



"As a business owner, you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"  
- Frank M. DeBenedetto, TRTG

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"And we all lived profitably after."

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**Network Optimization Enhancing Business Productivity**

*"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"*

## Can You Really Get Microsoft Office For Just \$6 A Month?

Recently, Microsoft announced a real "game changer" for the IT industry and something that may mean the demise of the \$62 billion-dollar company's stronghold on the desktop. What is it? Office 365, which is their new cloud computing answer to Google Apps. Instead of paying \$300 per license, you can now access the entire Office suite of products via the Internet for \$6 to \$24 per month (like paying for a utility).

### What Is "Cloud Computing"

Cloud computing or "going to the cloud" is very similar to the concept of paying for electricity as a utility rather than purchasing and running your own generator to power your home or office. Public utilities can provide a cheap, reliable, "pay as you go" service to anyone wanting water or power. Similarly, cloud computing means that the cost of hosting, securing and delivering services (like Office) is owned by the utility company (in this case, Microsoft).

### Is This A Smart Move?

The cost savings with Office 365 are hard to ignore; however, there are a number of things to consider before you jump ship to cloud computing. You need to consider the reliability of your Internet connection, what type of help desk support you want, security, what other applications (accounting, CRM, line of business applications, etc.) you need and which devices (scanners, printers, iPads) you need to use. Many people also have concerns about security and where their data is kept – all things that need to be addressed before you move to the cloud.

### Free "Cloud Readiness" Assessment Will Give You The Facts

If you want to know if cloud computing is right for you, call us for a free, no-pressure, no-obligation cloud readiness assessment. We'll evaluate your current situation and provide insights and options for moving to the cloud. We'll also answer any questions you have and tell you the unvarnished pros and cons of choosing this option.

Plus, if you call us during the month of August to schedule this assessment, we'll send you a FREE copy of the best-selling book, "The Big Switch" by Nicholas Carr. This book talks about the massive technological revolution that is happening right now and what it means to businesses like yours.



## Shiny New Gadget Of The Month:



If you are a business that is still faxing or mailing documents because you need a signature, you'll love this month's gadget, EchoSign.

Contracts have been faxed and mailed for years because of the binding laws associated with signatures. EchoSign allows the legal, electronic signing of documents to speed up the signing process – now you can e-mail a PDF, Word document or Excel file to someone and allow them to “sign” without printing it off, signing and scanning, faxing or mailing it back to you.

The free version of EchoSign allows the user 5 signatures a month, which may be adequate for those that only deal with contracts and other signed documents once in a while. However, for those that need to use the product on a daily basis, upgrading to the Pro version costs \$14.95/month, the Team version (2-9 users) is \$40/month and the Enterprise version for 10 or more users costs \$299/month.

In addition to speeding up the signing process, this app also allows you to track, organize and file your paperwork securely online, available for reference at any time.

For those who prefer to keep the paper trail organized in computer files instead of physical files, EchoSign would be a great help.

## Is Best Buy's New Electronics “Buy Back” Program All It's Cracked Up To Be?

You may have heard about the new “Buy Back” program being offered by Best Buy. The premise behind Best Buy's Buy Back program is simple: Buy a technology product in certain categories – mobile phones (but not pre-paid phones), laptops, netbooks, tablet computers and TVs – from Best Buy, and the store will let you bring it back and receive a portion of the purchase price. Of course, there are “catches.”



First, the Buy Back program isn't free. Its upfront cost is based on what you're buying. For example, the Buy Back benefit on a \$2,500 TV would cost \$349.99. New laptops can run \$70 and phones \$40 to \$60. Second, Best Buy won't give you the full purchase price back. The amount is based on the age of the device and the condition it's in. An item returned within six months will get you a maximum of 50% of the purchase price *provided* it's in good condition and you have all the parts. If you wait 18 to 24 months, you'll get no more than 20% and if you wait 24 to 48 months, you'll only get 10%.

Finally, you don't get cash but a Best Buy gift card, which, naturally, can only be used at Best Buy. So is it a good deal? Depends on how often you like to upgrade your equipment and how much you frequent Best Buy stores. If you like new things and love Best Buy, it's probably a great deal. However, there are many critics of the promotion who say the only beneficiary is Best Buy.

## Careful! Phishing E-mails On The Rise

A phishing e-mail is an e-mail sent by a hacker designed to fool the recipient into downloading a virus, giving up their credit card number, personal information (like a social security number), or account or login information to a particular web site. Often these e-mails are well designed to look exactly like an official notification from the site they are trying to emulate.

For example, a recent phishing e-mail was circulated that appeared to come from Facebook stating that videos or photos of Osama Bin Laden's death were posted online. These e-mails looked exactly like a legitimate Facebook e-mail and even appeared to come from “Facebookmail.com.” Once you clicked on the e-mail the phishing site would attempt to install a virus on your machine.

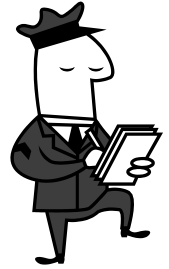
And now due to recent security breaches with Sony and e-mail marketer Epsilon, phishing attacks are going to increase – and they are going to get more sophisticated and harder to distinguish from legitimate e-mails. That's because the hackers that were able to access the private databases of the above mentioned companies now have the name, e-mail and interests of the subscribers, and in some cases birthdays, addresses and more. That means a phishing e-mail can be personalized with relevant information that the user provided to Sony, making the e-mail appear to be more legitimate and the user more likely to click on the links provided and take the actions requested. Now more than ever it's critical that you are wary of e-mail notifications and the actions they request you take. Even having good anti-virus software installed won't protect you if you give your account information away freely.

***The Lighter Side...***  
**Church Bulletin Bloopers**  
**The following are real**  
**messages that were posted**  
**on church bulletin boards:**

- Ladies, don't forget the rummage sale. It is a good chance to get rid of those things not worth keeping around the house. Bring your husbands.
- The peacemaking meeting scheduled for today has been canceled due to a conflict.
- The sermon this morning: "Jesus Walks On The Water." The sermon tonight: "Searching For Jesus."
- Next Thursday, there will be tryouts for the choir. They need all the help they can get.
- The agenda was adopted...the minutes were approved...the financial secretary gave a grief report.
- Barbara C. remains in the hospital and needs blood donors for more transfusions. She is also having trouble sleeping and requests tapes of Pastor Jack's sermons.
- The 'Over 60s Choir' will be disbanded for the summer with the thanks of the entire church.
- Missionary from Africa speaking at Calvary Memorial Church in Racine. Name: Bertha Belch. Announcement: "Come tonight and hear Bertha Belch all the way from Africa."
- Announcement in a church bulletin for a National Prayer & Fasting Conference: "The cost for attending the Fasting & Prayer Conference includes meals."
- Miss Charlene Mason sang, "I Will Not Pass This Way Again," giving obvious pleasure to the congregation.

## Six Things To Never Say To A Police Officer During A Traffic Stop

Your chances of talking your way out of a traffic ticket are slim – but it's not uncommon for a driver to talk themselves INTO one by insulting the officer or annoying them enough to write a ticket when they might have otherwise let them off with a warning. Here are the things NOT to say:



1. "Whatever..." This disrespectful remark will almost always insult the officer and land you with a ticket. Same goes for rolling your eyes, arguing or making profane remarks.
2. "I didn't run that light!" or other denials of wrong doing. If you did something wrong, admit it; you're more likely to be given a warning. Of course, if you truly didn't feel like you did what the officer claimed, don't say you did something wrong just to agree with the officer.
3. "I know the mayor." Never pull a power play like this on an officer. They aren't afraid of who you're friends with if you broke the law. Remember, they're doing their job by stopping you.
4. "I'm calling my lawyer." Again, this won't threaten the police officer because they deal with lawyers all the time. Threatening an officer with your attorney is a no-win situation for you.
5. "I'm on my way to the DMV/hospital." If you were pulled over because of an expired ticket, don't use this line. Cops hear it all the time. "But officer, I was just on my way to the inspection station..." And unless you are truly sick or injured and there's a real emergency, don't lie and make it sound as though you were responding to an emergency. Again, officers hear this all the time.
6. "But everyone else was driving 90!" That doesn't mean it's okay or lawful. A police officer won't let you off simply because everyone else is doing the same thing.

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## Chew Gum And 3 Other Simple Ways To Prevent Heart Disease

In addition to avoiding the “big” things like smoking, obesity and high cholesterol, there are a few small things you can do to impact your cardiovascular health:

1. **Take two baby aspirin daily.** The American Journal of Medicine recently concluded that taking 2 baby aspirin a-day can reduce the risk of a first-time heart attack or stroke by 30%.
2. **Chew gum and floss.** People with gum disease are three times more likely to have a heart attack than those without it. That's because plaque, the sticky film on your teeth, harbor bacteria. That bacteria then enters the bloodstream and causes chronic inflammation that increases the risk for clots and other heart attack risk factors.
3. **Drink tea.** A heart specialists at Brigham's Women's hospital discovered that people who drank one or more cups of black tea daily were 44% less likely to have a heart attack than those who didn't drink tea.
4. **Take a Vitamin D supplement.** Vitamin D is considered the “hot” new supplement for good reason; it's considered that two thirds of all Americans don't get enough of the critical vitamin. In addition to an increased risk for heart disease, vitamin D deficiency is also linked with insulin resistance, metabolic syndrome, hypertension and diabetes.

## The Woman On The Other End of the Phone Wept...

“The world is against me and I can't take it anymore!” cried the distraught woman. She had just called a crisis hotline desperate for someone to help her. “Last week I was in a car accident, my house was broken into, and now my computer has crashed and erased all of my business files!” This woman was already having a bad week, but it was that stupid computer that *finally* made her snap.

### A New and Growing Anxiety Disorder Affecting Americans

According to a Washington Post report, there is a fast-growing disorder that is affecting millions of Americans called “computer rage” – and psychologists and crisis hotlines are starting to see more people and more computer rage cases cropping up. Kent Norman, a University of Maryland psychology professor, studies computer rage and its effects. According to Norman, “In the workplace and at home, we're smashing computer screens, beating on keyboards, and throwing equipment out the window.” What's interesting about this phenomenon is that most people do not destroy, smash, or beat on non-electronic items like cars and furniture; it seems completely directed towards electronics, and more specifically computers.

### Don't Be A Victim!

Since most people spend their entire day working at a computer, problematic PCs are certainly a huge contributor to stress and anxiety. If you already have enough to worry about and want to make sure your computer isn't adding to your stress and anxiety levels, then call us today about our RiverWatch plans. For a flat-rate fee, we'll monitor and maintain your computer network to make sure you never want to throw your keyboard through your monitor!

## Who Else Wants To Win A \$25 Gift Card?

Take my monthly “Trivia Challenge” and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Ralph Rivera! He was the first person to correctly answer my quiz question from last month:

**What inventor averaged one patent for every three weeks of his life?**

a) Thomas Edison b) Benjamin Franklin c) Alexander Graham Bell

The correct answer is a) Thomas Edison. Congratulations, Ralph, you've won a \$25 Gift Card to Best Buy!

Now, here's this month's trivia question. The winner will receive a gift card to Dunkin Donuts!

**The word ‘patriotism’ comes from the Latin *patria* which means...**

a) Loyalty b) Homeland c) Pride d) Freedom

**Call me right now with your answer! (732) 391-4770**