E·SAFE TECHNOLOGIES

The E-Insider

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

April 2016

Pittsburgh, PA

This monthly publication provided courtesy of Tim Steinour, President of E-Safe Technologies.

"You are a top expert in what you do. We are top experts in what we do. Let us save you time and money by helping with any of your IT concerns."

Which Flavor Of The Cloud Is Right For You

Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

Three "Flavors" Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured.

Basically, there are three types of cloud: public, private and hybrid.

Public Cloud Services Offer Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

Private Clouds Support Highly Specialized Apps

A private cloud resides within an

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organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

Hybrid Clouds: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility and cost-effectiveness for some organizations.

"Each type of cloud has its own pros and cons."

So Which "Flavor" Is Right For You?

There is no perfect solution – each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

Public cloud solutions are best suited to the flexibility and budget requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

A private cloud, managed and supported by an in-house IT team, may be ideal for your organization if control and privacy are of paramount concern.

A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn't as sensitive.

How To Get The Best Professional Help

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it's critical to work with a professional who has depth of experience in all types of cloud environments.

We've helped dozens of companies set up and run cost-effective, powerful and secure cloud networks. **For a Free Cloud Readiness Assessment, contact us at (412) 944-2424 or whines@e-safetech.com today.**

Free Report Download: The Business Owner's Guide To IT Support Services And Fees

You will learn:

♦ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.

♦ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.

♦ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.

♦ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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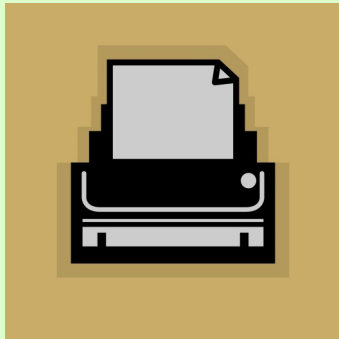
New Printer Fits In Your Pocket

So, what's about the size of a deck of cards and prints instant photos from your smartphone – with no ink needed?

Yes, there is such a thing, and if you guessed the new Polaroid Zip, you'd be right.

Selling for $129.99, it prints full-color 2x3-inch prints with an optional peel-off sticky backing. Each print costs about 25 cents and they look okay, all things considered – just don't expect ink-jet print quality.

How does it not need ink? It uses Polaroid's Zink zero-ink paper, embedded with cyan, yellow and magenta crystals. They turn into the appropriate colors when activated by a heat process. And since there's no ink, there's no stickiness, smearing or waiting for photos to dry.

Connect to your smartphone via Bluetooth, then just shoot and print!

Forget Something?

A while back I did a huge favor for someone and never heard anything from them… Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice…but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words *reciprocation* or *gratitude* don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you…that they didn't have to do…can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked…but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy."
– Anonymous

More glitches ahead.
Software bugs have been around for a while now. But with so much new technology going online – often without sufficient testing – the interactions are getting harder to predict. A glitch grounded 5,000 United Airlines planes for two hours. Other glitches have halted trading at the New York Stock Exchange. And a glitch at Netflix caused this odd summary: "This Disney film follows a gentle, crippled bell ringer as he faces prejudice and tries to save the eyes of individual dinosaurs." Unlike software bugs, which can be tested and corrected, glitches happen when technology breaks in unexpected ways. Bottom line? No need to abandon technology – just monitor systems and communicate with IT managers more frequently.
-Harvard Business Review

Naturally successful people "sprint," then relax.
An American schoolteacher who moved to Finland in 2014 was skeptical of the Finnish practice of giving students 15 minutes of free time every hour. Until he tried it. He was astounded when they went from dragging their feet to having a bounce in their step and more focus in their studies. The makers of DeskTime, a software that tracks employee time use, studied the habits of the most productive 10% of their 36,000-employee user base. The surprising results? They work for 52 minutes then break for 17 on average. They treat the 52 minutes like a sprint. During the break they tend to go for a walk or tune out, rather than checking e-mail or Facebook.
-Reader's Digest

Your tech: Productive…or distracting?
With constantly evolving technologies, it's getting harder to know where your time is best spent. To help you stay on track, here are three questions to ask about any situation in your business where technology is involved. 1) *Who's the right person to handle this?* For example, let your IT partners help employees with tech support questions. 2) *Will this save us time and money?* Cloud-based productivity solutions, for example, can give your firm access to the resources of big IT without the need to build it yourself. 3) *Is this making your job easier or harder?* Syncing devices, for instance, could free you and your sales force from the desk to meet with customers.
-Entrepreneur

What's your business missing by not accepting bitcoin?
Here's what you need to know: on the plus side, bitcoin allows direct transactions between end users and product or service providers. That makes it fast and free from transaction fees. It's also extremely difficult to counterfeit, and virtually guarantees user anonymity and security. And promoting that you accept it could enable you to tap into a lucrative demographic. On the other hand, since bitcoins aren't maintained by a single repository, daily exchange rates can fluctuate rapidly. A bitcoin payment you accepted yesterday could be worth half as much today. That, along with a lack of regulatory oversight and ambivalence toward bitcoin by the U.S. Treasury Dept., suggests a wait-and-see approach.
-CBS Pulse

Ten Office 365 Features that You Need to Know About

So you've been using Office 365 for you business for quite some time now. But did you know there are a few nifty features that you can use to make work just a little bit easier? From cutting down tedious tasks to getting work done with multiple people at the same time, Office 365 has got you covered. Here are some hidden (and not so hidden) tips and tricks to help make the most out of this cloud service.

Simultaneously edit a document with other people

With Office 365, people can work together on any Word, PowerPoint or Excel document in real time. This means multiple people can edit a document, figure out what changes have been made and who made them.
So if your employees are still creating documents by themselves, sending them over to their coworkers by email, and silently waiting for a reply, then this Office 365 feature can help cut down on unnecessary email waiting time.

Skype over a document with your coworkers

In addition to being able to work together on a single document, you can also verbally discuss the edits over Skype. This application lets you talk to everyone who is working on the document with a simple click of a button. You can also keep talking to your coworkers even after you've left the Office document session.

Link to files, don't attach them

Is the file you're sending too big? With the business editor of Office 365, you won't have to worry about compressing your documents before sending them over email. You can simply attach the link to the file on your cloud application (Outlook Web App) and people with access to the link can immediately begin editing.

Let Bing find presentation images for you

Sometimes you just need that second opinion when you're picking images for your presentation. That's where Office Sway comes in. Basically, the application employs Bing image search to locate possible images that you can use for your presentation based on the words you are using.

Laser pointer mouse icon

Forgot your laser pointer on the day of your presentation? Simply go into presentation mode and hold Ctrl and the Left-Click mouse button to replace your mouse cursor with a laser pointer.

Change your electronic scribbles into text

This OneNote feature allows you to convert your electronic scribbles into text in just a few steps. Simply select the "Lasso Select" tool and circle the area you want edited and choose the "Ink to Text" option.

E-Safe Welcomes Derrick Kleckner to the team!

   E-Safe is happy to announce another new member to our fast-growing team! Derrick Kleckner was brought on last month as a Sr. Systems Engineer. He is originally from Marquette, MI but currently resides in Weirton, WV. Before joining the team here at E-Safe, Derrick worked as a IT Infrastructure Supervisor at a Nickel Copper Mine in Champion, MI. He has a vast amount of IT experience and many certifications to go along with it. We are confident that Derrick brings a lot to the table as a member of E-Safe Technologies' team of engineers.
   Derrick is happily married with one son and two daughters. He says that he truly enjoys the work that he does because of the fact that he likes finding new challenges and new learning experiences. Down the road Derrick plans to retire to a tropical paradise with his wife. We are happy to have Derrick aboard!!

Electronic signatures

Printing out a document to sign it and then scanning it back to digital format is a bit outdated. However, with the Docusign app, you can setup your own electronic signature and sign documents easily from any device.

Create excel charts with ease

Office 365 has built in new features that will allow Excel to better present and format your data. Simply select the cells that you would want in a graph or table, open the *Quick Analysis* tool and pick however you would like to visually represent your information. Voila! Instant chart.

Turn data from Excel into a map

Speaking of visual representation, did you know that you can convert your data into images? Provided that your data takes note of geographic locations, the Power Map feature can immediately distribute your recorded facts and figures over a 3D map.

Create and Convert PDF Files

You have a variety of choices when creating PDF files from word documents. Exporting your word documents into PDF files can be done by going to *File>Export>Create PDF/XPS*. You also have the option of saving just a portion of a file by indicating the pages you want to only be converted into PDF.

On the other hand, if you would like to edit a PDF, just open the file in the word document, where the PDF content will be opened in a new file. From here, you can copy and edit any content, images or diagrams. Consider utilizing some or all of these features to make the most out of Office 365 and make your life a bit easier. If you'd like to know more about other features that Office 365 has to offer, give us a call.

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

If you are considering cloud computing or Office 365 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 discusses 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 yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: http://www.E-SafeTech.com/cloudreport

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Get More Free Tips, Tools and Services At Our Web Site: www.E-SafeTech.com
(412) 944-2424

Upcoming Events

Webinar— Ransomware today: How to Protect Against Locky and Friends

Webinar: April 27, 2016 - Noon EST

Ransomware has become one of the most widespread and damaging threats that internet users face.

Since CryptoLocker first appeared in 2013, we've seen a new era of file-encrypting ransomware variants delivered through spam messages and exploit kits, extorting money from all types of organizations.

Today, Locky ransomware is wreaking havoc with at least 400,000 machines affected worldwide.

Join us for this informative webinar to learn about ransomware threats and how to stay secure against them:

- What's behind this current wave of ransomware
- Anatomy of a ransomware attack
- The latest ransomware to rear its ugly head: CryptoWall, Locky, TorrentLocker, CTB-Locker
- Practical steps to protect your organization from ransomware threats

REGISTER NOW: www.e-safetech.com/ransomware-today/

Lab Day
Where You Control the Content

E-Safe is excited to announce our 18th Quarterly Lab Day! This is a great opportunity for you to work with our experts and get answers to all of your questions. Whether you are a long term virtual user or are thinking about implementing it, then this Lab Day is for you! Come ready to learn and get all of your questions answered.

Lab Day Topics:

- Logon Times
- Security
- Group Policies
- NTFS Permissions
- Free Utilities

Register today to reserve your space at this upcoming event!

Event Details

**When and Where:
May 19th, 2016
9am-Noon**

E-Safe Office: 300 Bilmar Dr
Suite 240
Pittsburgh, PA 15205

Register at:
www.e-safetech.com/news-events/events/labday/

Refer Someone You Know to E-Safe and we will Donate $100 to a Charity of your Choice:

Referrals play a big role in our journey to support many Pittsburgh area businesses' IT needs. E-Safe is also a company that realizes the fact that there are causes out there that could use support! To show our appreciation for all of the kind words and new business you provide, we would like to make a donation to a charity of your choice just for telling your vendors, associates, and colleagues about E-Safe Technologies. All you have to do is **refer one person** who agrees to meet with us and we will donate $100 as our way of saying thank you. This is by far our favorite referral program because of the fact that it enables us to give back and support worthy causes. Not only will we make the donation, but we'll also send the people that you refer who meet with us a voucher entitling them to (2) FREE HOURS of computer support so everyone wins! But wait!!! We are going to make this program even better… If we close business with the company that you refer to us, we will also donate $100 to a charity of their choice. This mean that if you have even the slightest thought that someone out there needs us, which they most likely do, it is a chance for you to help us give back to a worthy cause. **This offer is only available to the first ten people who refer someone to E-Safe so act quickly!!**

Learn more: www.e-safetech.com/resources/referrals/

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