



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

## **Pop Quiz: You Just Discovered One Of Your Employees Had Their Smartphone Stolen...**

### **Quick, What Do You Do?**

Over the last couple of months, we've come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place. The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.

In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent "remote wipes" of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful is a good step in the right direction, but accidents happen and thieves are always on the prowl. That's why it's so important to take measures to lock down and secure any mobile devices you and your staff use to access your company's network.

Here are just a few steps you can take now to be prepared:

1. **Strong Passwords.** Enforce a strong mobile-device password policy and make sure your employees can't leave devices unlocked and vulnerable.
2. **Enable Device Wiping.** Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.
3. **Have A Plan In Place.** If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!



"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

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Pittsburgh, PA

### **Inside This Issue...**

How To Protect Company Data On An Employee's Lost Smartphone...Page 1

The Truth About Your Hard Drive's Lifespan...Page 2

Is Cloud Computing Right For Your Company? Find Out Here...Page 2

Credit Card Safety.....Page 3

Partner Spotlight: SOPHOS... Page 3

Modern Office: Vendor Management.. Page 4

It's Time For Cloud... Page 6

Keep That Resolution To Get Fit - This Can Help!...Page 7

What Lines Do You Have In Your Business?...Page 7

Meet Team Member Jim Przywara....Page 7

How To Unlock The Secrets Hiding In Your Web Site Report...Page 8



"OK, always wait until they're away from mirrors. We want love, not narcissism."

## How Long Do Hard Drives Really Last?

One-hundred percent of all hard drives will eventually fail. This is a fact. Some will fail prematurely due to manufacturers' defects while others will fail because a mechanical part finally wears out. **The question is, how long until that happens?**

Online backup provider Backblaze.com has kept 25,000 consumer-grade hard drives constantly running for the last four years, diligently noting whenever a hard drive breaks down. The results are very interesting.

- ♦ **Ninety-two percent of all hard drives will survive the first 18 months.** These failures are typically due to manufacturers' defects (oftentimes called the "lemon effect"). Hard drives' warranties are typically one to three years, which is basically the manufacturers saying that they are only on the hook to replace the lemons.
- ♦ **During the next 18 months, only a very small percentage of drives (~2%) will fail.** These failures are from random "unlucky" issues and occur rarely anytime during the life of the drive.
- ♦ **Beginning in year three, hard drives start to wear out due to usage.** They are simply mechanical devices that are getting old. 80% of drives will make it to year four and then they drop off at about 12% or more per year thereafter.
- ♦ The failure rate is essentially a U curve with most failures very early on or after the three-year mark.

### So, What Does This Mean?

**Simple.** Back up your data. With a 1-in-10 chance that your hard drive dies in the first three years of its life and an accelerating chance of failure after that, there is no excuse for being caught without a solid backup. Ever.

**Make a plan.** Build equipment replacement into your budget at least every four years for most devices, with a 10% equipment-replacement expense built in over the 1st year and then again starting in year three.

As for that 10-year-old PC in the back room still running Windows XP and your most critical reporting software, the clock is ticking ...

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

### INTRO TO CLOUD COMPUTING

"5 Critical Facts Every  
Business Owner Must Know  
Before Moving  
Their Network  
To The Cloud"



Discover What Most IT Consultants  
Don't Know Or Won't Tell You  
About Moving Your Company's  
Network To The Cloud

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 will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three 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.

**Partner Spotlight:****SOPHOS****E-Safe Partners With  
Security Provider  
Sophos**

Sophos is a developer and vendor of security software, providing endpoint, encryption, email, web, mobile and network security as well as Unified Threat Management products. It is a privately owned British-American company and has co-headquarters in England, UK and Burlington, Massachusetts. The company has 1,700 employees working in dozens of countries around the world. Sophos has an array of products that can be implemented to protect users on three levels. First, they provide network protection that manages threats for your entire infrastructure. Next, they provide enduser protection that secures endpoint, mobile, and web security which is licensed per user and not per device. They also offer server protection which is a high performance security solution for your most critical systems and data. Sophos is a solid provider of security solutions and coupled with E-Safe's expert team, your network will be running safe and secure.

**Credit Card Safety:****Attention All Businesses Processing,  
Storing Or Handling Credit Cards:  
What You Need To Know  
About PCI Compliance**

PCI Compliance is shorthand for Payment Card Industry Data Security Standard (PCI DSS), and it is a set of legal requirements for any business that processes, stores or accepts credit card payments, even if they use a third-party processor. PCI was designed with one goal in mind: to prevent credit card fraud and identity theft. To that end, there are 12 compliance requirements and all must be implemented for a merchant to be certified as compliant.

**Who's Behind It?**

The Payment Card Industry Security Standards Council (PCI SSC) was launched on September 7, 2006 to manage the ongoing evolution of the Payment Card Industry (PCI) security standards. The PCI DSS is administered and managed by the PCI SSC ([www.pcisecuritystandards.org](http://www.pcisecuritystandards.org)), an independent body that was created by the major payment card brands (Visa, MasterCard, American Express, Discover and JCB).

**What Are The Requirements To Comply?**

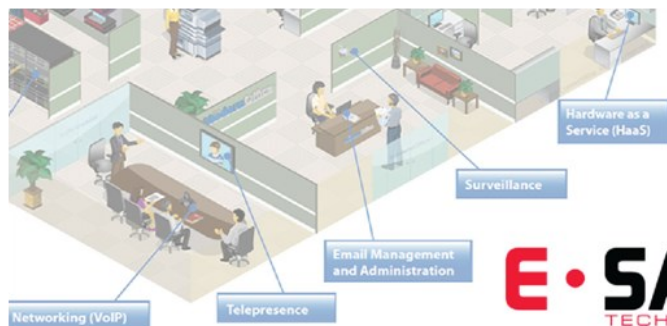
Most of the 12 requirements are just common sense. For example, you never want to store your customers' credit card numbers in an unsecured media, like tape backups, and you want to use good, strong passwords for important web portals and system access.

Other parts of the compliance regulations are IT security measures you should have in place anyway, such as up-to-date firewalls, security patch management, encrypting cardholder data transmission, developing an in-house security policy and restricting access to your processing network. If IT security is not your core focus, then you probably want to bring in a team of pros (us!) to determine if you truly are meeting the compliance standards and to manage your network to ensure security stays updated.

**How Do You Know If You're Compliant?**

A full list of the requirements, along with a self-assessment, can be found on this web site: [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org). But if you want to be certain, give us a call for a FREE Security Audit so we can look at your computer network and systems to see where your weaknesses lie. Even if the PCI security requirements weren't mandated by law, these are the kind of guidelines you would want to adopt anyway to ensure the security of your processing system and your customers' data.

**Cost: Free**



**E-SAFE** | The ModernOffice™  
TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

## “What is Vendor Management?”

**V**endor Management is included in a managed services offering from an IT provider. When implemented correctly, this solution can increase productivity within your office environment. Every company has a large amount of vendors: main software solutions and business applications, accounting systems, telephone providers, printer and document management, Internet Service Providers, and other technical resources. With vendor management as part of your solution, the IT provider acts as your liaison between all of these contact points, simplifying and consoli-

dating the communication to increase efficiency and stop the finger pointing. What do I mean by finger pointing? We have all been there before. Our main business applications aren't running optimally and we call our software vendor, but they tell us that something is with our Internet connection so we have to call them. Then, our ISP tells us that our Internet is working fine so we have to call our vendor back and discuss alternative solutions to our problem. This happens more often than one would think. With

vendor management, we take the initiative to solve these problems for you before they leave you down-and-out for multiple hours. Instead of your Office Manager, COO, CEO, or Operations Manager scrambling around trying to solve the problem, your IT provider can do all the dirty work for you! No matter how many vendors you work with to help your business run, your IT provider can help alleviate some of the stress from your main office personnel.



**Start with a Plan,  
Finish with Success.**

## “How Can Vendor Management Improve My Business?”

Vendor management is a process that can increase efficiency and productivity in the workplace by consolidating the following contact points:

**Internet Service Provider** - Many times your IT provider will be in contact with your ISP to solve connectivity issues and other issues. This company is vital to every day business operations, and downtime in a technology related business can be detrimental to productivity.

**Printing and Copying** - Your company's network printer can sometimes cause some issues resulting in people being unable to print. We will contact your print company to resolve the issue.

**Telephone Systems** - VoIP and other telephony solutions have to sync with your Internet and your computer network as well. All of these networks have to be on the same page so each device can communicate with the next.

**Main Business Application** - Whether you are an accounting firm, HVAC company, or insurance provider, your custom business applications need to integrate with your operating systems. This can sometimes be troublesome and we can be the first to give them a call, leaving your office personnel free to manage the job they are supposed to be.

### Next Issue:

**Remote Monitoring & Administration**

### See What Our Customers Are Saying:

“We turned to our friends at E-Safe when our IT manager took a new position outside of our organization. We wanted to be sure that our systems maintained smooth operations while our new manager had time to get familiar with our systems. The professionals at E-Safe were immediately responsive to our need and gave us that peace of mind that we needed. We continue to rely on E-Safe's managed services to keep us informed of any issues with our systems and of any necessary updates. We have appreciated knowing that E-Safe had our back!”

- Karen Getz, Trinity School of Ministry



## “How Does Vendor Management Work?”

**M**anaging your vendors for you is actually an extremely easy process.

We become your go-to vendor for all of your technology problems. It is almost like we are your IT administrator in your office at the end of the hall. When your printer isn't working, you give us a call to come and fix it and get everything back up and running. We come out or access the network remotely, try to fix it manually with the printer knowledge we possess, but there are still issues. Instead of

having you call the printer vendor, we pick up the phone and dial the number for you. Because we are already your IT provider and have an idea of your network and its topology, we are able to direct the printer vendor to get where they need to be in order to resolve the issue. Now let's say there is a major issue with your phone systems and you give us a call to fix it. We come out and perform our phone diagnostic test to see if we can identify the problem. After a few minutes, we realize we need to get



your telephone provider on the line to fix it, saving your business personnel time and frustration, which in the end saves you money!

## “What's My Investment In Vendor Management?”



**V**endor Management is part of a solution that really puts a price on how much you value your employee's time, instead of an up-front, monetary value. Questions that can be asked are: How much time is my Office Manager spending on a weekly basis talking to my different vendors? And, what could my operations manager be doing instead of being on the phone with the Internet provider? When you ask yourself these questions, you can start to see the value of vendor management and its translation to the bottom line of your business.

Whether you are a regular office employee or an IT manager, dealing with vendors can always be troublesome. The last thing employees want to be doing is running around trying to solve problems that shouldn't be problems in the first place. Managed services packages can alleviate those stresses, leaving us to deal with your vendor's finger pointing antics. Consolidate your points of contact with a managed services plan and E-Safe will be your “one throat to choke.”

**E·SAFE** | The **ModernOffice**™  
TECHNOLOGIES

Want to Learn More About  
Vendor Management  
or E-Safe's  
Modern Office Series?

Contact Tim Steinour at  
[TimSteinour@E-SafeTech.com](mailto:TimSteinour@E-SafeTech.com) today!

## Don't "Love" Spending Money On New Servers, Backup Devices And IT Upgrades? (Maybe It's Time To Move To The Cloud)

As hurtful as it feels to us, we know that no one likes spending money on IT. Sure we all want our laptops, e-mail and applications secure, running fast and readily available 24-7-365, but your friends aren't going to visit your office and oooh and ahhhh over your new server, and it certainly won't provide you hours of entertainment or bragging rights at your next high school reunion.

So the question is, how can you get the tools you need to work without spending an arm and a leg? More and more businesses are choosing to move their network to the cloud. By hosting your server, data and applications offsite (cloud computing) you free yourself from having to purchase, install and maintain your own in-house computer network. That way you're not required to buy a new server and workstations every 3-4 years to keep everything updated; all you need is an Internet connection and a web browser and your cloud provider does the rest.

Of course cloud won't work for everyone; but if you're faced with a server refresh, you owe it to yourself to at least LOOK into it as an option. In addition to the cost savings, here are some of the benefits of moving to the cloud:

**Automatic Backup.** Clients who host their server, applications and data in the cloud don't need a separate backup. In some cases, that can save a client thousands of dollars by eliminating the need for a separate BDR (backup and disaster recovery) device and service.

**Work Remotely From Any Device.** By hosting your server and workstations in the cloud, you can access key applications, documents, e-mail and processes via a web browser, freeing you to work remotely from whatever device (laptop, tablet, PC) you're using to access them. All you need is a good Internet connection (which isn't hard to come by) and a web browser.

**Easier Cash Flow.** When your network is in the cloud, you aren't faced with a big, expensive network upgrade every 3 to 4 years. All you pay is a fixed, monthly fee for the computing power you need, just like a utility. If you need more users, space or features, you add them. If you need to dial it back, you can do that too because you're paying a monthly service fee, not for the physical hardware and software licenses that you have to install and maintain on site.

If you want to find out if all or parts of your network can be hosted in the cloud to save you some money and to simplify IT, just give us a call for a Free Cloud Readiness Assessment. There's no cost or obligation, and you just might discover that it's the solution you've been looking for!

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## The Age Old Question: Should You Leave Your Computer On at Night or Turn it Off?

I've been asked by customers whether or not they should leave their computer on all the time or turn it off when they are not using it.

Several years ago I would have told my clients to turn their machines off to save power. But with the proliferation of viruses and threats over the last few years, I have changed my mind.

Today, anti-virus programs and anti-spyware applications need regular updating. These updates are often scheduled to run in the wee hours of the morning when you are not using your computer.

Windows also needs to be updated whenever a new security patch is released. This is usually not daily, but it may happen several times a month. It's important to update your operating system as soon as a patch becomes available because hackers move very quickly to reverse engineer Windows updates. As soon as an update is released, they create a virus specific to that vulnerability and start looking for unprotected machines to infect and invade.

In addition to the above, you should be backing up your data every day, and the best time to do this is at night when you are not using it.

So bottom line, leave your computer on all night and restart it two or three times a week to clear the memory.

## Shiny New Gadget Of The Month:



### FitBit

It's the No. 1 New Year's Resolution – lose weight and get in shape. And by now you are either well on your way to achieving that resolution or you have gotten sidetracked and are back to your old ways. Either way, this little gadget can help you. Whether you want to get on track or just stay there, the FitBit One™ can keep you in line.

This little device uses Bluetooth technology to track and report your steps, distance, calories burned and stairs climbed. Come nightfall, it measures your sleep quality, helps you learn how to sleep better and wakes you in the morning. You can even sync it with a smartphone app to track the food you eat and other activities you perform that burn additional calories.

For just \$99, it's a great companion to help keep you motivated and on track with your fitness goals. Remember Pearson's Law: "That which is measured improves. That which is measured and reported improves exponentially." Check it out at [www.fitbit.com](http://www.fitbit.com)

## The Lines In Your Business

I have been working on my new book, which, most likely, will have the word "Line" in the title. So, I decided to do a little research on the word "Line." I had no idea there were so many words that have "line" in them ... that have a great deal to do with being successful. Let me give you a few examples:

- ◆ **Discipline** – Discipline and success go hand in hand. You cannot have one without the other.
- ◆ **Streamline** – The successful companies today are doing everything they can to streamline operations. Complicated policies, procedures, rules and regulations are being simplified, replaced or deleted. Subtraction (simplifying) is the exercise of genius ... addition (complicating) is the exercise of fools ... so streamline your operations and your life every chance you get.
- ◆ **Deadline** – A goal without a deadline is just a wish, so it is important to set deadlines. But also understand that a missed deadline is more than a disappointment, it is a statement to your client or boss that you can't be counted on.
- ◆ **Online** – Being online can be a useful tool for productivity but also a terrible distraction to productivity if something else catches your attention ... so be careful and stay focused on the task at hand.
- ◆ **Guideline** – If it was important enough to establish a guideline, then it should be followed.
- ◆ **Bottom line** – Companies that don't make a profit will eventually fail. It is not how much money a company takes in (revenue) that will make it successful ... it's all about profitability. To sustain success, you must always control your bottom line.
- ◆ **Frontline** – The problem with so many companies today is those making the decisions are so far removed or have been away from the frontline for so long that they haven't a clue what the true consequences of their decisions are until it's too late. If you want to be successful, then you need to stay as close to the frontline as possible. Get out from behind your desk and get on the frontline to see what is really going on in your company.
- ◆ **Laugh line** – While you are doing all of this, it is important for you to keep your sense of humor and have some fun. Any wrinkle I have on my face caused by my laughing or smiling is a welcomed wrinkle. As far as I'm concerned, laugh lines are signs you are living a happy life.
- ◆ **Lifeline** – You have no idea how long or short your lifeline is, so make the most of the time you have. Keep asking yourself ... "Is what I am doing taking me where I want to go?" Your lifeline is a finite amount of time ... there are no "do-overs" or recouping of moments lost ... so make the most of the moments you have.
- ◆ **Sideline** – The sideline is not where you want to be. Get in the game. Learn the necessary skills and have the courage to be a player. To paraphrase former President Theodore Roosevelt ...

This is all about **YOUR TIME LINE** so ... pay attention to how you are handling the **LINES** in your life.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org/](http://www.robertstevenson.org/)

## Meet E-Safe Team Member Jim Przywara



Jim is our Senior Solution Architect here at E-Safe and has been with the company when it was first created in 1989. He currently resides in Plum Borough. Jim previously lived in places like North Huntingdon, PA and Wilkinsburg, PA. He primarily works on IBM technologies, and has worked with the AS/400 since it's inception. He previously performed some work on System/38. Before E-Safe, Jim worked for EQT working in their IT department. Jim is an IBM Certified Specialist of Power Systems for IBM. He likes working for E-Safe because of it's variety of systems and clients that he has the opportunity to work with. In his spare time, Jim enjoys working with freshwater tropical fish. Jim received his Bachelor's Degree in Finance from St. Vincent College and then later received his Master's of Science in Information Science from the University of Pittsburgh.

## How To Unlock The Secrets Hiding In Your Web Site Report

Web site reports can tell you a LOT about the visitors to your web site IF you know how to read them. Here's a quick lesson on how to decipher those reports ...

### Hits vs. Unique Visitors

It's been said that "hits" is short for "How Idiots Track Sales." Total hits is a deceptive number because a single visitor on a single page could easily pull a dozen files or more.

We focus on "unique visitors," the best indicator of how many individual people are actually visiting your site. If your number of unique visitors is extremely low, it's either a sign of weak marketing or a technical issue. Note however that 61.5% of web traffic is via "bots" (non-human traffic) searching the web.

### Browsers

What web browsers are visitors using when coming to your site? There are many browsers in use today, including mobile browsers. You need to test that your site works with all the browsers identified in your reports.

### Exit Page

Your "Exit Page" shows the last page someone is at before they leave your site. If you're not getting visitors to "convert" to a customer or lead, take a closer look. There may be a technical issue, a bad web site headline, no offer, slow-loading graphics or confusing copy. Something on this page is making your visitors leave without doing what you want them to do.

Experiment with various headlines, offers and designs until you find something more successful.

### Update Keywords and Keyword Phrases

Be sure your web site keywords line up with the words people use when searching for products or services you offer. Keeping these aligned will allow you to optimize your conversion rate and minimize your expenses when using pay-per-click search-engine marketing.

## Who Wants to Win a Free Hawaii Trip?

**E-Safe Technologies** is excited to announce our new referral program, **Mahalo Madness!** Just for giving us a quality referral you will be entered into a drawing for a **Free Trip To Hawaii!** That's right; a trip to **Hawaii** including accommodations at the Marriott Maui Ocean Club, airfare for two and \$1,000 to put towards food and activities while you are relaxing in paradise!

To be entered into the drawing you need to contact us with your referral's contact information and if we close any business you will be entered into the drawing. Obviously the more referrals you give us the more chances you have to win so start going through your address book today to get your ticket to paradise!

**E-mail Us Right Now With Your Referral!**  
[timsteinour@e-safetech.com](mailto:timsteinour@e-safetech.com)

### The Lighter Side:

## Amazing Facts About Love



February is traditionally love month, so here are some random love facts (or myths) that might surprise you:

1. People are more likely to tilt their heads to the right when kissing instead of the left (65% of people go to the right!).
2. Falling in love can induce a calming effect on the body and mind and raises levels of nerve-growth factor for about a year, which helps to restore the nervous system and improves the lover's memory.
3. Love can also exert the same stress on your body as deep fear. You see the same physiological responses – pupil dilation, sweaty palms and increased heart rate.
4. Philadelphia International Airport finished as the No. 1 best airport for making a love connection, according to a recent survey.
5. Men who kiss their wives in the morning live five years longer than those who don't.
6. The tradition of the diamond engagement ring comes from Archduke Maximilian of Austria who, in the 15th century, gave a diamond ring to his fiancée, Mary of Burgundy.
7. People who are newly in love produce decreased levels of the hormone serotonin – as low as levels seen in people with obsessive-compulsive disorder. Perhaps that's why it's so easy to feel obsessed when you're smitten.
8. According to mathematical theory, we should date a dozen people before choosing a long-term partner; that provides the best chance that you'll make a love match.