



A Monthly Newsletter of Invisik Corporation

## Greetings from Invisik!



Matt Jurcich, President  
Invisik Corporation

*Hurrah for August! Of all the summer months, August has always been my favorite. I know most people prefer June because it's the first official start of summer, while others like the mid-summer days of July. Maybe I like August because it's the last month of the season, and it reminds me to*

*take advantage of the few remaining lazy-hazy days. (My wife says I like August because it's my birthday month... she could be on to something!)*

*Whatever be the reason, August is here and is warning us that the hustle and bustle of fall is around the corner. Is your (IT) To Do list ready? Give us a call if you need help putting one together. Call 612-298-3000 or email [info@invisik.com](mailto:info@invisik.com).*

*Good networking,  
Matt Jurcich*

## This Month...

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(Double Check Yours Isn't on the List!)



## Cost Announced for Upgrading to Windows 8

Excitement is growing in most techie circles over the impending release of Microsoft's next big OS, Windows 8. Businesses, too, are eager to get their hands on the new OS and hopefully give their organization a leg up over their competition. Microsoft is just as eager to get businesses to upgrade, and has made two announcements regarding the cost of upgrading desktops and servers to the new OS and for servers.



**Upgrade to Windows 8** Microsoft announced that systems running Windows XP, Vista or Windows 7 will be able to upgrade to Windows 8 for as low as \$40.00. Users will be able to download the upgrade from the Microsoft store at a cost of \$40.00, until January 31 2013. The upgrade will also be available on DVD in retail stores at a cost of \$69.99. It is recommended, however, that users still running Windows XP or Vista consider purchasing a new computer with Windows 8 pre-installed to assure most efficient performance.

Microsoft also announced that users currently using personal versions of Windows 7— Starter through Home Premium— will be able to upgrade to Windows 8 or Windows 8 Pro, and keep their personal settings, files and applications. XP and Vista users can upgrade to both versions of Windows 8, but only personal files will be migrated over.

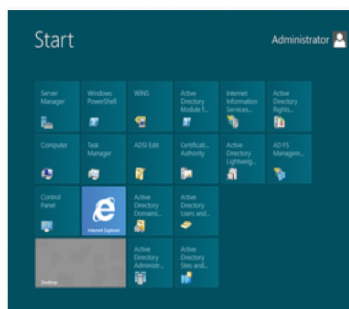
If your business currently uses Windows 7 Professional or Enterprise, you can upgrade to Windows 8 Enterprise, and keep all files, applications and settings.

There are a couple things to be aware of with the upgrade. The first is that users who want to upgrade from different architecture versions such as 32 bit to 64 bit, will be able to do so, however, none of their files, applications or settings will remain. The second is if you buy a copy of Windows 7 between June 2, 2012

through January 31, 2013, you can purchase Windows 8 Pro for \$15.99.

**Windows Server 2012** Anytime Microsoft releases a new operating system, they also release a version for servers that is compatible with the new OS. Windows Server 2012, unofficially dubbed Windows Server 8, is the new server OS, and will be available in four versions.

1. **Datacenter.** This version is aimed at companies that operate in "highly virtualized environments and hybrid cloud environments". It can support an unlimited number of virtual instances. It will cost \$4,809.00.
2. **Standard.** This version is exactly the same as the Datacenter version, only it is for companies with light or no virtualization. It will cost \$882.00.
3. **Essentials.** This version is for small business environments, supports up to 25 users, and comes preconfigured to connect to cloud based services. It will cost \$425.00.
4. **Foundation.** Foundation is the most general version of Windows Server 2012, and will come preinstalled in general servers. At this time, it will only be available for server manufacturers, with no cost being announced.



**Windows Server 2012  
Start screen**

Microsoft also announced that they will no longer be supporting Windows Small Business Server, thus users will need to upgrade to the new server OS. If your company is

looking to upgrade to a Windows 8 environment, contact us to configure a solution for your business. Call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com). ▲

## PrintCare: TLC for Your Printing Needs

Nearly every businesses processes has gone virtual or has upgraded to incorporate some of the latest technological trends. There is one process that still



lags behind— technology wise— and that is print services. Every company needs printing services, and many small businesses are still using technology that is inefficient. Enter, Managed Print Services.

Managed print services is a solution designed to help businesses streamline their printing operations, reduce operating costs and waste, and increase productivity. A business works with a service provider to develop a printing solution tailored to their specific print needs. This could include consolidating print, scan, copy and fax into one machine, or even upgrading systems to connect to the network to allow for virtual printing.

Invisik's managed print service is called PrintCare. Clients who have deployed this solution enjoy far reaching benefits including

- **Decreased IT costs.** Many office printers and copiers are closed systems that require a qualified technician to fix it. With PrintCare, clients don't pay extra for tech visit to repair down machines, nor for regular cleaning and maintenance.
- **Decreased material costs.** PrintCare uses industry-leading technology that helps efficiently increase output, thereby decreasing material cost.
- **Increased productivity.** Clients using PrintCare's more efficient printing systems see an increase in staff physical output because employees are not held up waiting on older, slower devices.
- **"Greener" environment.** PrintCare's use of current technology means it uses less energy and has higher output. This helps make "Greener" office environments by reducing

electrical bills, reducing consumable (ink, toner, paper) usage, and can also reuse paper.

If your company is looking for a printing solution, begin with the following four questions:

1. **Will we see ROI?** If you work with a managed printing service provider, their more efficient systems will ensure you will save money, or at least see a return on your initial investment. Many companies see upwards of a 30% savings in printing costs with an optimized printing solution.
2. **Can our technology support growth?** Many small businesses are constantly changing and their current solutions may not meet future needs. Analyze your current technology and determine if it will be able to support your growth.
3. **How much does printer downtime cost you?** If you are using older technology that is constantly breaking down, the cost of downtime can be quite high. This is a good indication of the need for managed print services.
4. **Do you want to focus on printers?** If your business is in need of a printing solution to help operations, but your industry doesn't focus on printing, (or you want to spend less time thinking about printers and more time focusing on tasks), then going with a managed print service is a good choice for you.

Invisik's PrintCare is an ideal managed print service solution for businesses of all sizes. PrintCare comes with a team of experts who assume responsibility for the management and operation of your entire print environment. Deployment of PrintCare includes print assessment and recommendation specifically for your company, an optimized fleet of printing devices, monitoring and management of print devices to measure and replenish consumables, automatic supplies fulfillment, consolidated invoices, and continues account review to assure your fleet is always working at peak efficiency. Contact us for more information or to schedule an assessment of your print environment. Call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com). ▲

# INVISIK TRIVIA BOWL

## August's Trivia Bowl Question:

Which famous author described the Minnesota State Fair in his 1928 poem, "A Night at the Fair"?

- A. F. Scott Fitzgerald
- B. Ernest Hemingway
- C. Tennessee Williams



Be the first to respond with the correct answer and win 2 admission tickets to the Minnesota State Fair. Call **612.298.3000** or email **trivia@invisik.com**.

Congratulations to Richard Bain, Financial Professional with Prudential in St. Louis Park, MN. He was the first to correctly answer July's question:

11-year old Frank Epperson created this summer treat totally by accident in 1905 on his porch one very cold night in San Francisco: (B.) Popsicle.

## Don't Forget Our "Everybody-Wins-Referral-Program"



Send me a **\$25 Visa Gift Card** for *each* of my business colleagues I'm referring to Invisik. I'll tell my colleagues to expect your call so they can get 2 FREE hours of guaranteed, no-strings-attached Invisik tech support to use anyway they want (a \$300 value).

My Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

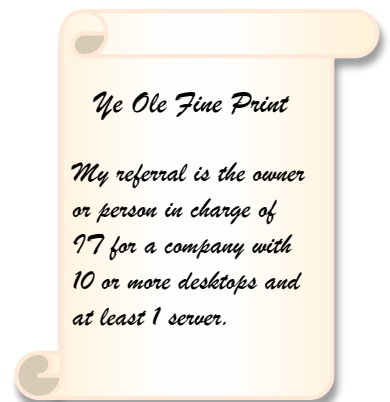
### My Referrals

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



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## Business Technology vs. Consumer Technology

Technology is one of the most volatile aspects of the modern business environment. A new technological device comes out and is practically obsolete within a few months. The need to update systems is an expensive task many businesses, causing (some) owners to go for devices and software developed for the personal market. This is a potentially large mistake.



Here are five reasons businesses owners should aim to buy technological solutions and products that are specifically designed to meet business needs, not those of the masses:

- 1. Long-term time and money costs.** In general, consumer grade technology is made using cheaper, less durable materials than that of the business equivalent. More often than not, consumer products will break down long before business grade. When they do, you are stuck paying for the replacement parts or sending the unit in for repair. Beyond that, you will also have to waste your valuable time dealing with the problem.
- 2. Greater ability to recover costs.** Business technology does cost more, however, because it is made with better materials, it has increased product life. Beyond that, it decreases the need for maintenance—making it more appealing to another buyers should you re-sell it down the road.
- 3. More features.** Another issue with technology developed for the consumer market is that it is often developed with features that will be the most useful to the majority. Thus business owners could be paying for features they don't need, while lacking the ones they really do need. Additionally, most business devices have features that can be tailored to meet a business' needs, or offer devices with increased functionality.
- 4. Warranty.** The majority of consumer technology has a limited to non-existent warranty. Many laptops have one year limited warranties that, in

truth, cover very little. Business hardware can have a standard three year factory warranty which guarantees the device won't break for three years. Aside from that, many vendors will send someone to repair the device within the next day—if you bought business grade, that is.

- 5. The best customer support.** If you have had a device break, then you have had the wonderful opportunity of dealing with consumer technical service. This is not the case for the majority of business hardware and software developers. Many companies provide 24/7 support and have employees who understand that your technology is essential to operations. Thus, they will work to get your system up and running as fast as possible.

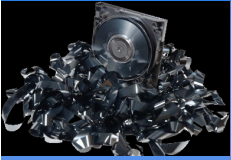
While in the short term it may seem like a good idea to buy consumer technology, it is a solution with long-term drawbacks. If you are looking for new technology and having difficulty deciding where to start, we are here to help. Call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com). ▲

### 25 Worst Passwords (Double Check Yours Isn't on the List)

Passwords are an integral part of securing both IT systems and online accounts. Take the time to create strong passwords to keep your system and data safe. To help avoid common passwords users mistakenly choose, management application provider SplashData has compiled a list of the 25 worst passwords:

- |             |              |              |
|-------------|--------------|--------------|
| 1. password | 11. baseball | 21. 654321   |
| 2. 123456   | 12. 111111   | 22. superman |
| 3. 12345678 | 13. iloveyou | 23. qazwsx   |
| 4. qwerty   | 14. master   | 24. michael  |
| 5. abc123   | 15. sunshine | 25. football |
| 6. monkey   | 16. ashley   |              |
| 7. 1234567  | 17. bailey   |              |
| 8. letmein  | 18. password |              |
| 9. trustno1 | 19. shadow   |              |
| 10. dragon  | 20. 123123   |              |

## Are You Still Relying on Tape Backup?



If your computer network and the data it holds got erased or corrupted because of a virus, hard drive crash, fire, flood or some other random, unforeseen disaster, how confident are you **RIGHT NOW** that your business could be back up and running again **FAST**?

If your answer to that is, "I don't know," or "I'm not sure," you are taking a **HUGE** risk with your company's most important asset—the data on your network. Just imagine what would happen to your business if you

- Lost your entire client database...
- Lost all accounting documentation and history...
- Lost all the work files you've spent **YEARS** developing...
- Lost the work files and documentation you so desperately need to service your customers...

Tape drives are **THE MOST** unreliable, unsecured way to back up your data!

All tape drives fail; it is only a matter of "when," not "if." So if being able to get back up and running again in the event of a data-erasing disaster is important to your business, then you need to know about our Invisik Backup and Disaster Recovery service. Our backup service does more than just keep a copy of your files—it provides *continuous* data protection and enables near-instant disaster recovery because it takes a snapshot of your entire network throughout the day. It will give you the peace of mind that you can be back up and running again within hours—not days or weeks—in the event of a data-erasing disaster.

To verify if your data is *really* secure and being backed up properly, contact us for a free Backup and Disaster Recovery Audit. Call 612.298.3000 or [support@invisik.com](mailto:support@invisik.com). ▲

**More tech tips inside...**



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