

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

May 2016

Pittsburgh, PA

Ten Things You Must Do Now To Prevent A Costly Disaster ...Page 1

FREE IT Buyers Guide Report ..Page 2

Conquering Connecting ...Page 3

Shiny New Gadget ...Page 3

Smartphone Amp ...Page 4

FREE Cloud ReportPage 4

Office 365 Webinar ...Page 5

FREE Security & BDR Report ...Page 5

Essential Server Management ...Page 6

Customer Spotlight ...Page 7

Referral Program ...Page 8



In less than 60 seconds, you are about to learn 10 things that could save you days – or even weeks – of downtime, not to mention the undue stress on your company, and potentially thousands of dollars lost, due to a data disaster...

Use this article as your checklist in a conversation with your IT company to assure that your business has the right plan in place to get back up and running quickly if and when disaster strikes.

1. **Keep a written plan.** Simply thinking through in ADVANCE what needs to happen when things go south on you, and documenting it, can go a long way toward getting your network back up and running quickly if it gets hacked, flooded or compromised by human error or equipment failure.

Outline the types of disasters that could happen, and a step-by-step recovery process. Be sure to include a budget, what to do, who

10 Things You Must Do Now To Prevent A Costly Data Disaster

should do it and how. Store printed copies along with key contact information and login details for essential websites 1) in a fireproof safe, 2) off-site at your home, 3) at each key employee's home and 4) with your IT consultant.

2. **Hire a trusted professional to help you.** Trying to recover data after a disaster without professional help is business suicide. One misstep can result in weeks of downtime, or permanent data loss. To improve your odds of a quick recovery, work with a pro who has experience in both setting up your plan and helping you recover when a loss occurs.
3. **Have a communications plan.** What if your employees can't access your office, e-mail or phone system – how should they communicate with you? Make sure your plan details the alternatives, including MULTIPLE ways to stay in touch.

continued on pg2



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."

4. **Automate your backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being doing something, it's a recipe for disaster. ALWAYS automate your backups so they run like clockwork.

5. **Keep an off-site backup copy of your data.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

6. **Be able to access and manage your network remotely.** You and your staff will be able to keep working if they can't get into your office. Your IT manager or consultant can quickly handle an emergency or routine maintenance. And you'll love the convenience!

7. **Image your server.** Storing your

data off-site is great – but bear in mind, if your *system* goes down, the software and architecture that handles all that data must be RESTORED for it to be of any use. Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting your network back in gear. Best of all, you don't have to worry about losing your preferences, configurations or favorites.

“It's critical to keep your network patched, secure and up-to-date.”

8. **Document your network.** Network documentation is simply a blueprint of the software, data, systems and hardware that comprise your company's network. Let your IT manager or consultant create this for you. It'll save you time and money in the event your network needs to be restored.

It also speeds up everyday repairs and maintenance on your network when technicians don't have to waste time figuring out where things are and how they're configured. Plus, it may help with insurance claims in the event of losses due to a disaster.

9. **Maintain your system.** While fires, flooding and other natural disasters are certainly a risk, it's ever more likely that you'll experience downtime due to a virus, worm or hacker attack. That's why it's critical to keep your network patched, secure and up-to-date. And don't forget: deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

10. **Test, test, test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! Hire an IT pro to test monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

Need help getting this

implemented? Contact us by May 31 at 412-944-2424 or Info@E-SafeTech.com for a FREE Backup And Disaster Recovery Audit.

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

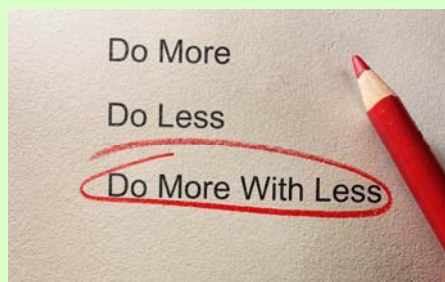


You will learn:

- ◆ 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.

Claim Your FREE Copy Today at www.E-SafeTech.com/ITbuyersguide

Shiny New Gadget Of The Month:



All This... For Just Five Bucks???

If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just \$5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

1. **Steer clear of bad gigs** – Buying hundreds of backlinks for your website might sound cool... Then again, you might be in for a nasty surprise. If a gig *seems* fake, it just might be... Find another gig.
2. **Shop around** – Compare different sellers and use the “Favorites” feature to build a shopping list before you buy.
3. **Examine closely** – Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller *before* buying.
4. **Communicate clearly** – Save time by spelling out in exact detail what you want in your order.
5. **Accept nothing less than perfection** – Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set...go save a boatload on your first Fiverr gig!

Conquering Connecting

“Everyone looks so much better when they smile.” – Jimmy Fallon, host of the legendary *The Tonight Show*

What a meteoric ride Jimmy Fallon has had to the top!

How did this son of an IBM machine repairman get to the chair once occupied by maybe the most legendary figure in comedy TV for 30 years straight, Johnny Carson?

He did it through exceptional networking.

In the span of about five years, Jimmy went from a *Saturday Night Live* alum, unsuccessfully navigating Hollywood, to a late-night star and host of NBC's *The Tonight Show*, one of the most respected franchises in entertainment. This did not happen by accident...

Fallon's meteoric rise is partly due to his intense focus on developing relationships with people who could advance his career.

Another key? Fallon worked his butt off.

While still a computer-science major at Albany's College of Saint Rose, he performed comedy at small clubs and obsessed about the comedy industry.

Through a connection with his former employer at a New York alternative newsweekly, his audition tape reached Hollywood agent Randi Siegel, who had ins with the crowd at *Saturday Night Live*.

Siegel found 21-year-old Fallon's performance to be charmingly amateur, but she could see that he was naturally talented. She gave him a call and was surprised to hear, after introducing herself, “Randi Siegel! I know who you are!”

Randi was so impressed by his

knowledge of the comedy industry and enthusiasm that she agreed to take him on as a client. With Siegel's connections, Fallon was able to eventually get hired as a cast member with *SNL* in 1998.

At *SNL* he developed the relationship that would define his career.

The show's creator, Lorne Michaels, is so powerful and respected in the industry that cast members are often intimidated by him. As a rookie, Fallon was no different, but he wanted to befriend Michaels. So after every show, he went over to Michaels and thanked him for the show.

Michaels developed a rare friendship with Fallon. Following the drama of Conan O'Brien's short stint as host of *The Tonight Show*, Michaels decided that his trusted Fallon would take the renowned position.

Fallon made a point of connecting with former *Tonight Show* host Jay Leno and would ask for advice. Leno said, “Most people in show business think they know everything. They don't really listen to the other person. ‘Respectful’ is the best word I can use for Jimmy.”

His approach worked.

Since starting in February 2014, Fallon has attracted around 4 million viewers each night, with a much higher share of the 18-49 demographic than his predecessor.

What Fallon did is a) he worked hard (let's not forget that), and b) he networked brilliantly by asking questions of others, listening, acting on their advice, showing gratitude and being a genuinely good human being.

So, who are three connections you dream of networking with in order to boost your success?

Hate waiting for pages to load on your smartphone? There's an "AMP" for that.

And no, that's not a misspelling of "app"...it's an acronym for *Accelerated Mobile Pages*. As you may have noticed, there's a little problem with the mobile web... You click a link on your smartphone, eager to consume the content... What shows up is a spastic jumble of jerky images, videos and ads as the page loads... eventually...if you care to wait. (40% of people bail after three seconds.) Google's new AMP Project aims to fix that. "AMPed" pages load almost instantly with a simple, easy-to-consume format. To see it for yourself, pull out your smartphone and visit g.co/ampdemo.
-Copyblogger

Encryption in The Cloud - How safe is your data?

Cloud technology can add a whole new layer of protection to your data backup system. However, it's important to recognize that there's one key difference between cloud service providers that will determine

how safe your data is. When stored data - aka "data at rest" (vs. data in transit) - is encrypted, some cloud services keep the decryption key in their software. If hackers get that key, they can get your data. That's why it's important when selecting a cloud service provider to be informed about their security measures. Before choosing, compare encryption methods. It pays to know that your company's digital property is safe - and will be there when you need it.
-TechAdvisory.org

Virtual Reality - Useless gimmick, or valuable marketing tool for your business?

According to investment firm Piper Jaffray, there will be \$5.4 billion worth of virtual reality devices on the market by 2025. The uses for small business are limited only by imagination. A roofing company, for instance, could, with this technology, give their prospective customers a live virtual tour of their roof, demonstrating its condition and places where they need to replace shingles - *without* having to climb up

on it. A roofer could also show a prospective customer what various colored shingles would actually look like on the roof by placing a hologram on it. Think VR is some far-fetched future techno-dream? Pull out your smartphone and check out "Monocle" on the Yelp app.

-MarketingLand.com

Laptop, Tablet... Or 2-in-1?

Are you toting around two devices - a laptop to get serious work done and a tablet for a little Baldur's Gate or Facebook action? If you're in the market for a new laptop or tablet, it's time to consider getting a 2-in-1. Like an SUV or Swiss Army knife, 2-in-1's offer supreme versatility. Windows 10 was built for these machines, and with prices, power and battery life now falling in line with laptops, you can save time, money and weight with a 2-in-1. Unless you're a high-end gamer or graphics pro, you owe it to yourself to check out the latest versions of these new mobile gadgets.

-Laptop Mag

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>



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

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You Will Learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at:

www.E-SafeTech.com/12facts

Lunch and Learn Webinar

E-Safe Office 365 Services



Event Details

When and Where:
May 25th, 2016
Noon -1:00pm

Webinar link will be provided by email prior to the event date. \$10 Panera Bakery Gift Card will be given to each participant.

Register at:

www.e-safetech.com/news-events/events/365LunchandLearn/

Register Today!!

THREE QUESTIONS TO GET TO THE CLOUD WITH OFFICE 365....

- Do you use, or want to use, Office on multiple devices and PC's?
- Do you already, or want to be able to have online meetings?
- Do you use, or want to use, Cloud storage for greater access regardless of your locations?

Why You Will Love Office 365!

- Each user gets up to 5 Devices (PC/MAC & Mobile)
- Roaming between your PC, Tablet & Phone
- Upgrades Included
- Easy Install to your Desktop or Device
- Save to the Cloud and Never Lose Files Again
- Reduce Costs in Other Services

Register today to reserve your space at this upcoming event!

Essential Server Management: Cooling

Servers are the heart of most modern SMBs. They host intranetwork data, customer data, and facilitate product delivery. Like any piece of equipment in your workflow, servers need to be carefully cared for in order to keep you up and running. With the strain that most businesses put on their servers, one of the most important maintenance variables is temperature management. Understanding why keeping your servers cool is vitally important and could save you from an expensive crash, troubling data loss or reduced hardware reliability.

How does temperature affect my servers?

Extreme temperature in server hardware can result in different forms of damage. Most SMBs see total failure as the most concerning outcome. A server that completely crashes for any reason results in costly data loss and service interruptions, but the unbiased advisory organization Uptime Institute warns about overheating that doesn't result in total failure. Every 18 degrees higher than 70 degrees Fahrenheit, hardware reliability decreases by 50%. This decrease in reliability can be just as, if not more, expensive for your hardware budget in the long run.

Cooling methods can't just be implemented and forgotten, they must be closely monitored to ensure the health of your server hardware--short and long term. Options for temperature management range from simple low-budget solutions to expensive outsourced alternatives; determining your server management budget will greatly depend on what types of methods you intend to implement at your SMB.

Cooling methods

Which system you use to cool your server largely depends on how much power your hardware is using. The higher the watt, the harder it's working. It will be easier to determine the scope of your temperature management needs when you have a thorough understanding of your power consumption.

PCWorld advises that simple conduction management is adequate for any equipment operating at less than 400 watts. This means simple solutions like positioning your server away from walls, low ceilings, cable clusters and anything else that can block hot air from dissipating naturally.

For watts between 400 and 2,000, strategic ventilation becomes a necessity. Adding passive ventilation is viable up to 700 watts, but fan assisted ventilation will be required above that up to 2,000 watts. With the increased power consumption, temperatures will rise and air movement needs to be more closely managed. At this stage simple vent and oscillating fans will suffice.

Anything higher than 2,000 watts needs to utilize dedicated cooling solutions. This means air-cooled units to actively reduce server room temperature. Depending on the size and arrangement of the space, a simple self-contained unit may be enough to reduce rising temperatures back into acceptable ranges. However, if you're not sure, you should schedule a consultation with a vendor to consider more drastic cooling and monitoring methods.

Keeping your servers running at ideal temperatures means smoother data operations, lower hardware budgets and one less thing to worry about at your SMB. As your business continues to grow and develop, keep close tabs on increasing server loads--it could save you from devastating data loss. If you'd like more detailed advice about server management, or have any other questions about your hardware setup, contact us today.

Published with permission from TechAdvisory.org. [Source.](#)



CLIENT SPOTLIGHT

As Technology Becomes More Prominent in Education, E-Safe is There to Offer Many Great Solutions



There is no question that educators are relying more and more on technology in schools and institutions and, because of this, many schools are seeking out solutions that will help with various concerns such as security, safety, and effectiveness. Fortunately, for organizations such as the Northwest Tri-County Intermediate Unit, E-Safe Technologies provides a solutions stack with something that addresses any concern that is out there. In addition to offering the best solutions available, E-Safe also offers training on these solutions that is tough to beat.

Jeff Styborski of the Northwest Tri-County Intermediate Unit in Erie, PA has been very happy with his experiences with E-Safe Technologies. Jeff stepped into a role with the Northwest Tri-County Intermediate Unit while E-Safe was already involved with his organization and is very pleased that this was the case. Jeff actively seeks quotes from E-Safe any time his organization is looking into a new technology or needs to renew a technology that they have already implemented. He has also been a part of multiple training courses both remote and on site.

“E-Safe’s speed and quality of response is outstanding. Not only can I assure that I get a quick response when I am seeking answers about solutions that the Northwest Tri-County Intermediate Unit looking into, but I can also be sure that I am being given the right answer from an extremely educated team.”

-Jeff Styborski, Northwest Tri-County Intermediate Unit

E-Safe has a team in place that can address any and all needs that your organization may have. Not only does their knowledge base cover all of the bases, but we have great relationships with our partners which ensures that if you experience any issues at all, they can take care of you quickly and get things done right!



“E-Safe’s events and trainings set them apart from the competition in addition to the fact that there is nothing that their team of engineers doesn’t know. Competitor’s prices better be much lower if they want the same product that E-Safe offers because I know that I do not only get a solution when I buy from E-Safe but I get top notch support.”

-Jeff Styborski



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/



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

The E-Insider