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### Keeping Your Technology Up to Date May Be the Best Way to Retain Millennial Employees



Whether you like it or not, millennials (those reaching young adulthood around

the year 2000) make up a significant portion of the workforce. Appropriately leveraging their skills is going to become a big part of succeeding as a...



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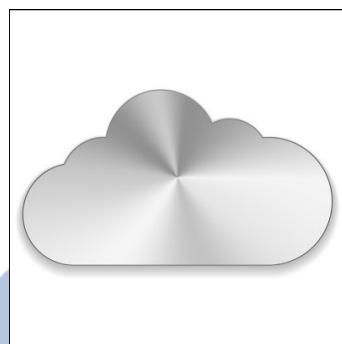
## About Celera Networks

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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## 3 Reasons Why Businesses are Going With the Public Cloud for Their Data Needs



When it comes to cloud computing, the small business has plenty of choices. There are several different types of clouds, but depending on your business's specific needs, you can narrow it down to three: the public, private, and hybrid varieties. Many businesses are finding that the public cloud is a more valuable asset than a private or hybrid cloud. We'll dig into the details and explain to you what these benefits could mean for your business.

Here are three reasons why small businesses might prefer the public cloud over the other options.

### The Cloud is Easy

If your business hosts data in-house, this means that you're responsible for its upkeep and maintenance. Therefore, any major changes to the infrastructure are under your direct

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## What's Driving the \$3.49 Trillion Global IT Industry?



It's no secret that one of the best ways to improve your business's operations is by investing in quality technology solutions. However, as is the case with any type of organizational spending, IT expenditures are subject to change. After a brief hiatus, Gartner predicts that next year will be another big year in which organizations invest heavily in new technology and IT systems.

More specifically, Gartner predicts a 2.9 percent growth in IT expenditures throughout the course of 2017. Computer-World reports that this growth puts the global IT spending up to an astounding \$3.49 trillion. Furthermore, Gartner predicts that spending on devices will rise by 0.4 percent up to \$600 billion. Global software spending will exceed 7.2 percent to \$357 billion, while IT service spending will increase by 4.8 percent to \$943 billion.

The growth is rooted in businesses' desires to expand and become authorities or leaders in their given industry--or so says John-David Lovelock from Gartner. He claims, "Leading organizations, as well as those that wish to lead, are spending on IT and nurturing their IT investments as the means to grow their business."

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## Why Internal Threat Detection is Just as Important as External Threat Protection



We all know the dangers of doing business with the Internet. Even a small business has sensitive information

that could potentially be stolen. While it's important to take preventative measures to keep threats out of your infrastructure, it's equally as important to have measures put into place that can detect threats within your infrastructure.

There are numerous threats that can infiltrate your network and lay dormant, waiting to strike at an opportune time. Other threats will lay low on your network and slowly leech data to send to hackers. Some examples are trojans, which will infiltrate a system and create a backdoor that can then be used for future attacks or data leakage. Either way, the important thing is that you need to be able to identify attacks that have managed to thwart your defenses before it's too late to do anything about it.

### Breaches are Inevitable

To understand why threat detection is so important, you need to take on a

mindset that you can, and probably will, be hacked sometime in the near future. Even large organizations and enterprises experience hacking attacks, and that's in spite of enterprise-level security solutions that are designed to prevent breaches from happening in the first place. Think about Sony and the United States Office of Personnel, as well as major health care providers like Excellus BlueCross BlueShield. These companies and organizations didn't anticipate that they would be hacked, and they paid the price for it.

***"Sony and the United States Office of Personnel, as well as major health care providers like Excellus BlueCross BlueShield...didn't anticipate that they would be hacked, and they paid the price for it."***

Thus, you need to expect the worst in order to keep it from happening, and you need to ensure that you're prepared to handle the worst in this worst-case scenario. This preventative mindset is a common theme in IT security, as it's much easier to keep problems from happening than it is to react to problems that have happened.

### What You Can Do

While preventative measures are effective at keeping most security problems handled, it's important that you also put a significant effort into detecting threats on your network before any significant damage can be done. CIO recommends what they call a preventative "triad." This includes protection, detection, and reaction. Not only do you need security solutions, but you also need monitoring tools to detect and eliminate threats.

Working with Celera Networks gives you access to enterprise-level security tools that can assist with all three. A Unified Threat Management (UTM) solution includes a firewall, antivirus, spam blocking, and content filtering solution into one convenient package, while a Remote Monitoring and Maintenance (RMM) solution allows for proactive reaction to detected issues on your company's network. Combined, these solutions can help your organization retain optimal protection from most any threats. To learn more, reach out to us at (617) 375-9100.



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## What's Driving the \$3.49 Trillion Global IT Industry?

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What's most interesting about these growing numbers is that these organizations are increasing spending while also attempting to cut costs. What these figures tell us is that businesses are eliminating unnecessary costs, but are then reinvesting the saved capital into new, innovative solutions that improve operations and make doing business easier. It's a classic example of return on investment, and it's easier to achieve than you might think.

This increase in IT expenditure could mean that businesses are investing in enterprise-level solutions that afford them the flexibility and scalability needed to grow. This makes sense, as the right

technology services have a way of decreasing capital expenses, as well as freeing valuable time and resources for more profitable endeavors. Even organizations that have internal IT departments see the value in outsourcing certain aspects of their IT infrastructure to outsourced third-party providers. Aspects like a technical help desk or email hosting can easily be outsourced to provide greater value for your bottom line and to free up countless work hours.

Celera Networks wants you to know that spending more on IT isn't the only answer. In fact, our solutions and services are designed to save you money and to help you better manage your finite resources. We know small businesses

don't always have the biggest budget for crucial elements of IT management, which is why we offer managed IT services at a flat monthly rate. These smaller payments fit much better into a budget, and more importantly, they can be written off as operational expenses.

All in all, managed IT services are great ways to invest in the future of your business while also reducing short-term costs. To learn more about our managed IT service offerings, reach out to us at (617) 375-9100.



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## 3 Reasons Why Businesses are Going With the Public Cloud for Their Data Needs

(Continued from page 1) supervision, which means that altering it could be cumbersome. A public cloud eliminates this issue, as any changes you need to make (such as requiring to add additional users or scaling up your resources) are handled through your cloud service provider. If you need more storage space or user access, all you have to do is put in a support request.

Keep in mind that you can still take advantage of the private cloud without all of the hassle. Going through a managed service provider like Celera Networks opens up plenty of opportunities for private cloud usage either by hosting a server in-house and having us maintain it, or by utilizing a part of our own infrastructure for your exclusive use.

### The Public Cloud is Relatively Secure

There's one major thing that you need to remember when going through a public

cloud provider: chances are that they will spend much more on security than your business will need to. This makes for a relatively secure experience, regardless of the fact that your data isn't hosted on a private server. Plus, since public cloud providers have security experts working with their cloud, you get their proficiency without hiring full-time, on-site IT technicians.

One point to mention is that while the public cloud has passable security, a private cloud is the best way to achieve optimal security. Since the private cloud allows you to implement external security features, it's a better option for the security-minded business owner.

### Less Focus on Technology Maintenance

If you're not focused on maintaining your cloud solution, you'll have more time to spend managing your business's operations. This is invaluable for a small

business owner, as technology management can waste unnecessary amounts of time and resources that are better spent ensuring that operations are moving forward unhindered. When you use a public cloud, you're hosting your data on a cloud provided by a service provider. They are responsible for the maintenance and management of your data, which takes the burden off of your shoulders.

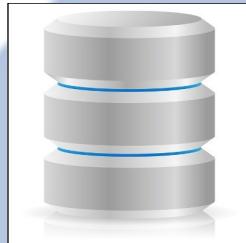
A similar effect can be achieved by going through a managed service provider. In fact, you can use a private or hybrid cloud in a similar way. Just ask us how!

To learn more about what the cloud can offer your business, reach out to us at (617) 375-9100.



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## Back Your Data Up and Protect Your Business From Any Disaster



The best laid plans of mice and men often go awry, and there is no exception when it comes to your business technology.

No matter how well-thought-out your systems are, you are always at a risk of some unforeseen threat causing havoc. In order to truly be prepared for anything, you need to implement a backup and disaster recovery solution for your business.

Data loss could result from any of a variety of situations. Equipment could malfunction and depending on what device it was that failed, you could be out a sizable chunk of critical data. There's also the risk of damage that a natural disaster could potentially cause to these systems as well. Fire, flooding, earthquakes, electrical storms, any and all of these events could pose some threat against your data. There is also the ever-present danger of user error, as any of your employees

could potentially delete or overwrite something critical by mistake.

Data loss is no laughing matter, either. While other variables factor in as well, statistics have overwhelmingly displayed a tendency for companies who suffer from data loss to go out of business within a year or two of the incident. In light of this, businesses clearly need a method of protecting their futures against the possibility of fire, failure, or Fred's faux pas. Fortunately, that method exists in a backup and disaster recovery solution.

**"No matter how well-thought-out your systems are, you are always at a risk of some unforeseen threat causing havoc."**

A critical component to any business continuity strategy, a BDR solution can help you to ensure that should your business fall victim to a data-loss disaster, you have the capability to not only

recover your backed-up data, but also restore your systems to full operational capacity. Best practices dictate that this solution be located offsite and isolated from your systems, in order to ensure that the disaster that destroys your original data does not affect the backup as well.

To best accomplish this end, a BDR solution should feature a cloud-based implementation. This approach allows for backups to be taken automatically at multiple times throughout the day, and for the backed-up data to be safely distanced from its originating location.

Celera Networks has the ability to assist you in compiling a business continuity plan, just in case something doesn't go well somewhere along the line. To start the process of reinforcing your business against disastrous data loss, call (617) 375-9100 today.



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## Make Sure Your Business Technology Covers These 2 Areas



All businesses need to use some sort of technology to keep their operations moving forward. Yet, it's often difficult to gauge how new solutions will function with your current systems. You need to take your options into careful consideration before making such an important choice, and only an analysis of your current setup will help you ensure the success of your new technology. Here are a few concepts that technology-acquiring decision makers should consider: functionality, interoperability, and flexibility.

### Interoperability and Functionality

It's essential that your technology solutions play well with others, but this is something that may be difficult to judge--especially if you're not in the business of managing technology. Often times, running your business falls second while you're stuck dealing with technology responsibilities that no one else can handle. If this happens, you probably don't have the time needed to properly research a solution and may just implement it without a second thought. This is a dangerous practice and it

could have unexpected effects on your current infrastructure setup, including access to mission-critical data and downtime.

You can never be too careful, and it always helps if you have professional technicians ready and willing to help you identify a good choice for your IT infrastructure. Only someone with the necessary knowledge of the latest technology should be making the decision to implement new hardware and software solutions. Otherwise, it is possible that your exciting new solution could become a hindrance.

### Scalable, Flexible Solutions

Cloud computing and communications solutions are designed to offer organizations the flexibility they need to stay competitive and agile. Businesses using scalable solutions can tailor their services to meet their specific needs. Compared to costly, expensive service bundles, this flexibility is much desired. Think of it like the "cord cutting" phenomenon which cable television is experiencing today. Users don't want to invest in costly cable bills when they can get all sorts of content to view through online services like Netflix and Hulu Plus. Think of it like paying for 100 channels and only watching three of them.

Some of the many IT solutions that are both flexible and scalable to meet your needs include:

- Cloud services
- Virtual helpdesk and support
- VoIP telephony
- Hosted email
- Productivity suites and software as a service

This type of flexibility is something that's built into our brand of managed IT services. We want our clients to feel that our solutions are specific to what they need. This assures business owners that the solutions they implement won't be outdated in the near future, and can be adjusted to accommodate growth.

Another important topic to touch on is how difficult it can be to implement technology solutions when you're not entirely sure what you need in the first place. An IT roadmap can help your business get the most out of its technology, taking into account where you want your organization to be over the next few years.

If you're ready to get started, reach out to us at (617) 375-9100.



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We partner with businesses in many different vertical markets throughout the New England area. The Celera team is focused on customer service and we strive to eliminate IT issues before they cause expensive downtime.

Our goal is for our clients to continue to focus on what's most important - their business.

Our dedicated staff is known for going the extra mile and doing what it takes for our clients to be successful with their technology investments.

Your firm's success is our success.

### Tech Fun Fact

Flickr hosts some 5 billion photographs, Facebook hosts more than 15 billion.

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