THE PILOT

"Insider Tips to Make Your Organization Run Faster, Easier and More Profitably"

Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you've heard about cloud computing and know that it's the "Big Thing" in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help their business. "What are my options?" and "What is right for me?" are two of the top questions that I hear. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1.   Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed anytime from anywhere through devices like laptops, desktops, iPads, etc.

2.   Hybrid Cloud: A hybrid cloud enables you to put certain things like files and e-mail, in the cloud, while other IT functions stay in your office. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense.

3.   Point Solutions: Another option is to put specific applications, like Email and CRM in the cloud while keeping other functions in your office.

4.   Public Cloud vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise.

Keep in mind that there is no "one-size-fits-all" cloud solution for every business. The option that is best for your business must be determined on a case-by-case basis aligning your company's needs and business requirements.

BeckITSystems has provided cloud solutions for over 15 years. Your Cloud Pilots is flexible and includes all four models and their benefits.

Your Cloud Pilots

Give us a call during the month of September for a FREE Cloud Readiness Assessment and Cost Analysis. We'll give you a full Cloud Action Plan that shows what options will work for you with a 3 year cost-benefit analysis. Call 703.433.0730 today!

"As a business owner, you don't have time to spend on technical and operational issues. That's where we *shine*! Call us and put an end to your computer problems finally and forever!"

- Ed Becker,
BeckITSystems, Inc.

**September 2013
Dulles, VA**

WELCOME BACK CLASS!

IT'S AN ESPRESSO LATTE, I THOUGHT YOU MIGHT NEED IT.

The Top 4 Reasons You Need A Cloud Telephone System

Radio, TV, Internet, cellular phones, air travel, satellites, and other modern technologies have created a world-wide communications network that enables almost any part of the world to be in touch with any other part of the world, nearly instantly. Over the last 10 years, communication has advanced again with the introduction and refinement of VoIP technology – Voice over Internet Protocol – basically using the Internet for telephone communications. Here's the skinny on VoIP – What is it? How did it start? What makes it attractive? And most importantly, how does it affect my business or non-profit?

In 2004 VoIP became a fairly common term as access to the Internet became commonly available and the costs began to fall. VoIP permits Internet users to make and receive a wide range of calls using the existing Internet service and thereby significantly lowering costs. Usually a flat monthly fee covers any

number of VoIP services. There are four main reasons that non-profits and businesses need to consider VoIP, or cloud telephone services.

1. **The cloud is becoming a requirement** — No organization, non-profit or business, can exist today without a fast means of communications. Whether large or very small, there is no successful organization today that does not have at least one contact number. Technology has made fast and cost-effective communications readily available through the Internet.

2. **Your professionalism and organizational maturity is improved** — Voice communication is critical. The VoIP system provides accessibility and availability to service your customers from anywhere at any time!

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Free Report Download: If You Are Considering Cloud Computing For Your Company – Don't, Until You Read This…

INTRO TO CLOUD COMPUTING
"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"

Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud".**

This report will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 3 little known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.
Even if you aren't ready to move to the cloud, this report will give you the right information and the questions to ask when the time comes.

Will Your Continuity Plan Work If It Is Needed?

Disasters can affect a business at any time and to any degree of severity. In an effort to reduce the damage that can result from a disaster, while also keeping the business working, many companies are adopting business continuity plans. These plans can be quite complex and many businesses have run into problems actually making these operating contingency plans work. Has this happened to you?

Here are six tips to help ensure that your business continuity efforts will save the day when they are needed the most.

1. Know your risks — When creating a business continuity plan, or updating existing operations, it is a good idea to step back and as a group - with key staff - identify all possible risks to your organization. It's important to focus on risks both inside and outside the organization. No risk is too small, even if it is an issue that could only affect one person or department.

You should also try to detail the consequences and what could happen should these defined risks come to fruition. This will give you a better idea of the areas that need to be addressed and potential problematic systems or positions. From here, you can also better a plan that has a higher chance of succeeding.

2. Ensure your plan matches your business — Because business continuity planning can be complex, many small businesses prefer to use ready made plans and templates. The problem with these is that they may not provide exactly what you need - most of these templates are fairly general. While we aren't saying you shouldn't use a template, you need to be sure that to either find a template that covers your business, or you adapt one to fit your business needs.

Pay close attention to where the plan fits in with your company, the scale of your company compared to the plan, available resources, where you work and how your employees work (remotely, onsite, both, etc.). If these differ from the template or current plan, you should take steps to modify or update your strategy to ensure it meets your needs.

3. Be sure that all staff buy in — It is usually pretty easy to get the staff under your command to buy into a business continuity plan - after all, they may have helped modify or come up with the plan. What you have to ensure is that all upper management and stakeholders are not only aware of the plan, how it will work and when it is to be activated, but also support it.

One way to do this is to have a signoff sheet where all managers and key employees sign their names to ensure that they understand and support the plan. If you have holdouts, you should work with them to figure out what aspects of the plan they disagree with and work out if they have better or alternative solutions to bring to the table.

4. Keep your plan up to date — A common mistake many businesses make is to develop a great continuity plan, but then not update it. Businesses and the climate around them are always changing. Having a plan that was workable five years ago will likely not meet your exact needs today.

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Shiny New Gadget Of The Month: Apple OS X *Mavericks*

Apple Computers ran out of cat names and is moving on to a new era with *"Mavericks"*. With over 200 new features, it is not a radical leap for Apple, rather it focuses on improving current features as well as interoperability with the rest of the Apple environment, including the new iOS7.

Content related applications such as Maps and Notifications synchronize across all Apple devices. Two newcomers will be iBooks and Apple Radio. There will also be support for multiple displays allowing each to operate independently and include the menu bar and Dock on all display screens, including your HD TV!

The new iCloud Keychain will be included which stores login information, Wi-Fi passwords, and credit card details, all encrypted for security, within an improved Safari browser. Keychain is synchronized in iCloud.

Tags in the Finder sidebar enable viewing files by category or project.

OS X 10.9 *Mavericks* is expected to be released in mid-September 2013 with a price tag of about $30 US.

Continuity Plan continued…

To ensure that your business continuity plan is viable it is recommend that you update it on a yearly basis, or when you undergo a big change in your business. Be sure to pay attention to who has changed roles, any new systems introduced or retired and any changes to the core business.

5. Communication is key — Communication is a crucial part of any business. In order to have a continuity plan that actually works, you need to ensure that you communicate with all staff, and that they know not only their roles but who to report to and what to do if they are unable to reach the office.

It is also a good idea to communicate with those outside of the business who could be affected by a disaster that impacts your company. Generally, all parties involved should know and have access to the plan and be informed of updates or changes. Employees should also see how disasters might affect not only the company and their individual roles, but people outside of the organization too.

6. Practice — Think about a professional athlete. They didn't get to where they are today by sitting around and doing nothing. They practiced their sport and took note of what needed to be improved upon, then went and worked on their game. The idea here is that you should practice implementing your plan on a regular basis. The timing depends on your business and propensity to danger. If you have defined a high amount of risk to your organization, it is a good idea to practice implementing the plan once every two to three months. Most organizations should try to practice at least twice a year.

After each practice, teams should get together to talk about what they noticed worked well and what needs to be improved upon. Following each practice, changes can be implemented and the plan evolves over time.

If you are seeking to integrate a business continuity plan in your business, or improve on an existing plan, contact us today to see how we can create a viable, workable solution that will minimize negative impact on your business.

BeckITSystems® Inc.
The Power Behind
Your Cloud Pilots

Is Your Phone System Causing More Problems Than It's Worth?

If you have outgrown your phone system, there is **GREAT NEWS** for you! With BeckITSystems' managed Internet telephone service, you can save a considerable amount of money AND have more features and flexibility to support customers, drive sales and manage calls throughout your office.

Here Are 6 Big Reasons Why Dozens Of Our Clients Are Trading In Their Current Phone Systems.

1. **Drastically reduce your phone bill.** BeckITSystems' Internet phone service operates over your network and existing high speed Internet connection.
2. **Eliminates Expensive phone technician services.** Your phone servcies become part of BeckITSystems' support.
3. **Voice mail, auto attendant, hunt groups, music on hold, seamless transfer to & from your cell phone, and more!**
4. **BeckITSystems' Internet phone services cost ~30% less.**
5. **BeckITSystems' Internet phone services operate on multiple state-of-the-art cloud platforms.** Unlike other service providers, BeckITSystems' platform is operated, supported, and owned by the provider. With nearly a decade of research and development invested in the system, we are aligned with experts in VoIP technology. We are the recognized authority in cloud phone systems, delivering ubiquitous mission-critical business communication services to hundreds of thousands of businesses every day.
6. **BeckITSystems' Internet phone services come with a 100% Money Back Guarantee!** If you are not happy with your new phone service, we will remove the system we installed and refund the money you paid. That is how confident we are that you will LOVE this system!

RESERVE YOUR FREE PHONE AUDIT TO SEE HOW YOU CAN SAVE $1,000 OR MORE IN THE NEXT YEAR.

We will review your current legacy PBX system, understand the services you need, and provide an analysis of your savings and how you can eliminate common phone problems like voice mail limitations, dropped and missed calls, and voice mail jail, improve customer service, and relieve the pressure on your front desk. No strings attached so call today! 703.433.0730

BeckITSystems Inc.

The Lighter Side:
Did You Know?

♦ If you have 3 quarters, 4 dimes, and 4 pennies, you have $1.19. You also have the largest amount of money in coins without being able to make change for a dollar.

♦ The numbers '172' can be found on the back of the U.S. $5 dollar bill in the bushes at the base of the Lincoln Memorial.

♦ President Kennedy was the fastest speaker in the world with upwards of 350 words per minute.

♦ In the average lifetime, a person will walk the equivalent of 5 times around the equator.

♦ Rhode Island is the smallest state with the longest name. The official name, used on all state documents, is "State of Rhode Island and Providence Plantations."

♦ When you die your hair still grows for a couple of months.

♦ Every year about 98% of the atoms in your body are replaced.

♦ Elephants are the only mammals that can't jump.

♦ The average person makes about 1,140 telephone calls each year.

♦ You burn more calories sleeping than you do watching TV.

♦ The first product to have a bar code was Wrigley's gum.

♦ In ancient Rome, it was considered a sign of leadership to be born with a crooked nose.

The Top 4 Reasons You Need A Cloud Telephone System – Continued from Page 2

3. **Receive Fortune 50 technology and capability on a small business budget** — "The medium is the message" is a phrase coined by Marshall McLuhan meaning that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived. Your organization's reputation is based on its image and your phone system's handling of incoming calls goes a long way toward fixing that image in the public's mind. An effective phone system allows your business to present a professional image before the world. Fast and reliable communication makes your organization more attractive and influences buying decisions.

4. **Affordable, Mobile, Virtual, Expandable** — VoIP does not require the maintenance that accompanies ordinary telephone lines. In addition, adding new features happens with no interruption to your office and requires no on-site work. Because your phone system is "in the cloud", all the updates and upgrades happen in the cloud, and they are included! VoIP also provides more features at a more affordable rate. The service includes unlimited local and long distance calling, caller ID, softphone, music on hold, high definition quality, voice mail, auto attendant, follow-me, fax, conference bridge, voice mail and fax to email, call answering rules, automatic schedules, hunt groups, seamless transfer to and from your cell phones, call processing, automatic call distribution, and more. The BeckITSystems' *Business Central VoIP Phone System* saves money, allows you to connect to a desktop telephone, computer, smart cellphone, laptop or tablet, and become location independent making life much easier for you!

Previously, all these benefits were only available with a big price tag and a critical limitation—the unavailability or unreliability of the company's Internet connection—but not anymore. With the great strides made in technology and the wide availability and affordability of broadband connections over the last few years, VoIP is now within reach for organizations —large or small. Call or email BeckITSystems today for a free no-obligation phone system audit to learn how you're your business can save – Tech@BeckITSystems.com or call 703.433.0730 Extension 103.

Who Else Wants To Win A $25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Kira Fairchild of Loudoun Valley Roofing in Purcellville, VA! She was the first person to correctly answer my quiz question from last month: **Which musician died in August of 1977, leaving behind a huge following of fans who still adore him to this day?**

The correct answer was d) Elvis Presley. **Now, here's this month's trivia question. The winner will receive a gift card to Starbucks Coffee.**

Which of these American historical events took place during the month of September?
a) Star-Spangled Banner Composed b) U.S. Constitution Completed & Signed c) Bill of Rights Created d) All of The Above

Call us right now with your answer!
703-433-0730

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