IT Radix Resource

We make IT Work for You

Building Blocks of Technology

IT Projects for a Quiet January

For many, the holiday break is a chance to take stock and get some projects squared away before the new year gets into full swing. Looking to improve productivity through IT? Want to ensure your computers and network are in tip-top shape and appropriately protected? Here are some ideas to prepare for now:

Set up an intranet.
An intranet or internal-facing website is a great way to efficiently manage your company information. There are a wide range of server-based or online tools to help. Office 365, for example, includes a SharePoint site that can easily be modified to suit your business needs. Have the information you need at your fingertips.

Implement an offsite backup.
Resolve to, double pinkie shake, get your critical company data backed up automatically offsite every day. Even better would be a cloud-based image backup. Whether through fire, natural disaster, media failure or just human error, you risk losing all of your company data. Rest easy by knowing that your critical data is safely backed up offsite.

Clean up your server rack.
Is your server and network rack a crazy spaghetti mess with network cables going every which way to the point where you can't find the connections you need? If so, then it's a great time to strip everything down and cable it up neatly. In the event a problem occurs in the future, it'll be oh so easy to identify what's what.

Check your capacity.
Adding storage or computing power over the quiet time will ensure you can work full steam ahead when things get busy later in the year. Of course, if you have already moved to the cloud, this is probably not an issue as it will expand to meet your needs.

Clean up your Inbox.
It is a great time to create an annual email archive so you can find emails by date/time range. You'll have the emails if you need them but they won't clog up your inbox.

Implement a CRM System.
Are you still tracking your clients and suppliers in standalone Outlook address books or business cards? If so, consider setting up a Customer Relationship Management (CRM) system. A good CRM system can help your business with lead generation and nurturing, sales forecasting, and performance tracking.

Need help with one or more of these projects? Give IT Radix a call today, and we'll share some more tips from our toolbox to help you work towards planning and building a better (and quieter) start to the new year!

In This Issue

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com

More free tech tips at:
www.it-radix.com/blog
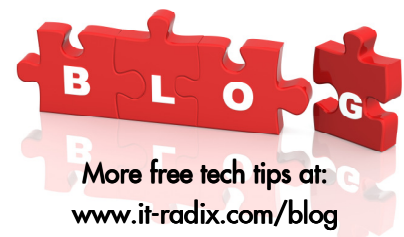
Build a Strong Foundation with a Management and Support Plan

A foundation, in most cases, is virtually invisible to the eye when one passes by a building. Even to the people who inhabit the building, whether living in it or working in it, the foundation is often never even contemplated. But without it, there is nothing to build on, nothing to support the edifice, and no base. Like a building, an organization needs a strong foundation so that it can grow and build upward and become a presence in the marketplace. That is why we often say that a strong technology network and a proactive, strategic maintenance and IT support plan is a key foundational element to a business. It facilitates productivity, growth and ultimately success.

But there are a host of other benefits for the smart construction management or other organizational executive who chooses one of our plans. Beyond the foundational benefits of having a strong technology platform that works, engaging with IT Radix with one of our plans keeps your computers and networks current with the latest software updates, anti-virus and critical security patches. Each plan keeps a tab on things 24/7 via monitoring software so that potential issues can be identified and defused, before they happen. Just as a construction manager does not rely on his state-of-the-art tools, but also his professional eye, our professional technicians monthly do a hands-on/eyes-on review of clients' networks—from penthouse to basement. We call it *proactive* maintenance.

On top of that, we build into our plans key best practices including reliable backup of all your critical business data locally and online, monitoring and testing of all backups—daily—so that you are never without your key data. Not having your data is like showing up on the job site without your tools.

When it comes to choosing support plans, it is just like choosing key elements in your construction plan. You base your decision on the needs and the value received. Each of our plans builds upon the next. Our **Keystone** Plan, like a keystone itself, locks things into position so that your key network elements such as Servers and Firewalls are sound, up to date, secure and backed up. The next grade up, our **Cornerstone** Plan, is like a cornerstone that determines the position of an entire structure—in this case, the structure of your network because it also covers all your PC or MAC workstations and includes an allowance for IT help desk support hours. Our top plan, we call the **Capstone** plan. Like a capstone, it saddles and covers your entire network providing unlimited help desk support along with an allowance for IT projects such as new equipment to keep you up to date. Importantly, our Capstone plan takes all your IT worries away. The same way a capstone throws water away from the edifice it covers.

Each of these plans provides wonderful benefits, and as you move from plan to plan, they are deeper and wider. All provide ways to increase efficiency, reduce downtime and risk, enhance compliance and security, facilitate productivity, and ensure you are always up to date and protected. As the adage goes, "measure twice, cut once!"

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:

Ian from Lform Design
Maria from Paymedia
Steve from Botwinick & Company

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

Terrific Tools for SMBs

What are the right products and vendors to use for your business? IT Radix likes the following terrific web-based tools:

Project Management
Basecamp: Keep people on the same page working together towards a common goal.

Customer Support
SurveyMonkey: Build free surveys to conduct market research and keep a pulse on customer desires and satisfaction.

Legal
Docusign: The most prominent service for eSignatures that is both legal and secure.

Human Resources
Intelius: Run a background check on prospective employees, browse criminal records and other information to make sure you're hiring only the best people.

THE BUZZ

OUR CLIENTS SPEAK OUT:

"IT Radix has a great business model!   The most important element to our organization is the maintenance for our servers and computers.   Our technical support calls have minimized tremendously since working with IT Radix. All of your technicians are well trained and professional.   Peace of mind is a priceless gift...life is good!"
– Susan LeVan — Sisters of Charity of Saint Elizabeth

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Terrific Tools for SMBs

Marketing

MailChimp: Email marketing made simple with an easy-to-use collection of newsletter templates as well as the ability to customize your own design.

SpyFu: A keyword tool for comparing the SEM tactics of your competitors so that you can meet equal success in your online advertising and SEO campaigns.

Organization

Evernote: Take notes, track tasks and save things found online—automatically syncing everything between your phone and computer.

OneNote: Accessible on multiple devices, capture ideas and share notebooks with others.

Incorporating technology into your day-to-day business practices is a cornerstone for building a successful business. Need advice on tech tools that are right for you? Give IT Radix a call...our business is to make IT work for your business!

Proudly folded & stuffed by Park Lake School

SPECIAL OFFER

Building a Foundation

Sign up for a year of IT Radix Management and Support during the months of **October, November** and **December**, and receive a Kindle!

All three plans are eligible:
Capstone, Cornerstone, Keystone

Visit www.it-radix.com to learn more about what's included in each of these proactive maintenance plans. Call IT Radix today to learn more!

Walkabout to Talk About Technology

We may not hail from down under (Australia), but our techs are going "walkabout." Have you ever wanted some advice on how to use the software that you and your staff use every day better or more effectively? If you're like most people you are using a fraction of your software's benefits and features. Together we can help you up the ante.

While on walkabout, our friendly technical consultants will visit with your staff one-on-one, desk side, right where they work. Ask us real-time about how to do something in Windows, Word, Outlook or your favorite web browser.   Want a tip on how to be more productive or change a setting that annoys you?   Our technical consultant will answer your questions and help your team members become more productive with the software they already have—driving more dollars to your bottom line.   It's not about us fixing technical problems, but rather about us giving a live "How To" for a variety of practical questions. It is almost like a real-life YouTube video made just for you!

Imagine your staff:
- Easily updating their email signatures on a regular basis so your customers and prospects know more about your offerings.
- Knowing, at the drop of a hat, how to create a new desktop icon on the Windows 8 or 10 tile screen or desktop.
- Creating a template in Word for a standard letter that they use every day.
- Merging your client's name into an email blast using their Outlook contacts.
- Thanking you for offering them a resource available to answer the technology and computer questions they are afraid to ask.
- Knowing more about Windows than Bill Gates!
- Being more productive every day and happier to boot!

So, how about it? Want us to go walkabout at your place? Give IT Radix a call and we'll tee-up arrangements. As Crocodile Dundee would say, "Now THAT's a deal!"

Security Vigilance – Safe Work Zone

Despite constant development in security and stability, the Internet is not always a safe work zone. You can navigate through it, but you never know when you might get blocked by yellow "caution" tape. How can you stay safe online?

Visit websites you know and trust – A simple and effective way to keep safe.

Keep your web browser and computers up to date with the latest patches and security updates – As a Cornerstone or Capstone managed service client, office computers are kept up to date automatically. However, don't forget to keep an eye on updates for home computer(s). Don't ignore these updates!

Confirm websites that you input personal or credit card information into are secure – Look at the address bar: "https" is a secure webpage, while "http" it is not.

Make websites you visit more secure – Browser extensions, such as *HTTPS Everywhere*, help make web browsing more secure. *HTTPS Everywhere* takes standard "http" webpages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every webpage, but it goes a long way in protecting you.

Stay vigilant in maintaining a safety record with zero downtime. Questions? Call IT Radix...we're here to make IT work for you!

> "Belief in oneself is one of the most important bricks in building any successful venture."
>
> — Lydia M. Child

GLASBERGEN

"Does 'high-rise' refer to the building or the budget?"

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 an Amazon gift card.

Q: What was the first building to have over 100 floors?

_____

October Trivia Challenge

Q: What is the world's largest office building by floor size?

(Answer: The Pentagon)

Congratulations to our winners, Robin Kerrs of Piemonte & Liebhauser and Annie Mulroy of Main Street Wealth Management, recipients of an Amazon gift card.

From the desk of: Cathy Coloff

Oh, to be a kid again! My son spent almost an hour today on "his" iPad _googling_ variations of Lego Star Wars on his quest for a replica of the space ships that he's seen in the movie. It's absolutely unbelievable what's available today for kids to learn and do. Fortunately, the opportunities are not just limited to kids—every day I stumble upon interesting podcasts, blogs and websites where I can read and learn about the things that interest me. The possibilities are limitless.

Over the summer, I had the opportunity to hear Nido Qubein speak on developing an environment, be it business or in his case, academic, where everyone is striving to deliver the best product or service they can. In particular, I was interested to hear his perspective on living in America, the land of opportunity. I sometimes worry that my son won't appreciate what he has or won't apply himself to improve and improve the world around him. To me, that's what my life and as a result, IT Radix, is about—helping others achieve their goals! At work, this is often done through supporting technology…but not always.

While IT Radix is focused on "making IT work for you," we also give back to the community whenever we can. Several years ago, I read a book called The Power of Nice, and it made me realize that it's OK to be nice in business. This prompted Ken to suggest a new tagline for IT Radix: "Technology powered by nice." What do you think? While we're reflecting on the tagline, I've decided to add a Lego iPad case to my son's Christmas wish list simply because I think it's cool. Don't you agree? **Happy holidays everyone!**

Building Strong Bonds Around the World

Over the years, IT Consultant, **John Lee**, has had the privilege to invest in other people's lives in a way that has impacted him just as much as it has them. Here is John's story:

Four years ago I took an absolutely life-changing trip to a remote village in Honduras. Two years later, I traveled to Port Au Prince, Haiti, and had the experience of a lifetime. Why did I go? I went for the opportunity to impact something greater than myself.

The first trip I took overseas was to a remote village in Honduras, accessible only by helicopter or a horrendously uncomfortable longboat ride down a windy, dirty, dangerous river. My team and I arrived at the shoreline and proceeded to build a concrete school from the ground up. A month of time wasn't enough to see the whole thing through, but we were able to make significant headway into the project. After digging a foundation out of muddy, stubborn earth and even removing a fire ant infested stump by hand tools and grit, I learned that the foundation is the hardest part of any building project. Yet, it is undoubtedly the most integral part of any structure. After the first round of concrete was poured into our freshly dug square trench, my team and I were ready to take on anything. It was hard work and we shared long days, but the lessons learned were indelible. The end of the trip came too quickly, and I hardly could wait for another opportunity like this to present itself.

Two years later I was in Haiti with another group of equally amazing people helping an orphanage with some much needed repairs. This was a place where the foundation had already been laid, and even though some tin-roofs needed to be replaced, it was a testament to just how much growing deep roots really means.

To me, building something is not exclusive to the end result, but rather the experience of growing alongside whatever it is you choose to invest yourself in. This January I'm hoping to be part of yet another great experience—opening up a clinic in the Haitian mountains!