2013

IT Radix Resource

New Year...New Technology

Winter 2013

Technology Trends

- **Planning for Disasters**
- **Video Marketing**
- **Staying Connected**

Inside this issue:

Leveraging New Technology

Back in 2010, Gartner predicted that by 2013, 80% of businesses will support a workforce using tablets and that by 2014, 90% of organizations will support corporate applications on personal devices. These predictions have not come to pass just yet but we expect they will given another few years. From tablets and ultra-books to cloud solutions and virtualization to Windows 8 or iOS6 and more, there is a plethora of new and not-so-new technology to choose from.

As the number of technology choices and vendors grows, it is becoming more difficult to make IT decisions. The result is that many businesses ignore or are unaware of technology options that might actually be useful for their business.

So, with all the new technologies out there, what technologies can help your business most? The answer is, as it is with many things in life: it depends—primarily on what your business goals are. Having said this, we're finding cloud computing, virtualization and remote managed services high on the list of strong choices.

We thought we'd share a few examples of how our clients are leveraging new technology to move their businesses forward.

The first is virtualization. Many of our clients have replaced or upgraded their server technology recently driven primarily by the need for a new business applica-

tion or features. For example, one client needed to comply with HIPPA regulations and their new business application included enhancements that protected their patient information. This required a new server. We were able to roll out a single physical server and run multiple virtual servers on the same machine saving them money and giving them enhanced disaster recovery options in the future.

Speaking of disaster recovery, with Hurricane Sandy in the not-so-distant past, many of our clients are in the process of taking advantage of Windows Server 2012's hyper-V replication feature (read more about this on page 2).

Another client uses tablets and a newly developed cloud-based app to collect survey data for its clients real-time during tradeshows. Their staff uses the same tablets to access their Word and Excel documents and email while they are on the road.

In general, tablets have become more commonplace within the business arena. As a result, cloud-based file sharing has become a popular new technology being employed by several of our clients. Quite often they have a traditional internal file server for normal day-to-day use and make the files available via the cloud when the server is unavailable or the staff is on the road.

We're also seeing tablets used more and more by sales and marketing users as the need for increased mobility and information accessibility has grown. The devices are being used not only for sales presentations but also actually "signing the deal." Fair warning on this trend: this year Gartner predicted that through 2014, employee-owned devices will be compromised by malware at more than double the rate of corporate-owned devices. As a result, IT Radix is actively looking for ways to protect both the employee and our clients from these pitfalls through additional remote managed services.

The downtime incurred by many businesses as a result of Hurricane Sandy has hastened the move to cloud solutions and Windows Server 2012's new virtualization and replication features. These technologies in particular help minimize the downtime incurred as the result of mini or major disasters.

Wondering if these new technologies are a good fit for you? Give us a call today— we'd be happy to help you evaluate your needs and recommend some options that would be right for you.

Disaster Recovery with Windows 2012 Server

It doesn't take a hurricane like Sandy for a server to fail! Every year, we receive a number of calls from businesses whose server has crashed due to hardware failure. It used to be that only large companies enjoyed the peace of mind provided by disaster recovery solutions. However, small businesses require the same level of business continuity support as large companies—they are either up and running or they are out of business. Every minute a server is down means no business and, aside from inconvenience, can represent thousands of lost dollars to SMB owners.

In walks **Hyper-V Replica** to save the day!

Hyper-V Replica is a new feature built into **Windows Server 2012** that replicates (or copies) virtual machines for the purposes of business continuity and disaster recovery, using a standard broadband connection. In the event of failures such as a power outage, fire, or natural disaster at your primary site, you can manually failover the production machines to the server running Hyper-V at your recovery site. During failover virtual machines are brought back to a consistent point in time, the rest of your network can access the virtual machines within minutes with minimal impact to business activities and you can manually revert the virtual machines back to your primary site, after the primary site recovers from the failure.

Setting up replication involves setting up the appropriate hardware at a replication site, copying workloads to the replication hardware in advance, and then having Hyper-V Replica copy changes to these workloads every five minutes. With this feature, businesses have their workloads running safely in another location, and the state of their replicated virtual machines is never more than five minutes old if their primary site is wiped out. Employees with remote access can log onto the replicated server and work from home.

Interested in learning more about upgrading to Windows 2012 Server to take advantage of Hyper-V Replica and be better prepared for an unplanned disaster? Call **IT Radix** today…we believe it is critical that every small business understand the technology that is available to them today to protect their business in the face of a potential disaster.

OUR CLIENTS SPEAK OUT:

"We do appreciate knowing that IT Radix is in our corner in a crisis, so thank you! Can you imagine the disaster of 7 days with no power in our busy season if we still had our old server? We really appreciated working in the cloud last week and Egnyte was seamless."

— Emily Grand
GHS Philanthropy Management
(following Hurricane Sandy)

Introducing…Michael Vaccaro

No one loves new technology more than IT Radix Network Technician, **Michael Vaccaro**. His favorite new tech toy is his *HTC Rezound Android phone*, with his *Google Nexus 7 Tablet* coming in at a close second!

With over 7 years of PC/network troubleshooting experience, Michael is one of the youngest members of our IT Radix staff. Michael (not to be confused with our two other Mikes) is a whiz when it comes to hardware diagnostics and virus removal. He thoroughly enjoys tweaking mobile devices and is an Android enthusiast!

When it comes to our clients, Michael prides himself on his excellent face-to-face customer service. He is gifted in using analogies and "real people" terms making our clients feel comfortable and providing them with a better understanding of their unique IT environment.

Michael strongly believes that customer service must come first and that making "clients for life" is key to our success! Michael spends part of his time these days as the on-site Network Administrator for our valued client, Business Research Group (BRG), in Summit, NJ.

When not working, Michael enjoys spending time in the kitchen fine tuning his culinary skills in international cuisine. He enjoys fine dining and is a lover of fine wine! Michael also enjoys spending time in the great outdoors hunting, fishing and hiking!

A NJ native, Michael grew up in Hunterdon County and now resides with his 2 fish (a Jack Dempsey Cichlid and a Convict Cichlid) in Parsippany.

<u>Michael's Personal Philosophy</u>: Michael believes in the fundamental Christian philosophy of the importance of putting yourself aside and serving other people.

"Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning."

—Albert Einstein

973-298-6908 (Phone) 973-298-6909 (Fax) resource@it-radix.com

Videos and Business—Making an Impact

The use of video in business extends well beyond videoconferencing these days. In fact, we predict that in 20 years, videos will be as common and necessary to businesses as having a website or email address is today. Instead of business cards, you'll have a video card. Instead of a brochure, you'll have a brochure with tiny chips that can show videos right on the paper. Websites will become more interactive with video clips for marketing, training and more.

Videos in business have proven to:

- increase company growth and productivity
- inspire innovative thinking
- drive a higher level of customer satisfaction

It's all about connectedness! Videos are now fully integrated business tools that have become a requirement for an organization with the desire for effective/efficient internal and external communication.

Internet
Video has become commonplace (e.g., YouTube, Google, etc.) In fact, on-line video now makes up 50% of all consumer Internet traffic. Last year, almost 200 million Americans watched online videos every month, and on any given day, 100 million people will watch videos online. People love video, and studies have shown that video increases sales. To keep ahead of the competition, businesses must strongly consider adding video to their mix, be it an online video brochure, a tour of your store, video newsletters, or instructional videos.

Social Networking/Mobility
The growing trend is for increased use of business video as the use of mobile and social environments that have video capabilities increases. Your audience expects to watch content on many different platforms and devices. As companies use social and mobile vehicles to reach their audiences, video is expected and in some cases, preferred. Why? Because the user experience of reading text in webpages or applications is subpar to the experience of watching and listening to a video on that same screen.

Mark Serao, Creative Director and Co-Founder of Grey Sky Films located in Rockaway, NJ, strongly urges businesses to embrace video in their marketing and social media campaigns. Grey Sky Films offers a customized film series to empower businesses and enhance their brand, connect with their clients and, ultimately, increase their sales opportunities.

Mark predicts that websites of the future will be all video! "The storm is still coming for us," states Mark. "Print is dying…it's all about interactiveness now!" Savvy business owners need to start thinking now of ways to jazz up their websites with engaging video content. Today's consumers want it all… they want to "see it, touch it, and taste it before they buy it," stresses Mark. What better way to connect with prospective customers than through video? Consider your business website as a 24/7 store-front. Incorporating a few engaging videos will give prospective customers an opportunity to get to know you better. Even before they pick up the phone or walk in your door, you've already established a rapport.

Mark has seen a lot of change in the video industry since graduating with a degree in film making in 1997. The days of filming on tape and laboriously cutting and editing film have given way to today's digital editing directly onto flash drives. Now you can shoot quickly, offload easily and edit online. Clients can easily and quickly review videos online (almost too quickly). Cameras themselves have gotten better as far as quality and workload are concerned.

"The whole platform is changing," claims Mark. "You can now create content like the 'big guys' and play in their arena!" With this new platform comes new technology that is constantly changing. Visit Grey Sky Films at www.greyskyfilms.com. Their website is chock-full of videos with personality—they certainly practice what they preach!

Now's the time to start thinking about your company's communication strategy. Consider the role you want video to play and start making an impact today!

SPECIAL OFFER

Roll Out New Technology

It's a new year! Roll out any of the following new technology during the months of **January**, **February** and **March**, and receive an Amazon gift card!

- Windows 7 or 8
- Windows 2012 Server
- Mountain Lion/OS
- Cloud File Sharing Solution

Call IT Radix today to learn more about making 2013 a great new year for new technology!

Welcome!

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

Dr. Matthew Welch

Equipment Solutions

Generichem Corp.

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

"How wonderful it is that nobody need wait a single moment before beginning to improve the world."

— Anne Frank

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The Trend Towards BYOD

The concept of **B**ring **Y**our **O**wn **D**evice (or BYOD) is a phrase that refers to employees who bring their own computing devices (i.e., smartphones, laptops, tablets and PDAs) to use in the workplace. Driving this growing trend is the "consumerization of IT" whereby new information technology (IT) is emerging in the consumer market first, before spreading to businesses. People love their tech toys, and employees are using these popular remote devices at home first.

"There's no point trying to stop this drive towards BYOD," says Cesare Garlati, Vice President of Mobile Security at Trend Micro. "Consumerization is unstoppable…BYOD brings real business value but a lack of a strategic approach can create security risks, financial exposure and a management nightmare for IT departments."

Key Benefits

- *Productivity* – Employees are more likely to check their work email on evenings, weekends and while commuting.

- *Cost savings* – No need for companies to purchase and maintain devices.
- *Attractiveness to potential employees* – Young people entering the marketplace, especially those born after 1982 and perceived to be technology literate (aka, Generation Y), are attracted to companies that promote technology in the workplace. Ian Foddering, Chief Technology Officer and Technical Director for Cisco UK/Ireland, recently "found globally that 40% of college students and 45% of employees would accept a lower-paying job with a choice of device, than a higher-paying job with less flexibility."

However, along with these worthy benefits come significant concerns when it comes to security. Foddering predicts that the "BYOD model will inevitably demand new support and operational structuring requiring businesses to plan and budget accordingly." As mobile technology trends increase, security issues due to loss or theft of sensitive information are at greater risk. It is extremely important for businesses to implement and communicate a *BYOD Policy* along with an *Acceptable Use Policy* to minimize this concern. Such policies should include multiple levels of authentication, encryption of data on devices, and the ability to swipe a device remotely to remove sensitive data if it were to become lost or stolen.

It's evident that the desire of employees wanting to use their personal devices for work is growing. The writing is on the wall—as people continue to depend on their smartphones, tablets and mobile devices in everyday life, BYOD is here to stay! It's time for all organizations to accept the inevitable and embrace this new way of working.

Confused? Need help? **IT Radix** is here to help you plan ahead to safeguard your company's use of mobile technology.

Tech Tip

Keep Up with Touch-Screen Technology

In this face-paced world of ever-changing technology, it's difficult to know what to do. However, here's a bit of advice…

If you're thinking of purchasing a new laptop, look towards a touch screen? Directionally, it makes sense that this is where technology is taking us. Even if you stick with Windows 7, touch screens are the way to go.

Growing up with Technology (cont.)

Effects on Writing/Spelling

Computers make the process of typing so much easier. Gone are the days of needing to retype an entire page because of more mistakes than a bit of White-Out could cover. Editing text has never been easier. However, our spelling skills are suffering. The problem with spellcheck is that it compares a typed word with a dictionary list to identify misspelled words. However, it does not take into account the context of the sentence and, therefore, misses valid words taken out of context (e.g., their, there and they're). Text messaging also wreaks havoc on our spelling skills. James Billington, the Librarian of Congress, recently suggested that "young Americans' electronic communication might be damaging the basic unit of human thought—the sentence." His concern is that "electronic communication is the culprit, with its carefree spelling, lax punctuation and grammar, and its acronym shortcuts."

Effects on Math Skills

Sometimes using technology can inhibit understanding of how something works. Take the calculator for instance. If you learn to multiply two-digit numbers using a calculator, you're not really learning the fundamental principles behind the calculations. Working through mathematical problems requires a lot of practice and perseverance. It's hard work, but earned fluency is the only road to understanding.

However, using online resources for mathematics such as *Khan Academy* can help students spend more time on specific aspects of what they may be learning in school. These online resources take learning outside of the classroom and into any environment that has an internet connection. They allow for students with varying learning styles to work at their own pace.

The youth of today have been immersed in technology since birth. As adults, we are keenly aware of the benefits and challenges advances in technology bring. It's time to embrace these advantages while still focusing on the basics. Dr. Rich claims that he is not suggesting that young people toss out their devices, but rather that they embrace a more balanced approach to today's technology—powerful tools necessary to compete and succeed in modern life.

"Everything in moderation. Nothing in excess."
—Socrates

Revive Old Computers with Windows 8

Windows 8 is the biggest change to the Windows OS since the launch of Windows 95. Things have changed dramatically. The desktop, as you know it, is relegated to the side-lines to make way for the new **Modern UI Style** user interface. This interface is designed to be used with touchscreens as well as with a mouse and keyboard and requires programs to be written specially for it. These Windows apps are downloaded via the new Windows Store (similar to Apple's App Store). However, you can still run programs written for older versions of Windows.

Windows 8 is noticeably faster than Windows 7 in every way: install, booting, sleep/resume, file operations, etc. Microsoft came through on its promise that Windows 8 would deliver a new level of performance and work on a modest hardware platform. (Minimum Windows 8 requirements: 1 GHz or faster processor, 1GB [32-bit] or 2GB [64-bit] of RAM, and a DirectX 9 graphics device with WDDM 1.0 or higher driver.) Hardware upgrades are typically not necessary to accommodate Windows 8.
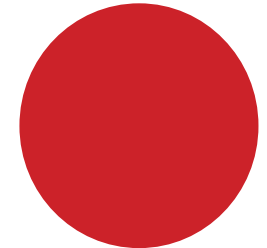
Good news for older PCs…

Will this new operating system work on older computers? Recent experience has proven a resounding…YES! There's something to say for keeping IT equipment alive and well as long as possible. Many businesses have older PCs due to budget restraints. The Windows 8 installation uses only 10 GB of space on a hard drive. Windows 7, Windows Vista and even Windows XP users will have no problem comfortably running Windows 8. Microsoft has purposely kept the system requirements for using Windows 8 low in order to maintain compatibility with older hardware.

Recent research has proven that your system will run faster, more reliably and more securely on Windows 8 than it did before. Windows 8 includes enough improvements that it's worth putting on older, non-touch-enabled hardware. Even without the new user interface and touch screen support, the rest of the OS is a worthy upgrade. With Windows 8, older hardware will be able to take advantage of the cloud-syncing and roaming settings support in Windows 8. BitLocker enables faster, hard-drive encryption, and the new refresh and reset settings could help those needing to restore older PCs. Offices with both new and old hardware have the added benefit of moving to Windows 8 as a way to standardize all the PCs in the office on a single operating system (OS) to make maintenance more manageable.

Would you like to learn more about Windows 8 and whether it's a good fit for your office? Give **IT Radix** a call. We're here to make IT work for you!

OS X Mountain Lion Keeps Up with the Pack

With the release of Apple's OS X Mountain Lion back in July, Apple sold 3 million copies in the first four days, making it Apple's most successful Mac OS release to date. Costing only $19.99, it is the cheapest operating system upgrade Apple has ever released, yet it boasts 200+ new features, many of which are directly inspired by the iOS.

Mac OS X Becoming More Like iOS

Apple users love their mobile devices—iPhones, iPads, iPod Touches—that operate on iOS. Many of these iOS features have been incorporated into OS X Mountain Lion. Our favorites are:

Full iCloud integration – This new feature allows users to do everything from synchronizing content across devices to ensuring that a document's latest version is up-to-date across all products.

iMessage – Allows users to send unlimited messages to other Macs, iPhones, iPads and iPod Touches.

Social integration – The addition of both Facebook and Twitter integration across the operating system is a huge new feature. Users are able to share photos or links without even linking to Facebook or Twitter's websites. Mountain Lion automatically adds Facebook friends to "Contacts" to improve sharing information.

Dictation – Apple has stopped short of bringing Siri to OS X Mountain Lion, however, its new Dictation feature allows users to speak whatever they want to type.

Notification Center – This new feature is a sidebar pane that provides an overview of alerts from applications (e.g., new email, instant messages and software updates).

Reminders, Notes – These features used to be part of Calendars and Mail; however, they are now their own apps. Reminders is simply a To-Do list (you can also set alerts to appear when you leave or arrive at a location). Notes allows you to jot down ideas in a notepad—never needing to search high and low for a pen and piece of scrap paper again!

Users who have wished that their Mac was more like their iPad or iPhone are thrilled by these additions! You will be too!

Call **IT Radix** today to learn how to incorporate these and more of the 200+ new features of OS X Mountain Lion into your business.

IT Radix

**We make IT
work for you**

CHECK US OUT ON THE
WEB!

WWW.IT-RADIX.COM

From the desk of: Cathy Coloff

Subject: Technology in Our Midst

While this issue of our newsletter tends to emphasize the new, I'd like to take a moment and reflect back on 2012. From new office space to new team members, mild winters and another October super storm, it's been a wonderful, challenging and rewarding year for us all. We're particularly pleased to welcome baby Collora to our midst. She and her generation will grow up with technology that we haven't even imagined yet. Only a few months ago, my grandfather who was born in 1913 was amazed by the clarity of FaceTime on the iPad. I can only wonder what technology will amaze me 100 years from now.

I hope the holidays brought you lots of good times and memories with your family and friends. I know it did for me. For many of us, it also brought some fun new "toys" especially my son who got his first "laptop." In preparing for this newsletter, we asked our staff to share with us their favorite tech toys. Curious what they said? Check it out at http://www.it-radix.com/fav-tech-toys.

Hi-tech gloves? Did you get some? If you didn't, take a stab at our trivia question and win yourself a pair. I know I'd like a pair to use with my phone when trying to snap that photo in the snow. As we move into the year ahead, all of us at **IT Radix** are looking forward to new technical challenges and, more importantly, working with you to leverage your technology for success.

Cathy

Growing up with Technology

With the internet explosion of the 1990's, technology was immediately integrated into the classroom. Student-teacher dynamic has drastically changed since the introduction of a more technology-based class structure. Instead of lecturing and filling students' heads with knowledge, teachers have become more focused on teaching students how to actively access and utilize the information available around them. Educators are seeing this change as a new way to connect with students and teach them essential skills for the future. Teachers are building websites to communicate with students, using interactive tools like SmartBoards to brainstorm and develop critical thinking, creating multimedia presentations that are more engaging, and providing iPads to students for hands-on access to information. Reliance on IT for education is destined to grow in the years ahead.

However, too much of a good thing may be bad…

Distractions/Focus
Unchecked use of digital devices can create a culture in which students can get lost in the virtual world. Students have always faced distractions and time-wasters. But computers and cellphones, and the constant stream of stimuli they offer, pose a new challenge to focusing and learning. Because children's brains are still developing, they can become more conditioned to constantly switching tasks, and less able to stay focused and sustain attention. Dr. Michael Rich, of Harvard Medical School, stresses that when children are engaged in technology (social media, video games, texting) their "brains are rewarded not for staying on task but for jumping to the next thing." The concern is that, "we're raising a generation of kids in front of screens whose brains are going to be wired differently."
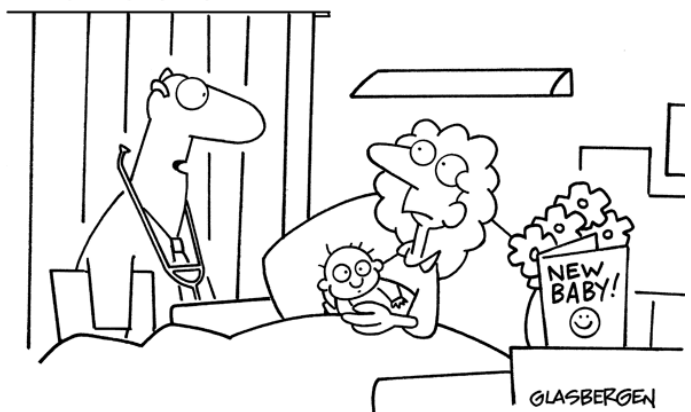
Taking a Break
Recent imaging studies have found that major cross sections of the brain become surprisingly active during downtime, supporting that periods of rest are critical in allowing the brain to synthesize information, make connections between ideas and even develop the sense of self. Researchers say these studies have particular implications for young people, whose brains have more trouble focusing and setting priorities. "Downtime is to the brain, what sleep is to the body," states Dr. Rich. But, when it comes to technology, "kids are in a constant mode of stimulation." Some ideas: Limit cell-phone use for after homework, or plan a technology-free evening together.

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GLASBERGEN

"It's a new medical technology. Instead of crying, we can program your choice of 200 fun ring tones!"

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 pair of Touch-Screen Compatible Gloves.

Q:
The Norwegian name meaning "beautiful woman who leads you to victory" is the name of what service that Apple acquired for a reported $200 million in 2010?

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Fall Trivia Challenge

Ronald Reagan's secret message:
Information is the oxygen of the modern age. It seeps through the walls topped by barbed wire, it wafts across the electrified borders.

Congratulations to our winner, Christine Irish , from Reimbursement Intelligence, the recipient of an Orchard Fruit Basket.