



The E-Insider

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

R.I.P. Windows XP

Dearly beloved, we are gathered here to say farewell to a dear old friend, Windows XP. Born October 25, 2001, this operating system was a reliable computing friend through the dawn of the Internet revolution. She introduced us to "the blue screen of death," but overall lived a happy and productive life. XP outlived her troublesome brothers, Windows ME and Windows Vista, and is survived by Windows 7 and 8.

April 8, 2014, officially signifies the end of life for Windows XP. Launched in 2001, predating 9/11, Windows XP instantly became a huge hit, unable to be toppled later by Windows Vista (by most) and even Windows 7 and 8 (by many). The operating system was still being installed on some new computers as recently as 2010.

An Urgent Security Warning For Any Business Still Running Windows XP

If your organization is currently running Windows XP on one or more computers in your office (29% of all PC operating systems were Windows XP as of the beginning of this year), you need to be aware that you are exposing your computer network to a dangerous security threat that must be addressed immediately.

With the retirement of Windows XP as of April 8, no further security updates, patches or system updates will be released to protect you from viruses, malware, spyware, crashes or theft of personal information. That means your computer network could very soon be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to deal with. **If you have even one XP computer on your network, then you are at risk!**

If you still have any Windows XP PCs in your office, we need to replace these computers immediately! Please call our office at 412-944-2424 to schedule a priority appointment with one of our team members.



"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!"
- Tim Steinour,
E-Safe Technologies

April 2014
Pittsburgh, PA

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"I put them all in one basket on purpose.
I like to live dangerously."

There Are 3 Critical Elements You Must Have In Place To Guarantee A Fast, Pain-Free Recovery Of Your Critical IT Systems In The Event Of A Data-Erasing Disaster, Yet Most Businesses Don't Have Even One

When it comes to backing up and protecting your company's critical data, you need to know for certain – **without any lingering doubts** – that you could recover your files and be back up and running again fast after a natural disaster, server crash, hacker attack or other data-erasing event. Here are 3 critical elements you must have to guarantee a painless recovery when things go wrong.

Critical Element #1: Secure, Encrypted Off-site Backup

While we recommend that you have on-site backup, it's absolutely **critical** to keep an encrypted copy of your data off-site as well. If a fire burns your office to the ground – or a thief breaks in and steals your server and equipment – or a natural disaster floods your office or makes it impossible to access your PCs and server – the on-site backup will be useless to you. And copying your data to an unsecure device and carrying it home every night isn't the safest or smartest system either. Data needs to be encrypted to prevent it from falling into the wrong hands.

Critical Element #2: A Data Recovery And Disaster Recovery Plan

A HUGE mistake many business owners make is thinking that data backup is the same as disaster recovery – it's not. Many business owners are shocked to find out just how long and arduous the process is to get all their data back after a disaster – and that's IF they have a good, clean copy of ALL their data (most are surprised to find out they don't). Just having a copy of your data isn't enough; you need to have a plan in place to get everything restored quickly, which is something that many solutions don't offer.

Critical Element #3: Test Restores

After you have a good backup system in place, you need to test it regularly to make sure it works. Point is, there's something wrong if you aren't doing this simple check at least once a month. If your current IT person is not doing this, you can't have any confidence in your current backup system.

Help Us Out And Be Entered for a Chance to Win a Trip to Hawaii



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "Mahalo Madness" year long campaign with a chance at the grand prize...a **Hawaiian Vacation** and stay at the Marriott Maui Ocean Club!

Simply refer any company and if they sign a Managed Services Contract or make a purchase with us, we'll enter you into a drawing for a **FREE Hawaiian Vacation!!!! ALOHA!**

Simply call us at 412-944-2434 or e-mail us at TimSteinour@E-SafeTech.com with your referral's name and contact information today!

For official rules visit: www.E-SafeTech.com/Hawaii

5 Tips To Creating An Effective DRP

A business without a DRP (Disaster Recovery Plan) is like a circus acrobat without a safety net. The question is, are you willing to take that kind of a risk with your business? Considering how attacks to your business can come in many forms be it cyber, natural disaster or man made (among many others), it makes perfect sense to have an effective DRP in place.

While there are several facets to a DRP that are going to determine whether it will be effective or not, making sure that you've considered these 5 tips is definitely a good start.

1.) Commitment from management

Because the managers are the ones who will coordinate the development of the plan and be the central figures who implement the recovery plan, it's crucial that they are committed to it and are willing to back it up.

They will also be responsible for setting an allocated budget and manpower to creating the actual plan. That said, it's very important that they know the concept behind it and how huge of an impact a DRP can have on a business.

2.) A representative on each department should be available when creating a DRP

It's unthinkable to believe that your DRP is well optimized when you haven't had a representative from each department coordinate with you while creating the recovery program.

Considering how they themselves are the front line of your organization with the best knowledge about how their department works, it's a huge plus that you should take advantage of when creating a DRP.

With the representatives on your team, you'll be able to see things from their perspective and gain first-hand knowledge from those who do the actual work.

3.) Remember to prioritize

In an ideal world, you should be able to restore everything at the same time after a disaster strikes. But since most businesses usually have a limited amount of resources, you will usually have to recover systems one at a time.

Because of this, you need to have a hierarchy or a sense of priority when determining which systems should be recovered first. That way, the most important systems are immediately brought back up while the less important ones are then queued in order of their importance.

4.) Determining your recovery strategies

This is one of the main focal points of a DRP since this phase tackles the actual strategies or steps that you'll implement to recover your systems.

When determining your actual strategies, it's important that you brainstorm and think about all the options that you have to recovering your systems. Don't simply stick with the cheapest possible strategy or even the most expensive ones.

You have to remember though that the simplest strategy to implement is probably the best one. That is, as long as the simplest strategy covers the critical aspects of your system recovery.

That said, avoid over complicating your strategies as you might face unnecessary challenges when it comes to the implementation of the recovery strategy.

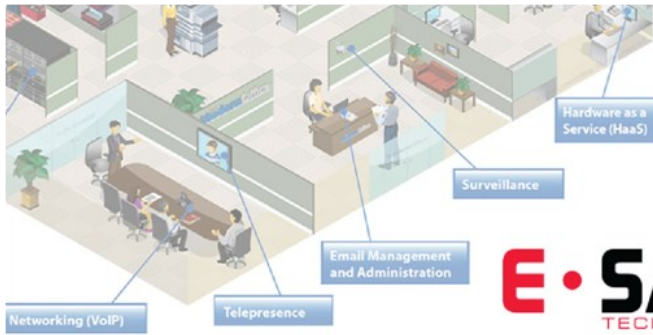
5.) Do a dry run at least once a year

Your DRP shouldn't end with the concept alone. No matter how foolproof you think your strategy is, if you haven't tested it you most likely have missed something important.

It's during the dry run phase that the need for extra steps (or the removal of one) are made even more evident. You can then start polishing your strategies according to how your dry run plays out. It would also be a good year to practice your plan each year and update it accordingly.

These tips will help you ensure that your DRP will remain effective should a disaster occur. If you're having a hard time figuring out how to go about the process of creating a DRP, then give us a call now and we'll help you with the process.





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E-Safe's Educational Series To Modernize Your Office

“What is VoIP?”

Voice Over Internet Protocol (VoIP) is a phone service that is delivered to your organization over the Internet instead of from your local phone company. The steps involved are similar to traditional digital telephony but the information is packetized and transmission occurs as Internet Protocol packets over a packet-switched network. VoIP converts analog voice signals into digital data packets and supports real-time, two-way transmission of conversations. Calls can be made on the Internet using a VoIP service provider and standard computer audio systems. Some VoIP providers

may only allow you to call other people using the same service, while others may allow you to call anyone who has a telephone number—including local, long distance, mobile, and international numbers. All VoIP services require your broadband Internet connection to be active, which can sometimes cause problems for people utilizing the service. VoIP systems employ session controls and signaling protocols to control the signaling, set-up, and tear-down

of calls. They transport audio streams over IP networks using special media delivery protocols that encode the voice, audio, and video using audio codecs and video codecs as digital audio by streaming media. Dedicated VoIP phones in the corporate setting connect directly to the IP networks using technologies such as wired Ethernet or wireless Wi-Fi. They are typically designed in the style of traditional digital business telephones. A softphone is application software installed on a network computer that presents dial pads and digital displays to operate by mouse or keyboard.



Start with a Plan,
Finish with Success.

“How Can VoIP Improve My Business?”

There are many different ways that VoIP can have a direct impact on daily operations and the bottom line. Here are just a few:

Cost Savings—The initial investment in VoIP is much less than standard telephones because you don't have to run designated cabling for each phone. You can use standard computer equipment and networking hardware for the network and endpoints.

Portability—Your company's phones don't need to be tied to one location as they do with regular systems. The system recognizes the protocol for your phone, enabling you to plug into a switch at any location. Also, just about every mobile computing platform has a Skype

client, which can be utilized for face-to-face interaction from anywhere and at any time.

Usability—Managing your phone with the software linked to your workstation is easier than ever. You can use this software to handle inbound calls, dial outbound calls, coordinate conference calls, and even start video conferencing. Also, one single network can be used for both data and voice communications.

Efficiency—Techniques can be used to compress the voice data and suppress the sending of voice data during periods of silence. This enables more efficient usage of the network and lower call costs as well.

Next Issue:

**Software as a Service
(SaaS)**

Other Things to Know:

Mobility—VoIP systems can forward calls from your office to your mobile phone.

CRM Integration—VoIP phones can integrate with various CRM applications, making it easy to keep track of vital business information.

Outlook Integration—VoIP systems can email voicemail to your inbox so you can listen to your messages at any time.

Soft Phones—VoIP systems often provide special software to allow you to make calls right from your computer using a headset.

“How Does VoIP Work?”

VoIP is a method for taking analog audio signals and turning them into digital data that can then be sent over the internet. The digital packets travel like any other type of data, such as e-mail, over the public Internet and/or any private Internet Protocol (IP) network. There are a few different ways you can use a VoIP service. You can call landline or cell phones or you can call computer-to-computer. Users of the VoIP phone system simply plug their IP phone into the nearest LAN port. Then,



the IP phone registers automatically at the VoIP phone system. The IP phone always keeps its number no matter where you plug it in.

With VoIP, voice data can be compressed if necessary and sent over the network in User Datagram Protocol (UDP). The advantage of

VoIP is that one high-speed network can carry the packets for many voice channels and possibly share with other types of data at the same time. A single high-speed network is much easier to set up and maintain than a large number of circuit switch connections. The UDP is then used to transmit voice data over the VoIP network. Then, the signaling invite message is used by the VoIP phone that initiates a call to inform the called party that a connection is required.

“What’s My Investment In VoIP?”

VoIP allows both voice and data communications to be run over a single network, which can significantly reduce infrastructure costs. Also, you don’t have to invest in any networking equipment for the phone system. This is because standard computer equipment and networking hardware can be used for the network and endpoints. This also occupies less physical space. As mentioned above, more efficient usage of the network can result in lower call costs, which can directly have an effect on the bottom line. Most VoIP companies are offering minute-rate plans structured like cell phone



bills for as little as \$30 per month. On the higher end, some offer unlimited plans for \$79. With the elimination of unregulated charges and the suite of free features that are included with these plans, it can be quite a savings. Most VoIP packages include features that normal companies charge extra for, including caller ID, call waiting, call transfer, repeat dial, return call, and three-way calling. If you are seriously considering VoIP, there are many different features other than the ones mentioned that can increase productivity and efficiency across your organization.

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Want to Learn More About
VoIP or E-Safe’s
Modern Office Series?

Contact Tim Steinour at
TimSteinour@E-SafeTech.com today!

Set Up Outlook.com On Your Tablet



Outlook is a Microsoft application that lets you access different email accounts and Microsoft's own email service from one program. Aside from being included in the Microsoft Office Suite, it can also be accessed using your Web browser by going to Outlook.com. For those who would like to access their Outlook.com account on the go an official app is available for download on the Google Play Store.

Add Outlook.com to your tablet

The Outlook.com app was developed through a partnership of Microsoft and SEVEN Networks. If you wish to install it on your Android tablet, you may download the application from the [Google Play Store](#) for free. You may also access the Web version of Outlook using your tablet's browser by going to Outlook.com. However, if you are looking for a better mobile experience, then the app is a good option.

Here's how you can add an Outlook.com e-mail on your tablet:

1. Go to Google Play Store and search for *Outlook.com*.
2. Tap *Install* to download and install the application.
3. Launch the app once installation is complete.
4. Sign in with your Outlook account. If your company uses Outlook in your office, use your usual email address or login name and password and it should work.
5. Tap *Yes* to allow app permissions.
6. Choose a nickname for the account and choose how much of each email you wish to see on your device, then tap *Next*.
7. Select if you wish to sync your device's contacts and calendar by tapping on the box next to this option. Tap *Next*. You should now be able to access your Outlook account.

It's also possible to add more email accounts on Outlook.com. Here's how: If you're in your Inbox, swipe to the right to show your list of folders. You may also tap the arrow pointing left to go to the same screen.

1. Tap the up arrow on the left side of your account name.
2. Select *Add Account*.
3. Enter your new email account and save.

Outlook.com app features

The Outlook.com app had several enhancements added with its updates, improving user experience. Here are some of the more popular features.

- **Server-side search** - the original Outlook.com app required that emails were downloaded on your phone first before being able to be found when doing a search. An update has been made allowing you to search for emails, even if they aren't downloaded to your phone.
- **Supports alias** - messages can be sent to a different email address and come into the inbox of your primary account. Outlook's alias feature is available with the app.
- **More themes** - blue is no longer the only color option for the app's theme. There are now 11 color themes to choose from, letting you personalize the application to your taste. These colors include pink, dark red, orange, light green, green, teal and light blue.
- **Unlimited mail download** - downloading all messages in one tap is also possible so you don't have to select each message one by one, making it faster and more convenient to access your emails..
- **Vacation reply** - managing vacation replies can be done from your app too, which is useful if you are away from the office and offline and need to reassure contacts that you haven't just gone off radar.

If you don't have Outlook.com app on your tablet yet, why not give it a try and start accessing your account anytime, anywhere.

For inquiries or any concerns that you may have with regards to the Outlook.com app, don't hesitate to contact us. Our support team is always ready and happy to help.

Shiny New Gadget Of The Month:



DigiMemo – Digital Notepad And Pen

While many people have converted to electronic methods of note-taking by using tablets and laptops, there are still a few hold-outs who prefer to use good old-fashioned pen and paper. Transferring, sharing and saving electronically is the one setback to this classic way of doing things. Well, not anymore. Now you can go from paper to e-mail or Word in seconds.

The DigiMemo with 32MB memory and memory card slot is an amazing stand-alone digital notepad that digitally captures and stores everything you write or draw with ink on ordinary paper, without using a computer or special paper.

When connected to a PC via USB, the DigiMemo easily organizes your notes with its powerful, included DigiMemo Manager Software in Windows or Mac. Want to e-mail your notes and drawings straight out of the DigiMemo? Simply launch Mail software, press the send function and off it goes!

For the 8-1/2" x 11" digital notepad, an online writing function can instantly synchronize your writing on the paper with the page in its software in Windows.

Get yours today at:
www.SkyMall.com

4 Reasons You Might Be Wasting Good Advice

Have you benefited from all the good advice you've received over the years? Have you experienced times when you got great advice and it didn't work?

Don't we all want good advice from whoever can give it? There are times when even the best advice doesn't pay off. Here are four reasons you might be wasting good advice.

Reason #1: **You don't think you need it.**

You can't help somebody who doesn't think they need it, and these people aren't usually seeking good advice. Sometimes someone who doesn't think they need it asks for advice for appearances, or to ingratiate themselves to someone.

Even if the non-learner stumbles upon worthwhile information in a speech or seminar, they will dismiss it: it becomes seed falling among the stones.

Moral of the story: don't ask for advice unless you really value and need it. Asking to patronize someone will usually backfire, especially if you don't take their counsel.

Reason #2: **The advice is good but you're the wrong person.**

The relevancy of the advice is dependent on the person and their situation.

I'm always amused when I hear a new salesperson say they don't need to prepare because they know a sales legend in their company who successfully "wings it." Really? Might it be that the successful old pro has prepared so much over so many years that he or she makes it look effortless?

Likewise, you might be past the point in your career where the advice offered is relevant. It might apply to someone with less experience, but it won't reward you where you're at in your journey.

Reason #3: **You get good advice at the wrong time.**

Sometimes advice arrives when you're not in a position to apply it immediately. There are more urgent or pressing matters to attend to, or you don't have the necessary resources. If this is the case, put it on your "to do as soon as possible" list.

Sometimes it is the "wrong time" in that the advice might be too uncomfortable or painful. You need to wait until you're able to accept it gracefully.

Reason #4: **You don't recognize it as good advice.**

You might not like the advice you're getting because it is difficult or painful to accept. The best advice often comes from friends and colleagues who love us enough to tell us the truth. Don't let the unpleasantness of advice prevent you from recognizing its value.

So what is good advice? It is information relevant to you and your business based on where you are at a particular point in time. Advice that comes too late or too early won't be helpful to you. And you need to be receptive to what it suggests you do.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team building, customer service and change. Mark is the author of eight books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com

Meet E-Safe Team Member Jess Loughney



Jess Loughney is the Marketing Manager here at E-Safe Technologies. She has "officially" been with the company for 7 years, but spent many summers here as an intern. Jess enjoys her job and loves planning exciting and educational events for our customers and prospects.

Jess lives in Sewickley with her husband, Roger and daughter, Emily (18 months) (you may have met them at one of our events). The family is expecting a second child in May.

In her spare time Jess enjoys spending time with her family taking trips, skiing, biking and hiking.

The Internet Of Things

In January, Google purchased home automation company Nest Labs, the maker of the Nest Thermostat, for \$3.2 billion. This purchase was a huge sign that big companies (like Google) very strongly believe that we will soon live in a world where everything is connected online.

This new world has been coined “The Internet Of Things” and will soon be the reality of the world that we live in. Consider that high-quality sources estimate that by the year 2020, between 26 and 30 billion devices will be connected to the Internet and more than half of these devices will be everyday appliances such as thermostats, refrigerators, parking meters, trash cans and such.

SAP describes the “Internet Of Things” as everything from smartphone apps that control your home’s lights and temperature from afar to real-time analytics that help ease traffic congestion and city parking woes.

Imagine a world where:

- ◆ You can find a parking spot and reserve it with your mobile wallet before you arrive.
- ◆ Traffic stoplights adjust to real-time conditions automatically to improve the flow of traffic.
- ◆ Municipalities detect trash levels in containers to optimize trash collection routes.
- ◆ Car insurance companies can track your actual miles driven and allow you to pay insurance only for the miles that you drive.



This is just the tip of the iceberg, and if Google’s projections are true, you are going to see huge adoption of these devices coming fast.

Upcoming Event: E-Safe Technologies’ Lab Day, June 5th!

E-Safe is excited to announce its 11th Quarterly Lab Day! Lab Day is a great opportunity for you to work with our experts and get answers to all of your questions. Whether you are a long time virtual user or are thinking about getting into it for the first time this lab day is for you! Come ready to learn and to get your questions answered!

Lab Day Kick Off Topics:

- VMware Flings
- View 5.5
- RV Tools
- SRM and DR / BC
- Performance Tuning

When and Where:

June 5th 2014
9:00-11:00am

E-Safe Office: 300 Bilmar Drive, Ste 240
Pittsburgh, PA 15205

Register at:
E-SafeTech.com/LabDay

The Lighter Side: Spring Is In The Air



- ◆ If you stand at the equator on the first day of spring, you will see the sun pass directly overhead. This only happens two times a year: the first day of spring and the first day of autumn.
- ◆ Baby birds are born with the ability to sing, but they must learn the specific songs of their species. They are thought to acquire these songs between 10 to 60 days of age and begin to sing them the next spring, when they have matured at about 300 days old.
- ◆ Spring fever is real! It commonly occurs when a sudden warm spell follows a long cold period. When the temperature rises, there’s a dilation or expansion of the blood vessels so that blood can be carried to the body surface where heat can be lost quickly. This makes some people experience an energetic feeling.
- ◆ Spring cleaning often accompanies spring fever. And with the warmer weather, windows and doors can be open, which allows ventilation for dusting and the fumes of cleaning products. It has been suggested that spring cleaning dates back to the Persian New Year, when they practice “Khoneh Tekouni,” which means “Shaking the house.” Another possible origin can be traced to the ancient Jewish custom of cleansing the home in anticipation of Passover.
- ◆ Children tend to grow a bit faster in the spring than during any other time of year.