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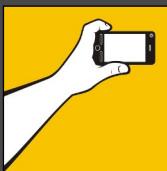
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Tip of the Week: 4 Ways to Get the Most Mobile Device Memory



As a technology consumer, you might realize that your mobile device's hard drive storage

space is somewhat lackluster compared to your needs.

Countless photos, applications, and videos take up a ton of space, and if something were to cause the device to fill up suddenly, you'd be out of luck. How can you prevent this?...



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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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4 Signs You've Been Hacked



When a virus infects your computer, you may not know about it until it's too late. Like a biological virus, the damage it does to your system can be minimized if it's caught early on. Stopping a computer virus early is possible if you know what symptoms to look for. Is your PC infected? Here are four signs you've been hacked.

Fake Antivirus Message

This is a very deceptive strategy that's fooled many PC users. This virus will manifest itself with a fake popup message pretending to be from your antivirus software. This

message will "alert" you to a new computer virus found on your computer and provide you with steps you can take to "eliminate" the threat--when in actuality, following the fake instructions will make things worse. One of the best ways to not fall for a threat like this is to be familiar with your legitimate antivirus software. If the alert looks even slightly off, don't click on it--when in doubt, back out. When you spot this sign, you should immediately seek out professional assistance from Celera Networks.

Redirected URLs

Every once in a while you will click on a URL and it will legitimately redirect you to a different URL. There's no reason for concern if you're redirected to a company's new official website after you clicked on the URL of their old site. However, if you're experiencing lots of crazy and unexpected redirects that make no sense and take you to some pretty shady places, then your system has been hacked and you need to get the issue resolved as soon as possible.

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The Value of Doing IT Right the First Time Around



Doing a project right the first time around is the most valuable way to get it done. Businesses that best understand this concept are the ones that have experienced the folly of choosing the cheap route to get something fixed, only to then have it break again--which ends up costing them more in the long run. Nowhere is this more true than with IT support.

When it comes to IT support, you've got different companies to choose from. Many IT companies will try to distinguish themselves by price, but for IT service, the old adage "you get what you pay for," is true. The most inexpensive IT Company will often be the cheapest for a reason: they cut corners. For working with something as important as your company's data, you can't afford to cut corners.

At Celera Networks, we offer affordable IT services, but we're not so concerned about price that we cut corners to be the cheapest. Since we're a business-to-business service, we feel like prioritizing quality over cost will resonate with business owners who don't like having to pay double for do overs.

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Newsflash! Electronic Signatures Deemed Legal...146 Years Ago!



What's so special about a physical signature created with pen and paper? If it's an autograph from your favorite celebrity, then

you've got something special. Other than that, there's no reason why an electronic signature can't get the job done in today's hi-tech business world.

It's 2015, and the outdated need for physical signatures appears to be the final barrier keeping us from enjoying a technological utopia of offices without paper and flying cars that don't need roads. It may be the case that organizations enact policies requiring a physical signature because they think it will hold some weight over electronic signatures in legal proceedings, but this simply isn't the case. As determined by the New Hampshire Supreme Court in Eighteen A-Full-Century-Before-the-Moon-Landing-And-When-Mutton-Chops-Were-All-The-Rage Sixty Nine. From the case *Howley v. Whipple*:

It makes no difference whether [the telegraph] operator writes the offer or the acceptance in the presence of his principal and by his express direction,

with a steel pen an inch long attached to an ordinary penholder, or whether his pen be a copper wire a thousand miles long. In either case the thought is communicated to the paper by the use of the finger resting upon the pen; nor does it make any difference that in one case common record ink is used, while in the other case a more subtle fluid, known as electricity, performs the same office.

Almost 150 years later and our electronic signatures travel wirelessly, thousands upon thousands of miles from one device to another via satellite. Additionally, as recognized by forward-thinking New Hampshire and every developed-yet-lacking-flying-cars nation in our modern world, electronic signatures are totally legit.

Now, back to our opening question: "What's so special about a physical signature?" Why in the world do some entities require you to go through the hassle of inking your John Hancock on a piece of paper? If the written signature has a special power, then would one's scribbles hold even more legal weight if it were recorded with a quill like the United States Constitution, or etched upon

parchment like the ancient scriptures? The next time your law office requires a physical signature of you, send them a message by faxing it upon a piece of papyrus.

An organization that will accept a digitized version of your signature, but not a signature from a secure document signing service, is making operations harder than they need to be. If you have to send a signed contract via email, then you're looking at an easy half-hour of downtime just to record your name:

- Open your inbox and download the document.
- Print the document (and hope that the paper and ink levels are good to go).
- Locate your favorite pen and sign the document, being sure to cross your t's and dot your i's.
- Scan the signed document.
- Convert the file into a PDF.
- Attach the signed PDF to the email and send it.

Just because there still exists businesses that demand an inked signature, doesn't mean that your company has to abide by a requirement deemed obsolete when U.S. President Ulysses S. Grant was in

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The Value of Doing IT Right the First Time Around

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If a business chooses not to go with us because they feel like rolling the dice in order to save a little bit of money, then we might not be the best fit for them. Instead, we feel like the organizations that would benefit the most from our IT services are the ones that want to invest a bit more in the right tools, technology, and infrastructure up front. By using a quality product and taking the time to make sure the job is done right, your time and money won't be wasted (and either will ours).

"Many IT companies will try to distinguish themselves by price, but for IT service, the old adage 'you get what you pay for,' is true."

To be clear, Celera Networks provides several ways for you to save money on your IT expenses. Our managed IT services can save money by turning IT repair from a capital expense into an operating expense, and by having your equipment properly maintained, you will proactively save money because your equip-

ment will run more smoothly. Additionally, we can save you money by going over your IT budget to help equip your business with solutions that will best serve your company's technology needs.

If you're a business that sees past gimmicks and cheap practices because you understand the value of implementing a quality system and the right plan, then reach out to us at (617) 375-9100.



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Random Popups

The occasional popup ad is normal, albeit still annoying. What's not normal is for every web page to load a popup ad, and for popup ads to spawn new popup ads; so much so that closing the popup windows feels like you're playing a super annoying game of virtual Whack-a-Mole. This is a sure and in-your-face sign that your PC has been infected with a virus.

Finding New and Unexpected Software Installed on Your PC

Have you ever gone through the applications installed on your computer and found a program or two that you don't recognize or remember installing? There's a good chance that malware on your computer is responsible for downloading these mystery apps without your

consent. As you can imagine, these bogus apps weren't designed to improve the performance of your PC.

One way to find out what programs are activated upon PC startup (a characteristic of malicious apps) is to use Autoruns. When investigating your installed software, you may see a few legitimate apps that you've not heard of before. You only want to remove the bad apps from your system, not the good ones. You can double check with Celera Networks if you're unsure about deleting certain apps.

If you can confirm any of these signs on your PC, then you will want to quickly take care the threat before it spreads on your system, or even over your network. The surest way to eliminate a known

virus is to turn off your PC, unplug it from the network, and call Celera Networks at (617) 375-9100.

Our technology professionals can take a look at your system and put a stop to any virus before it spreads. We can also help protect you from any current and future viruses on your network with our managed IT services, which includes remote monitoring. With Celera Networks monitoring your system, we can spot and take care of any of these signs early on before they turn into a major problem that comprises your data and causes downtime.



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4 Qualities to Look For In the Next Company that Services Your Tech



As a small business owner, you want the best technology that will assist your company and allow it to grow. Not all technology vendors can do this for you. In order to get the most out of your technology, you need to separate the champs from the chumps. That's where our vendor management service comes in.

In order to pick out the best vendors, you need to know how to spot them. To help you out, here are four qualities that you will want to look for in a potential vendor in order to make sure that they're a right fit for you.

Do They Know What Technology Will Best Serve Your Company's Goals?

You are intimately familiar with the needs and goals of your business. Therefore, the best way that your company's goals will be served by your technology is for your technology provider to be just as familiar and committed to these goals

as you are. That's a tall order to ask of a vendor that's just plucked from the front page of Google, and it's time-consuming to have to communicate the ins and outs of your company to every new vendor that you work with.

A better way is to have an IT company like Celera Networks that already knows your company's goals and needs arrange for technology vendors on your behalf. This saves your business loads of time from having to explain everything all over again, and it gives you peace of mind knowing that the right people are working on your technology.

Are They Knowledgeable and Committed?

One of the most important things to look for in a technology vendor is their expertise level. Do they know what they're talking about? Are they willing to do whatever it takes to fix your problems, and can you rely on them to be there when you need them the most? Can they back up their claims of technical professionalism with proven results?

Your lack of technical knowledge may prevent you from fully knowing if you're working with a knowledgeable technology company or one that's taking you for a ride. Therefore, it's good to have the knowledgeable experts at Celera Networks find your technology vendors for you, and because you know that we're committed to you, you can be confident that we'll find a vendor that's equally committed.

How Flexible are They?

You should look for a technology vendor's ability to adapt to your business model. For instance, if you just need your copy machine fixed and the copy machine service company tries to upsell you, then they're not serving you; they're using you. If they're not flexible in distinguishing their needs from yours, then you need to look for someone else. With Celera Networks's vendor management service, we're able to focus on your needs and find technology vendors that are flexible enough to serve you (not the other way around).

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office. Celera Networks can equip your business with legal electronic signature solutions that can make signing a digital contract quick and easy.

On a related matter, if we go even further back to 1843, this

is when the fax machine was first patented by Alexander Bain. Does your business still use one of these steam-powered machines? Celera Networks can assist you with upgrading from this ancient technology by digitizing all of your sent and received faxes with our fax server solution.

Contact us today at (617) 375-9100 to learn more, because you shouldn't have to sign the dotted line for your new flying car with a ballpoint pen!



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Are There Any Hidden Costs or Fees?

Fact: Nobody likes hidden costs and fees. Some technology vendors might try to trick you into paying more money for their services with hidden costs and fees. It's a classic example of the ol' bait and switch. You deserve a technology vendor that will be straightforward and honest about your bill. You've

come to expect this kind of straightforwardness with Celera Networks, which means that you can have confidence that we will find a like-minded and honest technology vendor on your behalf.

Notice a pattern? There's only one IT vendor you should call, and that's Celera Networks. We'll provide vendor relation-

ships to meet your technology needs without the hassles associated with less-than-honest IT service companies. Give us a call at (617) 375-9100 to equip your business with the best service possible for all of your technology.



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Sick of Email? Try These 3 Alternative Communication Apps



Since the dawn of the Internet, email has been that thing you

love to hate. Email was meant to be a dynamic tool capable of replacing the odd fax machine and postal mail. Today, some workers dread even opening their inbox due to how much

time they have to invest in it. Some might even wonder if there's a better way to go about their work day.

These statistics aren't exactly in favor of email as an inter-office communication tool:

- In the words of Monica Seeley, an email management expert, "Most companies are grappling with

email overload. Companies are losing up to 20 days per person per year, dealing with email poorly."

- Spam makes up a significant portion of emails sent...



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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.

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