

We make IT Work for You



Faster, Higher, Stronger...

Summer 2012

Go for Gold!

- **Faster...Internet Speed**
- **Higher...Quality Service**
- **Stronger...Security**

Inside this issue:

Our Gold Medal Team!	1
Spear-phishing—Yields Significantly Larger Catch	2
Introducing...Pat Brennan	2
Coaching to Achieve Your Dreams	3
Get Smart About Using Smartphones Abroad	4
The Importance of Training	4
Faster, Higher, Stronger ...Smarter!	5
Technology Paves the Way—Let the Games Begin!	6
Smooth Sailing into the Clouds	7
Games of the XXX Olympiad	8

Our Gold Medal Team!

Effective teamwork is paramount to the success of any Olympic team. As a leader of IT Radix, I couldn't agree more. While we're not training to win an Olympic medal, the IT Radix team goes to work daily with one simple goal—to make IT work for our clients.

I believe it's our approach that helps us succeed. Each member of our team brings a distinct set of talents to the table. And just as the Olympic rings are interlocked together, it's the team effort that keeps IT working for our clients.

It starts with a vision: We make IT **personal** because each client has a different business need for technology services. To our clients, IT is personal. Their technology needs could be simple (e.g., basic email) or more sophisticated (e.g., an application that runs a manufacturing plant floor). In either case, our team members learn and understand the value of the technology to our clients. It's not just that they can open email, it's that they can use email to send that proposal to their big client and win an opportunity or upload that legal case PDF to the state of New Jersey or access key financial data while traveling. IT Radix is blessed with a team who understands this value to our clients—our team makes it personal and cares about our clients.

Prove it, you say? Ok, I will. It was the day before tax day and an accounting client's Internet connection was down. We had detected it on a Sunday, already

called their Internet Service Provider (ISP), and were onsite Monday morning when the client arrived to unlock the door with a backup broadband modem in hand in the event the ISP couldn't fix the problem. IT Radix is not the ISP and it was quite possible that we weren't going to fix the primary Internet connection; however, we were actively monitoring the client's network and had come up with a backup plan for our client. At least 5 different team members at IT Radix were involved in this situation and it was a Sunday/Monday. We were there on a critical business day for an accountant because we understood the value to the client, and we cared.

I believe our techs are amazing. They use their individual strengths to our team's best advantage and they enable other team members to succeed. Technology is complicated and it's impossible for one person to know everything. As a result, we frequently encounter challenges that require the knowledge and expertise of multiple individuals within the company. They routinely ask for and give each other help—whether it's throughout the day or during our daily 8:30 a.m. huddle. If one person is stuck, I'm confident that when the team is brought into the problem solving, they won't be stuck for long.

Sometimes the challenge is upfront—before we even talk with our clients about specific

technology. Quite often, our clients are unaware of technology trends and changes. We see it as our job to educate and inform our clients; hence, this newsletter, our Lunch'n'Learn events, our blog, Facebook page, and more. Our team sees these efforts as investments in our clients—as a way that we can help educate, inform, and continually improve our value to our clients.

Quite often our challenge is in the design phase of a technical solution. It is a wonderful feeling to be able to tap into the knowledge of one or more team members to put together a solution to meet our clients' need. Sometimes the knowledge required is more business-oriented and other times it is technical knowledge that is required. But either way, I know that we have the right business and technical knowledge to come up with a solution; and if we can't do it ourselves, we'll point our client in the right direction. We're more than willing to share the "glory" even if it's outside our own organization.

I could go on and on, but I think you get the point. At IT Radix, just like an Olympic rowing team, there are individual stars in our boat, but no boat crosses the finish line unless the team finishes together, and that's what **IT Radix** is all about—working together to make IT work for you.

Spear-phishing—Yields Significantly Larger Catch

Have you heard of *spearfishing*, a form of underwater fishing that yields significantly larger catches than by the standard “rod and reel” method?

During the 1960’s a campaign was led by Ralph Davies, to have spearfishing recognized as an Olympic sport. This never came to be, however, there is a long list of World Records for the largest catch by species carrying on to the current day. The International Underwater Spearfishing Association (IUSA) offers a complete set of rules to ensure that any world record setting fish is caught under fair conditions. Spearfishing is illegal in many bodies of water, and some locations only allow spearfishing during certain seasons.

You may have heard of *spearfishing*, but are you familiar with *spear-phishing*?

Spear-phishing is a type of email SPAM in which cyber-criminals are able to target named individuals with better than normal chances of tricking them into giving away personal, confidential information including password and account details. In addition to being able to just send out general SPAM

70% of spear-phishing emails are opened...half of those who open spear-phishing emails click on enclosed links.

to valid email addresses, they may also know which companies you conduct business with. This is a huge security risk because now cyber-criminals can more convincingly “spoof” emails from those companies to their clients and can “phish” for confidential information needed for identity theft. Spear-phishing is particularly effective because the victims are actually used to

getting messages from the companies they deal with, often letting their guard down and breaking the *golden rule* by clicking on links that take them to bogus sign-on pages.

You may think that you’d never be tricked into doing this, but statistics show that 70% of spear-phishing emails are opened (compared with just 3% of mass SPAM emails). And, half of those who open spear-phishing emails click on enclosed links (10 times the rate for mass mailings).

IT Radix is here to help you avoid getting caught by spear-phishing!

OUR CLIENTS SPEAK OUT:

“IT Radix has provided our company with WOW service from Day 1. Their kind, friendly team coupled with their solid technical background—and Cathy who just “gets it”—is our favorite part about their service. Since starting to work with IT Radix we have had drastically reduced downtime which has made our team happier and our company more productive. IT Radix is extremely patient with the high maintenance demands of our company. I think they do a great job!”

- Sarah Krom Sharpe, Kawam, Carmosino

Introducing...Pat Brennan

IT Radix prides itself with having the best team in town! We feel that our team is more than just a collection of highly-skilled people. Our IT Radix team has a strong sense of mutual commitment to improving the success of businesses through technology, thus creating synergy to go above and beyond for our clients. We’re truly committed to making IT work for everyone—small and large businesses alike!

For this reason we are pleased to have Computer Network Service Engineer, **Pat Brennan**, on our team. Pat’s general, all-around knowledge and his ability to stay calm and listen when just about any issue comes up are key strengths he brings to our team. With over 15 years of IT support experience, Pat’s primary responsibility at IT Radix is being the on-site Network Administrator for our valued client, Business Research Group (BRG) in

Summit, NJ. In this role, Pat provides on-site support for all of BRG’s day-to-day IT needs. Pat’s a great listener, and he encourages our clients to speak up and share any issues and concern with us...“don’t be like the person that goes to the doctor and has nothing to ask.”

Pat is a team player both in and out of the office! Pat has always had a love for sports—a big Yankee and Giants fan! Growing up in the Bronx, Pat was a huge fan of Yankee 3rd baseman, Craig Nettles. When Pat first started to play baseball as a boy, he confidently told the coach that he was playing 3rd (that first year he made an unassisted double play at 3rd). Pat spends most of his free time these days with his children (ages 11, 14 and 16) in Wanaque, NJ. For the past 11 years, Pat has coached (or

assisted) his children’s football, basketball, baseball, softball, lacrosse and wrestling teams. Pat is their biggest fan! He is also on the Wanaque Little League board. These days, Pat’s favorite pastime is having a catch, shooting hoops and playing pool with his kids.

Pat’s personal philosophy: “There is an answer to every issue...your job is to find it.”



“It’s easy to cheer for your child... cheer for ALL the children when they do good and bad!”

Welcome!

A warm welcome to our newest **Managed Service Clients:**

O’Brien Wealth Management
System Design Associates
Wyckoff Public Library

Remember, **IT Radix** is here to service all of your technology needs!

Coaching to Achieve Your Dreams

Olympic athletes like Michael Phelps and Nastia Liukin aren't created over night. In fact, it takes years of practice and determination partnered with great coaches to mentor them through their training sessions and help them to overcome barriers to achieving their dreams of Olympic GOLD! Working hard to become the best in the world at what they love!

The same principle applies to today's businesses. Like our Olympic athletes, coaching and mentoring are processes that enable business owners to achieve their full potential. Utilizing business coaching and mentoring is not a weakness but rather a strong business strategy that helps smart companies grow and succeed.

To stay at the top of one's game, businesses need a trusted coach and objective adviser to work through the challenges they face. They need sound business and organizational advice, a sounding board, and support when they have to make tough decisions. They also want an ally who represents their best interests. Coaching can help them effectively define and set goals—chunking it down into achievable goals and action plans to turn a vision from an attractive dream into a fulfilling reality. Companies may have a vision of where they want their businesses to be 10 years down the road, but may need help with executing their plan to see it come to fruition. As Thomas Edison said, "Vision without execution is hallucination."

- This document was intentionally printed on two sides to save paper.
- This document was printed with eco-friendly solid ink.
- When you are done with this document, would you please recycle it properly?



Who will benefit from coaching?

- companies looking to grow faster
- organizations with limited resources
- businesses starting to franchise
- companies desiring to go public
- companies preparing for the coming year or quarter
- entrepreneurs who are trying to get all their business areas aligned

Executive coaching and mentoring of corporate managers and team leaders is all about growing your company from the inside out. In today's environment of changing technology and evolving organizations, professional mentoring has a strategic impact. It develops people to meet current and future needs. It can help your leaders make better decisions and improve relationships. Productivity increases when managers can develop strong relationships with their subordinates. Coaching and mentoring is an investment that you make in developing your key resource—people—for the long-term benefit of the organization. About 6 out of 10 (59%) organizations currently offer coaching or other developmental counseling to their managers and executives.

Arnie Rintzler, President of AWR Business Concepts, a business coaching firm located in South Orange, NJ, works with organizations from 10-200 employees (both for-profit businesses as well as non-profits). Arnie strongly believes that "each of us, whether individually or organizationally, benefits from an outside observer with no agenda (i.e., someone with nothing but the wellbeing of the individual or the organization as a goal). It is best for that person to be trained and have a track record of coaching success." Arnie had the good fortune of being successful in life and, after selling a business he created and grew, decided to pass along his knowledge to others by becoming a mentor and business coach.

Arnie uses a coaching model that is geared towards helping businesses

grow. It is a model that asks a management team to review the 4 decisions that each organization makes: People, Strategy, Execution and Cash.

People: Perform a talent assessment to evaluate your people, to hire the best people and to provide the environment for those great people to perform at their best.

Strategy: Identify why you are in business, where you do business and how you generate revenue.

Execution: Are we generating profit from our revenue?

Cash: Cash Conversion Cycle used to identify areas to better convert profit to cash. If a human body runs out of blood, it will die...If a business runs out of cash, it will die.

Over the years, IT Radix and AWR Business Concepts have built a strong partnership. Together they have worked through professional development processes—setting and consistently achieving quarterly and annual goals.

Chris Lipper, Managing Member of The Alternative Board (TAB), a company committed to facilitating peer advisory boards and business coaching located in Morristown, NJ, strongly believes in the immeasurable benefits of business coaching for today's thriving businesses.

In addition to 1-on-1 corporate coaching, TAB establishes and facilitates Peer Advisory Boards—teams of eight owners of non-competitive companies that meet monthly to discuss business challenges and receive feedback. Board meetings are not networking meetings, in fact, they are quite the opposite.

Meetings offer business owners an opportunity to share a snapshot on how things are going and get feedback around the table. Board members share experiences and ideas on what's

(Continued on page 6)

SPECIAL OFFER

Go for Gold!

Join us on the podium with our Olympic medal special offer! Sign up for new services during the months of **July, August** and **September** and get increasing levels of discount as you move up the podium.

Bronze—Any 1 service
(10% discount on 1st month)

Silver—Any 2 services
(15% discount on 1st month)

Gold—Any 3 services
(20% discount on 1st month)

Choose from:

- Hosted Exchange
- Web Hosting
- Email Hosting
- Junk Email Filtering
- Online Fortress Backup
- Local Image Backup
- Managed Backup

A *Keystone, Cornerstone* or *Capstone* managed service plan is an automatic Gold medal winner!

Call **IT Radix** today to learn more!

Get Smart About Using Smartphones Abroad

If you're planning a trip to this summer's London 2012 Olympics (or any place overseas for that matter), when it comes to using your smartphone abroad, it's smart to do some research before you go! Many people have been stung with unpleasant surprises while traveling abroad—lost or stolen devices causing inconvenience and security vulnerabilities, incompatibility of devices with foreign services, and even returning home to a HUGE, unexpected bill due to the high cost of roaming charges.

When making plans to travel abroad this summer, heed the advice of Benjamin Franklin—"An ounce of prevention is worth a pound of cure." Following are some things you should consider to be a smart smartphone user:

Compatibility

One of the first things you should do before traveling is check with your carrier to confirm that your smartphone device will work where you are going. Smartphones that operate on networks run by Verizon and Sprint aren't typically compatible with networks outside the United States (unless they are one of the newer Verizon 4G LTE devices that now have SIM cards). That's because they rely on a technology called CDMA (Code Division Multiple

Access) which isn't as widely used as another standard called GSM (Global System for Mobile Communications). AT&T and T-Mobile are the two main GSM wireless providers in the United States.

Many carriers offer a loaner program to get a temporary global phone (at a reasonable price—or even free). If your carrier does not offer a loaner and you have a GSM phone, you can purchase a SIM card, a little chip that carries your personal account information in GSM phones.

Cost

Technology lets you conduct business from anywhere in the world. But what will your cell phone bill look like when you return? A smartphone is a remarkable tool to have on-hand when traveling making it fast and easy to access helpful information, maps, emails, weather forecasts and Facebook updates. But all that data, which will often zip into your phone without your knowledge, comes at a cost. **Michael Vaccaro**, IT Radix Field Engineer, recommends disabling the data portion of your connection on your smartphone, and turning it on only if you really need to access your email. Or, better yet, take advantage of local

Wi-Fi hotspots at hotels, coffee shops or a friend's house to check your email and surf the net.

Another cost-savings approach to using your smartphone abroad is to purchase a SIM card from a local vendor where you are staying. By popping this local SIM card into your phone, the rates will be cheaper, as they are not roaming.

Security

Every time you leave your home or office, you run the risk of losing your smartphone. Unlike a cellphone that contains contact names and phone numbers, a smartphone contains personal data and information that if it stumbles into the wrong hands, could set you up for disaster. Whether it's lost or stolen, there are a few steps you can take to be less vulnerable. First, backup your smartphone before you leave on your trip so that critical data is still available upon your return. Second, perform a remote wipe of your device as soon as possible after it is missing to avoid compromising your data.

When traveling abroad with your smartphone, it's smart to plan ahead and know before you go! **IT Radix** is here to help you with your mobile technology needs!

The Importance of Training

Training is the fundamental building block of which world-class Olympic athletes are made!

According to John Lather, a renowned sports researcher, the key element to elite performance is time spent in training. Lather estimates that 20 hours of quality, high intensity training per week for a period of eight years (approximately 10,000 cumulative hours) appears to be the amount of work required to reach a world class level. An aspiring Olympic athlete spends an average of eight hours a day, seven days a week training their body and mind—more time than a full-time job. No matter how talented or driven an athlete is, they must train daily to

condition their bodies and perfect and maintain their skills.

Training is key to maintaining a competitive edge for today's successful businesses as well. By it's very nature, training is continuous and never ending, especially as it relates to today's rapidly changing IT world. **Dean Hoffman**, Director of Learning at Solartech, a Microsoft managed and gold certified learning center with offices in Parsippany and NYC, preaches that if people and organizations alike "don't stay ahead of technology, they'll get left behind! It's not only important to stay current with the latest technologies for those who want to change jobs, it's imperative to stay current to be more effective in

their current jobs and if they plan on advancing within their organization!" Training is crucial for organizational development and success, and benefits both employers and employees alike.

Benefits to Employers

Never forget that employees are your #1 asset. Training improves efficiency and productivity of employees. Well-trained employees show both quantity and quality performances. There is less wastage of time, money and resources if employees are properly trained. Training leads to a healthy work environment and demonstrates a commitment to keeping employees on the cutting edge of knowledge. It promotes

(Continued on page 5)



The Importance of Training (Cont.)

(Continued from page 4)

loyalty, motivation, leadership skills and better attitudes.

Benefits to Employees

Training to increase job knowledge and skills expands employee intellect and leads to high quality performance. Training improves employee morale and a sense of job satisfaction, job security and personal growth. Training and development helps employees achieve their individual goals while achieving the organization's goals as well.

IT Training for Vets

SetFocus, a technology training center in Parsippany, employs innovative training and counseling techniques to help ready job

seekers, changers and explorers find, prepare for and secure sustainable IT careers. Recently, SetFocus, announced the launch of their **GI to IT** program, a job-specific training and vocational counseling program for U.S. Armed Services Veterans seeking applications and database development careers. This new program will allow Veterans eligible for the Veteran's Administration GI Bill programs to receive their GI Bill benefits through participation in the program. Veterans will be trained on-site at SetFocus' training facility and eligible to pursue the .NET and SQL Server Master's Programs—preparing themselves to enter the rewarding field of IT. "We honor the sacrifices that have been made, both personally and professionally, by the men and women of the U.S.

Armed Services Forces to protect and sustain our beliefs and way of life," states **Jerry Masin**, President. "SetFocus is committed to the premise that economic viability is an outcome of learning, growth and job sustainability. **GI to IT** will assist Veterans to apply their diligence, dedication and ability to turn training into action toward seeking sustainable IT employment."

In our efforts to maintain our position as a leader in the ever changing IT world, **IT Radix** recognizes the significant benefits training and development bring to our own organization. Don't get left in the dust...embrace a training program for your organization and sprint ahead of the pack!

Faster, Higher, Stronger...Smarter!

Moving to the cloud seems to be the current day hot button for most business owners. By now you've been exposed to an overwhelming amount of information about Cloud Computing. Some of you are using the cloud and might not even realize it.

Quite simply, cloud computing is a method of using hosted software and information services delivered over the Internet. If you use a Web-based email service such as Hotmail or Gmail, you are already using the cloud. The software and storage for your account doesn't reside on your computer—it's on the email provider's computer cloud. Many companies have moved to cloud-based remote backup. Selected files are automatically copied and sent to a secure location over the Internet. If a file gets corrupted or disaster strikes, your data is available to you by downloading it from the cloud—that's cloud computing!

As the theme of this newsletter highlights the Olympics, we can't help but be reminded of the athletes who will be standing on the podium receiving their life-long dream—**Gold**. Who will they be? **The fastest and strongest!**

So what does that have to do with moving to the cloud and Internet?

Fast and reliable Internet access is as critical today to businesses as other essential services such as utilities and phone, especially when it comes to cloud computing. The speed of your Internet service impacts how quickly employees access email or find important information. When it comes to the cloud, Internet speed and connectivity will drive your business.

The question of Internet access becomes even more of a concern with mobile employees, those who work from places other than the office. If mobile employees work in places where high-speed Internet access is likely to be unreliable, you'll have access problems that need to be addressed. Consistent high-speed internet connection is mission-critical for productivity.

As more and more applications move to the cloud, bandwidth needs to be reevaluated. Here is one such analogy regarding bandwidth. Data is to available bandwidth as water is to the size of a hose. As more and more applications move to the cloud, an Internet connection with a larger bandwidth can move a set amount

of data much faster than an Internet connection with a lower bandwidth. It might be time to move from a garden hose to a fire hose.

These days, there are several cost-effective high speed methods to access the Internet such as cable, FIOS, Lightpath and more. When selecting your Internet access service, be sure to take into account the number of users, the types of cloud applications you'll be using, the service levels from the providers and more. With the increase of cloud computing and the relatively low-cost Internet access options available, **IT Radix** recommends doubling up and having two different methods for Internet access to ensure maximum availability.

There are a lot of considerations before moving to the cloud. For a Gold Medal performance, be sure to call **IT Radix** today. We want your business ahead of the competition!



Shave a Few Minutes Off Your Best Time

Eliminate Distractions

Distractions are a part of life and everyone's schedule is susceptible. However, If you're under a time crunch and need to get something done on the computer in a timely fashion, why not take a proactive approach by turning off things that may distract you from the task at hand?

You can block those time-wasting websites that are known distractions by using the simple productivity tool, **LeechBlock** (a Firefox plugin). This plugin allows you to restrict your visitation to the websites of your choosing. All you need to do is specify which sites to block and when to block them.

Coaching to Achieve Your Dreams (Cont.)



(Continued from page 3)

worked for them and members hold each other accountable from one month to the next. Coming up with the next “Big Thing” comes through working as collaborators, not competitors. Companies that are doing well want to be with other successful companies to learn from people in other industries. “70% of business challenges are not industry specific,” stresses Chris. “Asking for help is not a weakness; in fact, it can be one of your greatest strengths and assets!”

As the TAB facilitator, Chris guides the group discussion without dominating the meetings and encourages all members to express their views while keeping the discussion on track. He ensures that all members have an opportunity to discuss their business issues for feedback and guidance from the

other business-owner board members and that the discussions stay solution-focused.

As a member of the first peer-advisory board 12 years ago, Chris, a professional inventor at the time, experienced firsthand the benefits of working with a team of business peers and the immeasurable value they bring to one’s business. Since becoming the Managing Member of TAB last year, he has doubled their membership.

Chris finds being a TAB facilitator and Business Coach very gratifying and is energized being around other successful business owners. “It’s been amazing to watch IT Radix growth over the years...so much is done right and they are always open to feedback,” compliments Chris. As Cathy’s TAB facilitator, Chris encourages IT Radix clients to give feedback and let IT Radix know how

they can do better. And, if you’re satisfied, show it by giving **IT Radix** a referral!

You don’t have to be in this race alone! If your business does not currently use a coaching/mentoring business strategy, now is the time to grab the baton and run with it!

“The most important thing is not to win, but to take part.”

-Pierre De Coubertin (1908)

Technology Paves the Way...Let the Games Begin!

The 2012 Olympics will be the biggest event ever hosted in Britain. Billions have been invested to ensure the London games run smoothly.

Technology is playing a bigger role than ever before...the demands on power, communications and computing is crucial to the success of the Games. “Technology often goes unnoticed and yet is absolutely critical to our success in 2012. The Games cannot happen without technology,” states Paul Deighton, London 2012 Chief Executive.

Here are some interesting technology facts for the London 2012 Games...

- Over four billion people (2/3 of world’s population) are expected to tune in to watch the Games on TV.
- The Technology Operations Centre (TOC) will be “Mission Control” for the London 2012 Games and will oversee the

results, IT security, power and telecommunications for all 94 Olympic venues.

- The TOC will be staffed by 450 people working 24/7 under one roof to keep everything running smoothly.
- 200,000 hours (23.5 years worth) of testing will be carried out on the IT systems before the Games even start, to simulate and prepare for every possible scenario. (That’s the equivalent of 8,333 days of work.)
- For the first time ever, commentators will have touch-screen Commentator Information System technology for every single Olympic Games sports, delivering real-time results at high speed.
- The TOC at London 2012 will also be able to process 30% more results data than Beijing 2008 to meet the rapidly increasing demands of fans for

information anytime and everywhere.

- The London 2012 Games are set to be the biggest ever online, with 8.5 billion PCs, smartphones and tablets predicted to be connected to the Internet.
- Leave the cash at home! London 2012 offers people the chance to attend without cash but still pay, by using “contactless” cards which will be swiped over a reader to make payments. (More than 5,000 retailers have signed up.)
- London 2012 will be a greener, more sustainable Olympic Games. A special plant will supply electricity, heat and chilled water to the London 2012 Olympic Park using technology which produces 33% lower CO₂ emissions than from the electricity grid.

Are you ready? London is...let the games begin!

Thanks for the referrals!

Referrals are the best form of compliment! We would like to thank the following for referring us to their friends and colleagues:

*Deb from DNS Computing
Doris from Christ Church in Short Hills
Ian from LForm Design
JoAnne from Dreifuss Bonacci & Parker
Josh from Power Place Inc.
Larry from Omega Packaging Corp.
Nancy from Set Focus
Peter from Paras, Apy & Reiss*

Visit us at www.it-radix.com to learn more about our Referral Rewards Program!

Smooth Sailing into the Clouds

Sailing is the art of moving a boat by harnessing the power of wind. Mastery over ever-changing conditions requires both great skill and experience. So just how does Olympic sailing relate to cloud computing? Well, maybe not at all, but then again... When we work with our clients to help to determine the best cloud-based solutions for their business, we ask a lot of questions just as you do when you're preparing to go sailing.

The first question we generally ask is: Where do you want to go? Or perhaps even more appropriately: What do you want to do? In Olympic sailing, the competitors are given a course that they must follow and everyone is racing around at the same time with the simple goal of winning. In business, everyone is "racing" with the simple goal of successfully providing services or products to their clients. In today's mobile environment, one of the most common requests we get is how to easily share files from anywhere, with any device, potentially with anyone. Now, there are many more answers about how to effectively leverage cloud computing of course, but for today, we're going to limit the remainder of this article to a review of basic cloud storage.

Next, in evaluating how to best make it around the course, the Olympic sailors must decide what sails to put up. This is akin to selecting a cloud storage provider. In the Olympics, the boats are equally-matched. In cloud storage, not all things are created equal. Some of the competitors include Apple's iCloud, Microsoft's SkyDrive, Google's Drive,

Dropbox, SugarSync and the list goes on and on.

When evaluating these competitors, one must take into account a variety of variables including:

- The amount of storage required
- The platform from which it will be accessed (e.g., Windows, Mac, Web, remote access, etc.)
- How it will be accessed (e.g., desktop, laptop, smartphone, tablet, etc.)
- Does it support working together online (including online viewing and editing, online individual or simultaneously, and version tracking)?
- Does it include simple and secure file sharing?

All the competitors have the ability to sync common files such as music and photos. If you want to extend this to business data, choose wisely. For example, Apple's iCloud is great if you have a Mac-only environment—in particular it only syncs iWorks files unless you have a third-party app of some type. iCloud can also sync your email, contacts, and calendars but be careful about mixing it with a Microsoft Exchange environment.

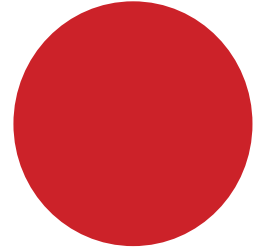
Both Microsoft's SkyDrive and Google's Drive are more generic and function more like a traditional drive that users are accustomed to. Dropbox and SugarSync work in a similar manner and all have been directly integrated into a variety of mobile apps and Windows/Mac computer clients to make it very easy for everyone to use.

Microsoft's Live Id, Live Mesh and SkyDrive are tightly integrated into the upcoming Windows 8 release but that shouldn't stop you from making use of any of these now. They have been around for many years but are only getting serious attention now that cloud computing and tablets have darted into the forefront. In particular with Windows Live ID, Windows 8 will

be able to sync settings, language preferences, web browser settings, and more. There will be some nice security features including a "my friend's been hacked" type feature to change your account to a "compromised state" until you are able to re-authenticate using the two factor secondary proofs that you set up in advance.

As the winds of cloud computing pick up, it will be interesting to watch, learn and benefit as the competitors incorporate a variety of different sailing angles—upwind, downwind and reaching—to move ahead and potentially win.

Are your sails luffing in confusion? Perhaps you've run aground with cloud computing? Call **IT Radix** for help in setting your sails for smooth sailing into cloud computing.



There's an App for That!

London 2012 Olympic Windows Phone App

The Olympics promise lots of fun and entertainment this summer. If you are a real fan, you'll love this app—all games, sports, live news and events will be at your fingertips! If you're visiting London, this app will make finding places easier with its built-in map and Bing navigation for all events. You'll get:

- ✓ Complete events schedule
- ✓ Access to all sports, games and venues
- ✓ Results/rankings of events
- ✓ Real-time video and saved games, events and news
- ✓ Customize to receive updates on your favorite countries/events
- ✓ Weather conditions
- ✓ Navigation services, events map and bus checker

Droid and iPhones have similar apps. Sports are one of the most important things that unite us...let the Games begin!





IT Radix, LLC

P. O. Box 454
Mt. Freedom, NJ 07970

Phone: 973.298.6908
Fax: 973.298.6909
E-mail: resource@it-radix.com

**We make IT
work for you**

CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

Enter and Win! Trivia Contest

The first person to send an email to resource@it-radix.com with the correct answer to our trivia question will win a \$20 Sports Authority gift card!

Q:

What is the Olympic motto proposed by Pierre de Coubertin in 1894 and introduced at the Olympic Games in Paris in 1924?

Spring Trivia Challenge

When was the first Earth Day celebrated in the U.S.?
(Answer: March 21, 1970)

Congratulations to our winner, Susan Liebler, from Mountain View Development, the recipient of a Click and Grow iPot!

From the desk of: Cathy Coloff

Subject: Let the Games Begin...



The one constant in life is change. Change is never more apparent than in the realm of technology. Constantly changing, the goal of technology is helping to improve the quality of our lives—be it in a small or big way. You'll notice an insert in our newsletter provided by Senior Home Care Services about "Nana Technologies," a term coined in 2004 to refer to technology designed to improve quality of life for older adults. As my grandfather approaches 99 years of age, he got a kick out of having a FaceTime conversation with my son. His comment, "It's so smooth and clear." How do you measure the health benefits of staying connected to family who is far away? I don't know; but, I do know the smiles on both sides of the iPads were priceless. Thank you technology!

This summer, the Olympics are underway again, thousands of years after the first ancient Greek Olympic Games were held in 776 B.C. We asked all the IT Radix team members to share their favorite Summer Olympic sport. This prompted memories of our younger days when we all played more and participated in "Olympic-like" events. We discovered some interesting talents and skills within our team. Anyone out there reading this, do you have an "Olympic" moment that you'd like to share? I'd love to hear it!

While the events, the competitors, and even the genders have changed, the spirit of the Olympics has remained the same: "*The most important thing is not to win, but to take part, just as the most important thing in life is not the triumph, but the struggle. The essential thing is not to have conquered, but to have fought well.*" (Pierre De Coubertin, 1908) This hit home with me personally because it's consistent with my goals—to do my best and "take part," whether it's participating in an athletic activity, providing computer service or raising my son.

Looking forward to some exciting summer games...

Cathy

Games of the XXX Olympiad

The games of the XXX Olympiad will take place in London, England, from July 27–August 12, 2012. London will become the first city to officially host the modern Olympic Games three times (previously, 1908 and 1948). The motto of the 2012 London Olympic Games is to "Inspire a Generation" and is a reminder to us all to work hard and strive to attain our personal best.

In today's Modern Olympic Games, the best amateur athletes in the world will match skill and endurance in a series of contests. Almost every nation will send teams of selected athletes to take part. The purposes of the Olympic Games are to foster the ideal of a "sound mind in a sound body" and to promote friendship among nations.

The modern Olympic Games are named for athletic contests held in ancient Greece for almost 12 centuries. They were banned in 394AD but were revived and made international in 1896. World War I and World War II forced cancellation of the Olympics in 1916, 1940, and 1944, but they resumed in 1948

and are held every four years. After 1992, the Winter and Summer Games were no longer held within the same calendar year. Winter Games were scheduled for 1994, after only a two-year interval, and every four years thereafter. The Summer Games were scheduled for 1996, and every four years thereafter.

The Olympic Games is the biggest sporting event on the planet. The London 2012 Olympic Games will host 205 nations taking part in 26 Olympic sports (a total of 300 events), with an estimated total of 10,500 athletes and millions of spectators. The Opening Ceremony itself boasts a cast of 15,000, which will be watched by an estimated audience of

4 billion. It's going to be a very busy summer on the streets of London!

Everyone has their favorite Olympic event and for many reasons. Visit us at: www.it-radix.com/olympics and check out our **IT Radix** team members' favorites!



"I'm trying to be more active. Which one burns more calories, Twittering, Blogging or Googling?"