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A Backup Plan You're Sure To Fall In Love With

In today's fast-paced, data-driven world, backups are mission critical to your company's survival and success.

Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all silver bullet, there are some general principles to be aware of.

Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop.

If the hard drive on any device in the network goes kablooeey and its

user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way they were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn't designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

Archive Backups

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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.”

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't reboot from an archive, but if you've accidentally deleted a file, you can retrieve it from an archive. If any device on the network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.

Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly

copy of the image-based backup files. Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up. Select a system that's simple, continual,

fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

A Fail-Safe System

So, can you rest assured that your company's backup system is built

to minimize downtime in the event of data loss or equipment failure?

If you're 100% certain you can answer yes, congratulations - you are one of the few! If not, NOW is the time to take action - rather than after you wish you had.

Not only is our E-Trieval highly affordable, it continuously backs up your entire server - including open files - every 60 minutes, so you'll never lose a whole day's work. Then, every night, it automatically backs up a snapshot of your entire server to an off-site military-grade data center where it's held safe and secure until you need it.

Don't put this off another minute! Contact us right now through the end of February to claim your free Backup System Audit. Let us make sure your backup system never lets you down. We can fix broken computers but a broken heart is another thing entirely... Call TODAY!

"Should the absolute worst happen, the cloud backup image can be 'spun up'."

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.E-SafeTech.com/protect or call our office at (412) 944-2424.

Shiny New Gadget Of The Month:



Keeps You In Touch, Could Save Your Life

If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.

SKILL...And WILL

Let's get one thing straight...we all begin as a NOVICE.

No one - let me repeat that - NO ONE starts as an expert. We all have to learn to walk, talk, eat, swim, count, write and read. We all start at zero, the bottom, from scratch, zip...with absolutely no knowledge, experience or understanding of the "THING" we are about to learn.

So, then the journey begins: your progression from being a Novice, to being Average, then Skilled, then a Specialist and finally an Expert is all up to you. I really like the title of "EXPERT" because it has to be earned. You can assign someone a title of Vice President or Sales Manager, Boss or Director...but EXPERT - that title is something to be revered, respected and admired.

EXPERTS have put in the time, effort and study to EARN the title. They have dealt with the pains, frustrations, exhaustion and stress that come with obtaining the title of EXPERT. In fact, it's really not a title at all, it's a designation or confirmation that the person you are dealing with is very, very good at what they do. I like being around experts, because they have traits in their character that can do nothing but help me.

You see, to be an EXPERT you have to have passion, conviction, focus, discipline, dedication, drive, purpose, commitment, spirit, determination... and the undeniable WILL to perfect your SKILL.

According to the American Society for Training & Development, American

workers average 6.5 minutes per day developing their skill. That statistic alone explains why there are so many average-performing people. Most people just aren't WILLING to put in the time and effort needed to raise their skill level.

Your success has a great deal to do with your level of SKILL, but not everything. I know a lot of talented, smart, well-educated people who have in no way come close to reaching their full potential.

You have the FREE WILL to succeed, if you have the WILLINGNESS to do it.

The big question is WILL you? Who would have ever thought such a simple word as WILL would have so much to do with your success. Here are a few quotes I want to share with you that should hopefully broaden your perspective on how important WILLPOWER is to your success. They are by people you may have never heard of - de Balzac, Min and Crowley respectively - but the brilliance of their words is indisputable.

"There is no such thing as great talent without great willpower."

"Lack of willpower leads to more failure than lack of intelligence or ability."

"In the absence of willpower the most complete collection of virtues and talent is wholly worthless."

Anyone can go from Novice to Expert if they have the WILL to do it. But the "Skill Knob" can only be turned to the "Expert Notch" if you have the WILL to make it happen and the discipline to study, learn and practice.

Microsoft Outlook for iOS and Android - Worth a try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive. *-Computer World, 10.29.15*

Star Wars BB-8 Droid Tie-In: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero

CEO Paul Berberian and the company's two founders were invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, *The Force Awakens*, then in production - stuff nobody but folks directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history. *-Wired, 09.03.15*

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their

use of pain medication. Some users experience relief in as little as 15 minutes. Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone - your results may vary. *-MedGadget 08.17.15*

World's Smallest Camera Drone

Curious about camera drones, but not sure where to begin? For under \$30 you can get a tiny "quadcopter" that fits in the palm of your hand. The Cheerson CX-10C claims to be the world's smallest drone with a camera. You'll get a flight time of no more than about three minutes, less if you use the camera. Which, of course, is the point, isn't it? Still, it's a good way to get the hang of playing with one of these things without a whole lot of cash out-of-pocket. Use it for aerial shots of you and your family skiing, on the beach - or just buzzing around the house for practice. *-Drone Arena, 11.06.15*

Facebook Contest!!



Like us on Facebook for your chance to win a \$10 Panera Bakery gift card every week in April and a \$50.00 Amazon.com gift card at the end of the month!!

Drawings will take place on each Thursday during April 2016

How to be More Productive in Life and Work

Between your customers, vendors, employees and other moving parts of your organization, it can be difficult to find the time to focus on your business. On a daily basis, you likely have to deal with dozens of tasks, and oftentimes don't finish them all. So how can you fix this? How can you be more productive, complete your to-do-list and get out of the office on time? There are a couple of key productivity principles and technology solutions that can help.

Have a single focus

When Bill Gates and Warren Buffet were asked what the single most important reason for their success in life was, both answered with a single word: focus. It is that important. When you work on one task for an extended period of time, the quality of your work is at its highest. What's more, you'll also finish that task in a shorter amount of time than if you had to stop and start it repeatedly due to distractions.

This principle of focus can be applied to many areas of business and life. Whether you're writing a report, sharing time with your family, or simply reading a book for your own pleasure, the quality of that experience improves with the more uninterrupted time you dedicate to it. Now, when it comes to IT and technology, this same principle can have a tremendous impact on your business. Not only do technology distractions - such as constantly breaking computers, security breaches, and slow servers - hurt your productivity, but they also crush your spirits. How can you focus on growing your business like this? This is where an MSP comes in. They can help eliminate all IT interruptions so you get back to doing what you do best - running your business. What's not to love about that?

Obey Parkinson's law

If you ever pulled an all-nighter as a university student, you may be familiar with Parkinson's law. The principle states that the time it takes to complete a task expands or shrinks depending on the time allotted for it. For example, when you were hitting the books in high school or college, you may have noticed that a few students (and maybe you were one of them) would put off an important paper or project to the last moment and still end up getting an A. While at the same time, other students would take weeks to complete the same project or paper and only manage a B. So how did this happen? This peculiar phenomenon is the magic of Parkinson's law at work. When you have less time to work on a project, you focus only on the important aspects of it. Oftentimes this is all you need to do a good job.

So whether it's a company meeting or the amount of time you put towards researching your next vacation, apply Parkinson's law to increase everyone's focus and ensure you're not wasting valuable time on the task. As for your IT, give your in-house staff a reasonable, yet specific amount of time, to complete a task. This will ensure they finish the job in a timely manner, and then move on to other projects. Alternatively, you can simply outsource all of your IT to an MSP for a single, flat monthly fee, and never have to worry about it to begin with.

Use technology to become superhuman

As human beings, technology enables us to become more than we could have ever dreamed of. Apps like Evernote can enable us to remember every valuable piece of information we encounter. Cloud technology can bring a remote workforce scattered around the country together so they can work on the same project simultaneously. VoIP gives you the ability to video-chat with business partners, loved ones, and friends while they're as far off as Bangkok or Baghdad. Technology is reshaping not only the business world, but also the life of every individual on the planet. So when it comes to your own business, is your company going to take advantage?

We hope that these productivity tips will help improve your life in and outside of the office. If you'd like to know more about how IT can transform your business, to make it more efficient and profitable, give us a call today.

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Refer Someone You Know to E-Safe and Get a Chance to Win: Two FREE Kennywood Season Passes

Referrals play a big role in our journey to help the many businesses that we do with their IT support. To show our appreciation for all of the kind words and new business you provide, we want to give you a chance to win a couple season passes for Kennywood Amusement Park 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 put your name into a drawing to win (2) season passes for Kennywood as our way of saying thank you. 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!!! **This offer is only available to the first five people who refer someone to E-Safe so act quickly!! Head over to our website for more information and to make a referral!**

www.e-safetech.com/resources/referrals/

March Madness Technology Showcase

Pittsburgh's Premier IT Solution Showcase

When: Thursday, March 17th, 2016 - 8:00am to 3:00pm

Where: Latitude 360 - 200 Quinn Dr, Pittsburgh, PA 15275

**Special Guest Speaker:
Charlie Batch**

Presented by:



Register: www.E-SafeTech.com/MarchMadness/

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E-Safe Technologies
300 Bilmar Drive
Suite 240
Pittsburgh, PA 15205

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