## Kiss Your Business Goodbye?

There is a sagacious aphorism: "Show me your calendar and your checkbook and I can tell you what you value." Most of us today have all that on our phones so it is hard to share those with someone to evaluate. These days for business owners, we would suggest adding one more thing to that short list to determine what you value, and that is: "Show me your business' backup." If you value your business, then you value having a backup! Because if you do not have an adequate and properly managed and maintained business backup in place, someday you might just kiss your business goodbye. "Na Na Na Na, Na Na Na Na, Hey Hey, Goodbye!"

That may sound familiar, that is the refrain from the 1969 hit song by the 1-Hit Wonder band named Steam. The song was written and produced by a group of friends using up some leftover studio time one day. Their work impressed a record executive and told them he needed a B side to go with one that hoped would be a hit. They quickly recorded that song, came up with the name, Steam, for their band, and it enjoyed two weeks at the top of the charts in December 1969. Not bad, but the song was resuscitated and has since become an iconic tune at sporting events when the organist at a 1977 Chicago White Sox game played it to taunt the losing Kansas City Royals. Long before Diamond Vision, the crowd sang along, and a sports tradition was born.

A data and application backup is essential for any small business that relies on digital information and systems. Without a proper backup strategy, a small business could face serious risks such as:

- **Data Loss.** Data might be more valuable than funds. Losing it could mean losing customers, revenue, reputation, and a competitive advantage. Data loss can occur due to a variety of reasons such as hardware failure, human error, cyberattack, natural disaster, or theft. A backup can help restore the data and minimize the impact of data loss.

- **Downtime.** Downtime arises when a system or application is unavailable or not functioning properly. Downtime has an immediate negative effect on the productivity, efficiency, and profitability of a business. Downtime can also damage the client experience and reduce their loyalty. A backup can help reduce the downtime and resume the normal operations as soon as possible.
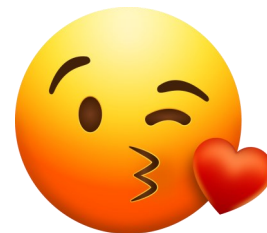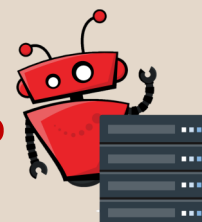
Take Note

March 31

World Backup Day

Don't be an April fool! World Backup Day is a reminder for all of us to be proactive and ready for a potential disaster.

IT Radix's managed service plans include a local and off-site backup that is proactively monitored and tested regularly. There is nothing more critical to your business. Contact us today to learn more.

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

Kiss Backup Goodbye

- **Compliance**. Compliance is the adherence to the laws, regulations, standards, and policies that apply to your firm. Compliance rules vary but can involve data protection, privacy, security, quality, and audit requirements. Non-compliance can result in fines, penalties, lawsuits, and loss of trust. A backup can help ensure compliance and avoid legal troubles.

An adequate backup is not a luxury, it's a necessity and something that you should highly value. It must survive and thrive in this digital age. A backup can help protect data and applications from various threats, reduce the risks, and enhance the resilience of a small business. Do not be ashamed, like some of the band members of Steam who were too embarrassed by their 1-Hit Wonder song that they did not allow their name to appear on the credits! Get an adequate backup in place ASAP. Give IT Radix a call now and see how we can help! We won't be steamed! 😉

We Love Our Interns

At IT Radix, we have enjoyed the company of interns for many years. We have had interns during both the summer months and winter break. Our interns bring a fresh approach to our daily operations, and they are an invaluable resource for us, wearing many hats. Our two current interns, Ben and Naomi, are no exception.

Ben is a Computer Science major who is our database engineer, using his coding experience to keep our client database accurate and automated. Ben also works on special projects. When not keeping our database up to date, Ben enjoys playing video games, making models with his 3D printer, and camping and hiking. Ben plays guitar and is also learning how to play the piano. He lives with his parents and sister, along with his dog, Lucy, and his cat, Mallomar.

Naomi is a Psychology major, with a minor in health education. At IT Radix, Naomi handles client coordination, data entry, marketing tasks, and is one of our phone operators. When not juggling all of that, she enjoys sewing, crocheting, writing and loves everything related to the Victorian era. Naomi lives with her parents, younger sister, her twin sister and her sister-in-law, along with her four cats: Sinatra, Callie, Munchkin, and Mischief.

Our interns come to us from a variety of different backgrounds. They may not always have experience in technology, but they learn the ins and outs of our day-to-day functions quickly and provide invaluable support to the staff in many ways. They build lasting relationships and leave IT Radix with newfound knowledge that will help them as they continue their educational journey!

Service Spotlight: Microsoft 365 Backups

Did you know? IT Radix and Microsoft recommends you have a third-party backup of your Microsoft 365 data.

Don't risk losing your Microsoft 365 data… get cloud-to-cloud Microsoft 365 Backups today!

- **Back Up Your Exchange Mailboxes** — Automatically back up Exchange mailboxes, contacts, and calendars so you can recover the exact data you want quickly and easily.
- **Ransomware Protection and Backup of Your OneDrive and SharePoint Data** — Protect OneDrive data and SharePoint sites, libraries, lists, and documents including permissions and metadata.
- **Total Peace of Mind** — Your data is protected and secure, eliminating risks associated with staff leaving and the need to recover data/email beyond the Microsoft 30-day retention period.

Special Offer: 10% off on setup charges through 3/31/24

Three Tech Tools to Grow Your Business

Hey, do you want to grow your business with some awesome tech tools? You might have bought some fancy software that promised to make everything easy for you, but it didn't work out as you hoped. Don't worry, we've all been there. But don't give up on technology just yet. There are some tools that can really help you run your business better, faster and smarter. You just need to know which ones to choose and how to use them. Here are three tech tools that you should try out:

1. **Direct Messaging Platforms**. You need a way to talk to your team, whether they are in the office, at home or somewhere else. These tools let you chat with anyone or any group in your organization. You can also make video calls and connect with other tools. This way, you can keep your messages relevant and save time. Some popular options are Microsoft Teams and Slack.

2. **Project Management Software**. You need a way to manage your projects, whether they are for your clients or for yourself. These tools help you plan, track, and deliver your work. You can assign tasks, set deadlines, monitor progress, fix problems, get feedback and more. But don't get overwhelmed by all the features. Just look for the ones that suit your industry best. There is special software for almost every type of business.

3. **Customer Relationship Management (CRM) Software**. You need a way to keep track of your leads and customers. These tools help you store all your customer data in one place. You can also improve your sales process, build better relationships, increase sales, and run a smoother operation. Again, look for the ones that match your industry best.

When it comes to running an efficient business, choosing the right tech tools is critical to your success. Instead of spending your valuable time researching the best options, let our tech experts help. Using our free Network Assessment, we can help you identify bottlenecks and areas of opportunity in your business to help you save money, improve productivity, and grow. Book your free assessment with us today!

Less is More

When it comes to AI tools and software subscriptions, sometimes "less is more." Avoid wasting your money on these:

❌ **Ineffective AI Tools.** Many rushed AI programs with bugs and limitations have flooded the market. Be selective, considering the necessity and effectiveness of each tool, and be cautious about sharing your private information through free trials or account creation to avoid potential data breaches. Choose wisely.

❌ **Duplicates.** As software companies evolve and merge, consider consolidating tools to save costs. For instance, if you use Canva for social media image design and Hootsuite for scheduling, you can streamline by using Canva for both tasks. Evaluate your investments to identify areas where consolidation can be beneficial.

Carefully assess the necessity and effectiveness of your tech tools, and don't hesitate to consolidate duplicates to streamline your business operations and safeguard your private information. Your wallet and productivity will thank you.

Momentum NJ Magazine

Check out our latest edition of IT Radix's *Momentum NJ* magazine to learn more about current technology trends and business concerns of local organizations like yours. In our feature story, Nick Vujicic shares how to overcome adversity and dream BIG.

www.it-radix.com/magazine

IT Radix

15TH ANNIVERSARY

We make IT work for you

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Inside This Issue

- How a backup allows your business to survive and thrive in today's digital age

- Three tech tools to grow your business

- Meet our interns—Ben and Naomi

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"Life is what happens when you're making other plans."
— John Lennon

"Next time you get a strange email with a paperclip, don't click on it!"

CartoonStock.com

From the desk of Cathy Coloff

I've always loved learning and growing, and the explosion of AI platforms and the continued growth of the Internet of Things (IoT) has tickled my curiosity and desire to learn how they work and how I can leverage them to make my life better, both at home and at work. This love of learning is perfectly suited to the tech world, and I'm blessed to work in a field I enjoy with a great team of people.

As our clients' business needs evolve, our team is evolving with them—from improving the employee onboarding experience to protecting them from cyber-threats more effectively and to participating in their strategic technology planning. Even with all these tentacles of technology in what we do, I know the one thing that our clients appreciate the most is that we are human. We're not an auto-mated bot, and they are not just a number. Our clients know we care about them, we want to help, and we're there for them when they need us.

Recently, I've had occasion to do business with a company that had an online portal that made it easy for me to obtain and provide the necessary information at all hours of the day and night. However, what I appreciated most was the human being guiding me through the process and advocating for me as needed. I felt supported, valued, and informed. That is how our team at IT Radix strives to make our clients feel and I believe it's what will keep us all on the path to success.

Cathy