at our service. We would like to get an email address when you drop off a computer so we can email a status report. We have invested in an alerting software that enables us to have a jump on any issues you might have. We are adding new vendors to our recommended list so that we can continue to treat you the way you deserve to be serviced.

Call us today! (314) 993-5528