

The Monthly Newsletter of Invisik Corporation

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Summer Greetings from Invisik!

JULY has finally brought summer to Minnesota! Yes, the summer solstice was celebrated in June, but the weather just didn't quite hit the mark last month. Now, the temperature is finally in the 90s, Fourth of July fireworks have made their splash, and many of us are hitting the road (or, at least, mentally checking-out) for summer vacation. Hurrah!

In continuation of our summer series "Hot this Summer", this issue will focus on telephone solution options for businesses. For the past several months, we at Invisik have been using a cloud phone system that has pleased us a great deal. Page 3 has the details about Telesphere and its many advantages.

Hearty congratulations to Sam Johnson of Plymouth who is June's Invisik Trivia Bowl winner. He was the first to respond with the correct answer: B. Madagascar. Who will win this month's prize of a gift card to Dairy Queen? Be the first to correctly answer the Trivia Bowl question, and it will be you! Email your answer to trivia@invisik.com or call 612-298-3000.

Good networking,

Matt Jurcich, President
Invisik Corporation

INVISIK TRIVIA BOWL

French sculptor Frédéric Auguste Bartholdi is most famous for creating the Statue of Liberty, but who was his inspiration for her face?

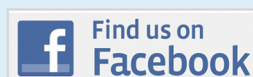
- A. His wife
- B. His grandmother
- C. His mother
- D. His daughter

Did you know? "The Star Spangled Banner" was not proclaimed the US national anthem until 1931 when President Hoover signed the final Congressional bill making it a law.

...for IT Ingenuity



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8 Questions to Ask Yourself About Disaster Recovery

The tornadoes and storms that ripped their way across our great state—in fact, across our nation—forces us all to remember that the most dangerous mistake we can make is assuming “it will never happen to me.” Sadly, statistics prove that there are only two types of businesses: those who have had a data loss and those who are about to.

So what would happen to your business if you had a major data loss? The possibility that it could happen is undeniable. After all, data loss disasters come in many forms apart from “acts of God.” You also have to think about hackers, employee or competitor sabotage, and even basic human error.

The good news is although you may not be able to control disasters that can cause data loss, you can certainly control how you prepare for them. To that end, here are eight questions every business must ask to test for disaster preparedness.

1. Do we back up our data?

It is alarming how many small businesses do not have a backup system in place. Cause of data loss isn't limited to huge, cinema-worthy disasters! They can come from simple everyday errors that yield huge disastrous results.

2. Do we back up all of our account information?

Many small businesses tend to keep their accounts data on one employee's desktop instead of on the company network. More than likely, that desktop doesn't get backed up regularly. So what would happen to your business if you lost your entire customer database? All businesses should make sure all valuable company data is stored on a system that gets backed up and tested regularly.

3. Do we back up our email files?

Ever wish you had stored that email from a few months back in which a customer gave you the “go ahead” on a project, but now they are refusing to pay for your work? Email is increasingly used today as legal evidence of agreements or notices to proceed. If they are included in your backup, you can easily pull up even deleted emails— received or sent.

4. Is our Calendar and Contact information backed up?

What if you came to work one morning and your online calendar and address book were gone? What appointments and communications would you miss, and at what cost? Most of the time, by

default your Outlook Contact and Calendar files are stored on the individual PC. Make sure these files are included in your backup set.

5. Do we back up folders and files from each PC?

In addition to important information that is stored in shared networks, think about the files that each of your employees create and use on their own hard drives. Spreadsheets, letters, memos, databases— it would be a shame to lose all that work if it is not backed up regularly.

6. Are we always saving our files to an area that will be backed up?

Consider where each and every file you work on is being saved. Will it be included in your backups? It is important to develop policies and train staff on where to save their work so it can be included in the backup schedule.

7. Do we back up data frequently enough?

Answer: How much work are you willing to risk? Let's say you complete an important contract on Tuesday morning, but then a colleague *accidentally* deletes it that afternoon. If you only run backups on Monday, Wednesday, and Friday, you can kiss it good-bye! A more frequent backup schedule would have saved the day.

8. Do we know where our backups are and how to use them?

If you use USB drives, external hard drives, or backup tapes for your backups, make sure you are storing them offsite in a safe place. And if your files are backed up offsite, make sure you know how to recover them in case of an emergency. Knowing your backup system and keeping it safe will ensure you can get back to business quickly and efficiently in the event of a disaster.

Even if you already have a backup system in place, take a few moments to think about your specific business. If the unthinkable happened, exactly what data would you need to get back up and running? What would kill your business if you did not have it? Once you identify these things, make sure they are included in your backup.

For the most current information and backup solutions to meet the specific needs of your business, contact us at (612) 298-3000 or email support@invisik.com. We can discuss options and give you a hand setting up or testing your backup system to keep your data safe and sound. ♦

Hot this Summer— Telephone System Solutions for Businesses

As a trusted IT support provider, our clients ask us to recommend business telephone solutions that will give them superior communication service without breaking their budgets. Through the years, we have worked with different vendors who have done well in meeting the growing needs of small and medium sized business. However, as technology continues to advance, so, too, does our ability to (inexpensively) access them. To that end, we have been very pleased to partner with a new telephone technology provider—Telesphere—whose cloud phone service is proving to be an outstanding value.



Telesphere offers voice and data solutions to small and medium sized businesses with the features usually available to larger corporations—all without the big upfront cost, hassle, and limitations of traditional phone systems. Rather than a business needing to buy an expensive PBX for their office, *and* having to pay a technician to maintain it, cloud technology enables Telesphere to move all of the functionality of the traditional phone system into a central datacenter. Depending on which service package you need, Telesphere's fully hosted telephone technology can come complete with private data connection, business-class IP phones and installation, bundling turnkey phone and Internet service, 24x7 support, and the latest in system features.

We chose to partner with Telesphere because of their ability to provide:

- **Hassle-free connectivity from a single provider** - Reliable phone service, unlimited Internet access and a dynamically allocated private IP connection, all from one provider, offer a powerful simplicity you can appreciate—one bill, full accountability and no surprises.
- **Freed up capital to invest in growing your business** - With no expensive equipment purchases and no maintenance contracts required, you companies can allocate more capital towards expanding their business.
- **Connectivity to multiple offices as if under one roof** - Nationwide 4-digit dialing makes your office on the west coast feel like it's down the hall from your office on the east coast. And long distance between your offices on Telesphere service is FREE!

- **Full functioning mobility** - Advanced features like simultaneous ring, call forwarding and remote call control allow you to conduct business as usual, wherever you are.
- **Simplicity**— Telesphere keeps things simple with great, reliable customer service and easy per seat pricing. So, whether your office has ten seats or one hundred, you can get fully hosted voice and managed data services, robust features, necessary equipment and on-going support—all for one low price that fits exactly what you need.
- **Security**— Telesphere uses a completely private IP network for voice transport, not a public internet connection. This ensures the most reliable and secure service a company needs.
- **Continuous service even in disasters or outages** - A secure, power-protected environment and built-in redundancy prevent any interruption to your service, so your customers can still reach you at all your designated locations.
- **Useful Add-ons including:** *FaxMail* to receive and send faxes in Outlook, *Visual Voice Mail* to transcribe your voicemails for easy reading, *Speak2Dial* for voice dialing, *Hosted Call Recording* for training and legal purposes, *Conference Bridge* for frequent conference call hosting, and *Call Center* for a feature-rich call center environment.

In a nutshell, Telesphere takes the intelligence of your phone system out of your office closet and hosts it centrally in a secure, fully redundant, power protected environment. For a low monthly fee, their team of engineers are available to you 24x7 to make needed changes to your service, and continuously manages/monitors your voice and data services for you. They can offer a complete service package that includes all equipment and services for one simple flat fee with no additional maintenance contracts. That means growing businesses can enjoy the latest software upgrades and free equipment breakage replacement with no surprise bill ever. Most importantly, with Telesphere, you will still be in business even in the event that you lose power or connectivity at your office. Inbound calls to your office continue to reach the cloud phone and voicemail system, and can be redirected to alternate sites or numbers.

To explore the advantages of Telesphere for your office, contact us today. Call (612) 298-3000 or email us at support@invisik.com. ♦



At Invisik, we value our clients' feedback. One of the most important feedback we can receive is a client's referral. To show our gratitude, we want to give you a \$25 Visa® Gift Card when you refer your business colleagues to us to receive two **FREE** hours of guaranteed, no-strings-attached tech support to use anyway they want—that's a \$300 value for **FREE!**

Our only requirement is your colleagues must be the owner or the person in charge of IT for a company with 10 or more PCs and a server.

You already know the benefits you receive as an Invisik client: sleeping like a baby because you have zero tech worries, increased productivity because of minimal downtime, protected and secure data because your backups are safely stored, and enjoying more time for yourself because you aren't agonizing over your IT network. Why not share all this with a colleague who will then owe you a big favor that you can call-in whenever you want?!

YES!

Please contact the people below and let them know I referred them to receive 2 **FREE** Hours of guaranteed, no-strings-attached, tech support with Invisik.

Your Name:

Title:

Company:

Your Referrals:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

E-mail address:

Name & Title:

Company:

Phone:

Email address:

Please fax or mail your completed form to receive a \$25 Visa® Gift Card!
 Fax to: (612) 243-1477
 Mail to: Invisik Corporation, 7240 Grand Avenue S, Richfield, MN 55423

Lessons Learned from the Epsilon Fiasco

In our May 2011 issue of the “Intercom” we briefly mentioned how one of the world’s leading email service provider found itself the victim of a phishing attack. A significant amount of Epsilon’s confidential client data— which includes as many as 50 major companies who are clients of theirs— was lost to cyber-thieves. Its important to learn from mistakes like these, and make sure that both your own and you clients’ data is kept secure and safe from thieves.

Epsilon is suffering the backlash of having allowed itself to be the victim of hackers. Reports from the investigation are citing Epsilon’s failure to heed an alert from a business partner which advised the provider to be on its toes against potential attacks from cyber-criminals targeted towards email service providers. The damage estimates vary, but Epsilon is citing only about 2% of their data as stolen. Nonetheless, the impact is undeniable. Cyber-criminals now have access to a sizable number of

client data stored through Epsilon. Data that includes the passwords, account numbers, and even the purchasing/buying habits of the customers of Epsilon’s clients.

This has been a lesson to companies big and small to pay more attention to beefing up security protocols since all it takes is one breach to endanger all your data. In addition to having the right security software, requiring staff to undergo proper user training can help make sure that they won’t be easily baited by phishing scams. It will help them be more aware of how to contribute to the safety of your business data. Failing to do so can put both your company *and* your clients at risk.

For more information on evaluating the security of your systems, contact us for suggestions on how to make critical improvements. Call 612 298-3000 or email support@invisik.com. ♦

IT Support = Business Support

It is often too easy to think of IT as a necessary evil with too many expensive costs. However, we would argue that just thinking of IT in such terms is a big mistake. Why? Because when used properly, IT can actually be a strategic asset.

Now, of course you could counter that we are a tad biased on this subject, and you may be right, but let us still consider the facts. The truth is IT can make your information more accurate, improve staff response time, and even differentiate your company in the marketplace. Thus the real question to ask is whether your company is investing in IT to win, or to just keep up?

If, like us, you decide to make IT a strategic asset as opposed to relegating it as a mere tool, then it must add value to your operation. Thus to determine where to make improvements, you could begin by looking at your value chain— which should include all the activities your business performs— and ask which ones earn profit. For example, if you are a manufacturer, better IT could result in more efficient supply purchasing. If you are a retailer, better IT could result in fewer units needing after-sales service and repair. In

other words, by focusing on improving IT in specific areas, businesses can also improve profits.

An additional benefit of this exercise is the potential to create new opportunities for your company. For example, the Internet allowed Apple to invent iTunes, and now mp3 downloads have overtaken CD sales. If you think this is a phenomena exclusive to big businesses, consider that the invention of iTunes has given many (small) startup software companies a distribution channel for apps that otherwise may not have been invented.

Most importantly, how and where you add value with IT developments will depend on your business model. There is little point, for example, in automating production if your customers cherish hand-made products. However, you might find that investing in a CRM system may give you a more efficient way to track your customers’ preferences and provide them with a more personalized service. Thus using your IT as a strategic asset can help you compete with much larger players, increase your visibility, and give you tools to manage clients worldwide. ♦



Using the Window Snap Feature in Windows 7

When Windows 7 was released, it introduced a new feature called

Snap, which allows users to easily resize windows when they are dragged to the edges of the screen. Depending on where the window is dragged, it will expand vertically; take up the entire screen; or arrange itself side-by-side with another open window.

If you find this feature more annoying than helpful, you can disable it in the “Ease of Access Center” of the Windows Control Panel. Follow these steps:

1. Click on the “Change how your mouse works” link.
2. Scroll down to the “Make it easier to manage windows” section.
3. Check the box labeled “Prevent windows from being automatically arranged when moved to the edge of the screen”.

MORE HELPFUL TIPS INSIDE INCLUDING...

- 8 QUESTIONS TO ASK YOURSELF ABOUT DISASTER RECOVERY
- HOT THIS SUMMER: TELEPHONE SYSTEM SOLUTIONS FOR BUSINESSES
- LESSONS LEARNED FROM THE EPSILON FIASCO
- IT SUPPORT = BUSINESS SUPPORT

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