



The E-Insider

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

What The Heck Is Cloud Computing? (And Why You Should Care)

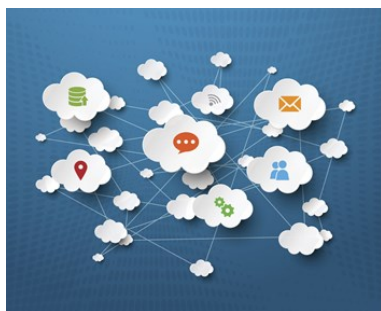
Cloud computing is a concept that could save your business quite a bit of money on software, hardware, upgrades and services.

Instead of purchasing hardware and software for your office, you can use cloud computing to put your programs on a highly secure "super server" online. All you need is an Internet connection to your office and you're in business.

There's a good chance that MOST of the software applications you use every day are now "software as a service" applications. In other words, you don't have to install them on your server or PC – you simply access the software as a pay-as-you-go model for only the licenses, space and features you use. This gives you the ability to access highly sophisticated software and functionality at a fraction of the cost – or even for free – and without long-term commitments.

For example, Google is a massive, free cloud application – the power required to search billions of web sites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures and connect with your friends in real time without having to install any software on your computer. Of course, there are also applications such as Salesforce, Constant Contact, SurveyMonkey, etc., that you pay to use.

It is quickly becoming unnecessary for some businesses to purchase and maintain an on-site server. Now companies can host one or more of their applications, data, e-mail and other functions "in the cloud." That simply means it's stored off-site in a highly secure, high-availability



"utility" company that has far more power and resources than you could ever logically have on-site as a small business. And with devices getting cheaper and Internet connectivity exploding, cloud computing is suddenly a very smart, viable option for small business owners.

"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



May 2014

Pittsburgh, PA

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CLOUD COMPUTING
"I'd prefer it if they stored their stuff someplace else!"

Is Cloud Computing A Good Fit For Your Company?

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial-grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service. So before you donate your server and sign up for Google Apps or Office 365, it's important you talk to someone who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

Want To Find Out If Your Business Is "Cloud-Ready"?

During the month of May we're offering a FREE Cloud Readiness Assessment to any Pittsburgh business with 10 or more PCs and a server. At no cost or obligation, we'll come to your office and conduct a complete review of your computer network, data, software, hardware and how you work. From there, we'll provide you with insights and helpful answers as to how you could benefit from cloud computing.

To claim your free Cloud Readiness Assessment, **simply e-mail us at timsteinour@e-safetech.com or give us a call at 412-944-2424. Offer ends May 31, 2014.**

What Are The Benefits Of Cloud Computing?

- Eliminates the need for expensive server upgrades and allows you to use cheaper devices (PCs, etc.) to get the same work done.
- Frees you to access applications from any device and any location. All you need is an Internet connection.
- Built-in disaster recovery and business continuity.
- Only pay for what you need and use (utility pricing).

Free Report Download: 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.

Get More Free Tips, Tools and Services At Our Web Site: www.E-SafeTech.com

datto

The Leader in Backup and Disaster Recovery

Partner Spotlight: Datto

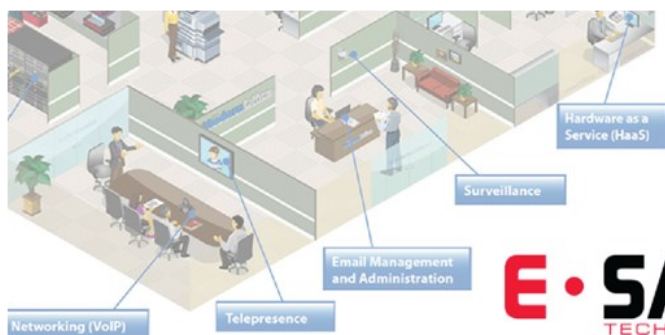
Datto is a backup and disaster recovery product that makes it extremely easy for small and medium sized businesses to replicate their important business data to the cloud. It introduces the next generation of backup, disaster recovery, and business continuity solutions. It combines the robust software platform and the latest hardware technology and then connects your data to the secure Datto cloud. Datto has built their reputation on innovative technology and superior reliability. One large benefit that Datto presents to our customers is the fact that they don't have to make the initial investment in the hardware that is installed onsite. The user pays for an allotted amount of cloud storage per month, and there are no surprises or upcharges. You know what you are going to pay for the cloud backup, and you won't have to make the initial investment for the hardware (up to 500GB). With so many on-premise and cloud-based backup solutions, it can be difficult to know which options are best for you. Datto makes this decision much easier, and gives you peace-of-mind knowing that you are covered onsite and in the cloud.

www.datto.com

The 23 Most Important Rules Of E-mail Etiquette

More than 80 years have passed since Emily Post wrote her first book on etiquette. Back then, the rules had more to do with how to properly introduce someone and which fork to use at a dinner party. But with the introduction of new communication tools comes new rules of engagement. Here are 32 quick tips and rules for what is—and isn't—acceptable behavior when using e-mail.

1. Be concise and to the point. Read your e-mail to make sure it makes sense before sending to avoid e-mail "ping-pong."
2. Don't reply just to say "got it" unless the recipient has asked you to.
3. Use proper spelling, grammar & punctuation. This is still a communication and a representation of YOU. Sloppy spelling and punctuation looks unprofessional.
4. Don't use e-mail to deliver bad or personal news. If you need to discuss a serious matter with someone, only use e-mail to request a face to face meeting or phone call, not to deliver the news.
5. Do not attach unnecessary files, especially large ones. Sending big files can cause someone's e-mail system to clog, shut down or crash. Instead, use www.yousendit.com for large documents.
6. Do not overuse the high priority option. Use it only when something is truly critical and time sensitive.
7. Do not write in CAPITALS—it's the equivalent of shouting.
8. Don't leave out the message thread.
9. Give your recipients an easy way to opt-out or remove themselves from your list.
10. Do not overuse "Reply to All." If you have a message for the sender that is not relevant to everyone else, make sure you only send it to that person.
11. Do not cc everyone when sending a broadcast to multiple people. Instead, use the bcc (blind carbon copy) to keep everyone's e-mail private.
12. Don't overuse abbreviations and emoticons.
13. Don't use neon colors, hard to read fancy fonts and background images. They make it difficult—if not impossible—to read your message.
14. Only use rich text and HTML messages when you are certain the recipient can receive that type of message. Many people can only open text messages, and most rich text and HTML messages don't convert well.
15. Do not forward chain letters, ever.
16. Do not request delivery and read receipts.
17. Do not recall messages.
18. Do not forward a message that was sent to you without permission from the original sender.
19. Do not use email to discuss confidential information. A good rule of thumb is this: if you don't want the entire world to see it, then don't put it in an e-mail.
20. Use a meaningful subject line to help the recipient sort through their inbox.
21. Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. They aren't funny and if sent using company e-mail, they could get you sued or fired.
22. Keep your anti-virus up-to-date to make sure you don't spread viruses to your friends.
23. Don't reply to spam; it only signifies that your address is active to the spammer and will invite more of the same.



E-SAFE | The ModernOffice™ TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

“What is Software as a Service (SaaS)?”

Software as a service (SaaS) is a software delivery model in which software and the associated data are centrally hosted in the cloud by software vendors or application service providers. SaaS is typically accessed by users utilizing a thin client device or via a web browser, which allows for easy access and mobility. This software distribution model is made available to customers and clients over a network infrastructure, most commonly the Internet. One of

the most popular software platforms that utilizes this model is Salesforce.com where companies purchase login credentials on a monthly basis and have access to customer relationship management tools in the cloud. This model allows organizations to access their business applications at a minimal cost per month rather than paying a lump sum up-front. The software is hosted on the providers servers and equipment, which makes it easier for them to update and maintain. You don't have to keep purchasing new versions of the software. Instead, they update it and sync these changes to your already existing accounts. This

is also beneficial because users don't have to invest in hardware that runs their specific software, whether it's their CRM, email, or database management tool. Corporations are beginning to build data centers that can host your applications over the web interface, which is also extremely easy to scale for prospective customers. As you grow, you don't have to purchase additional infrastructure to host users. Instead, you purchase monthly user licenses which is a much lower cost. SaaS is inspiring new operating models and when implemented correctly can benefit organizations of all sizes.



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

“How Can SaaS Improve My Business?”

Accessing your vital business information on the cloud can benefit companies in the following ways:

Mobility: No longer do you need to have your computer with you at all times to access vital software applications. With SaaS, you can access your information if you have a connection to the Internet with your login information on hand.

Price: By utilizing SaaS, you pay a small monthly fee to use the software. You don't have to purchase dedicated infrastructure to support your applications onsite. This also decreases the amount of taxes that you pay because there won't be that steep investment in hardware in the beginning. Also,

this saves on power costs that it takes to run and maintain the infrastructure.

Manageability: There is no longer a need to run updates on your hosted software. Because the application is hosted on your provider's infrastructure, they handle the updates and streamline it to your account.

Scalability: As your business grows, there has to be an integrated solution that can grow with it. With SaaS, that is easier than ever. You don't have to purchase more faulty equipment. You are able to add to your current licenses which will increase your bill only a few dollars per month.

Next Issue:

Cloud Services

Hear What Our Customers Are Saying:

“We are so pleased with the work E-Safe has done for us in terms of IT management and backup systems. We were tired of putting money into hardware that would quickly become obsolete for backups. E-Safe was able to recommend a solution for us that suited our budget, addressed our concerns about using the “cloud,” and gave us confidence that our data will be there when we need it. They are extremely customer service oriented, and we appreciate it!”
- Christine Simcic, Wojanis Supply

“How Does SaaS Work?”

Companies basically rent licenses or access the software from a service provider or a managed service provider. The software runs on servers owned and maintained by the service provider, which allows the customer to utilize the software without having to run pesky updates. These software applications are typically run out of large datacenter facilities with redundant power, battery backup solutions, climate control systems, and security procedures that are financially out-of-reach for the small



and medium sized business space. SaaS can allow those businesses to access the software applications on a per user basis. A large amount of SaaS solutions are based on a multi-tenant model. This means that a single version of the software

application and a single configuration are used for all customers who are linked to that system. In some cases, a second version of the software is set up for a select group of users to test the pre-released versions of the software application. This enables users to increase their productivity by not having to worry about different versions of the software. The application is tested, patched, and maintained by the provider. Some other SaaS solutions utilize virtualization to manage a large number of customers instead of the multi-tenant model.

“What’s My Investment In SaaS?”

Saas is extremely affordable for small to medium sized businesses. As stated before, you only have to pay for access on a per user, per month basis. Usually these are very low costs. For example, Microsoft Office 365 allows you to use the latest Office applications for around \$10 per month / per user. This is an extremely low amount to pay when you take into consideration how relevant the latest Office applications stay in the mainstream business environment. It seems like every two years they come out with the latest and greatest applications. For the

monthly payment, you have access to the newest software. You don’t have to purchase and install the latest version in a few years and you don’t have to download patches and updates. The provider maintains the application which allows you to focus on more important things. Software as a Service takes everything that’s relevant in technology today and combines them to give you the stability, scalability, and manageability you need in today’s fast mobile business environment. As long as you have connection to the Internet, you have access to all of your valuable business information.



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

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

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

4 Hidden Dangers Electricity Poses To Your Computer Network... And One Simple, Inexpensive Solution That Will Prevent Them All From Doing Damage

Is your computer plugged in? Do you use a power strip with a surge protector? If so, you are a heartbeat away from disaster and don't even realize it. The same electricity you depend on to run your computer and network is also trying to destroy your data.

Believe it or not, electricity is one of the biggest threats to your computer network and the data it contains. Here are four computer power problems you must know about and how to prevent them.

1.) Transients – Commonly known as surges and spikes, these are caused by lightning storms, wind, squirrels shorting out power lines, auto accidents, etc. Several times each week these spikes can travel up the power cord into your computer damaging everything from power supplies to motherboards. Conventional wisdom says use a power strip with a surge protector and you are safe. As usual, conventional wisdom is dead wrong. After several months, these surge protectors become useless having been zapped by the surges they were designed to protect against.

2.) Blackouts – Whether momentary or prolonged, the sudden loss of power can corrupt your PC to the point of not being able to start up again when the lights come back on.

3.) Sags – This is when the power drops below normal. Have you ever seen the fluorescent lights flicker for a moment? Then you have witnessed sag. Sags are more common than surges and are caused when equipment like air conditioners, blow dryers, water heaters, laser printers, copy machines and other electrical equipment are turned on or come out of sleep mode. A typical small office will experience 30 or more sags each day. Sags cause many of the weird and unexplained problems computer users complain about every day.

4.) Noise – Ever been watching TV and seen fuzzy pictures and/or white lines or dots when you turn on a blender or vacuum cleaner? This is the result of electrical noise. While a fuzzy TV picture is an annoyance, this electrical noise causes many computer problems including loss of data.

So how do you protect yourself from electrical problems? The most simple and inexpensive solution to all four of these hazards is a battery backup. The battery backup (also known as a UPS or Uninterruptible Power Supply) senses when there are problems with the power and automatically switches to the battery protecting you from computer damage and data loss.

Choosing the correct battery backup for your computer or server can be tricky. Having one with a battery too small is the same as having none at all. For most desktop computers, a battery backup with a 500VA or larger rating should be sufficient to keep you going through momentary power problems. Protecting your server requires detailed knowledge of the server functions and power consumption in order to pick the right battery backup solution. If you want help in determining the right protection for your specific network, give us a call: 412-944-2424

Lab Day

Where You Control the Content

E-Safe is excited to announce our 11th Quarterly Lab Day! This is a great opportunity for you to work with our experts and get answers to all of your questions. Whether you are a long term virtual user or are thinking about implementing it, then this Lab Day is for you! Come ready to learn and get all of your questions answered.

Lab Day Kickoff Topics:

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



Event Details

When and Where:

June 5th 2014

9am-11am

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

Register at:

E-SafeTech.com/LabDay

Get More Free Tips, Tools and Services At Our Web Site: www.E-SafeTech.com

Shiny New Gadget Of The Month:



PhoneSoap Touch Screen Polish

All this touch-screen technology is convenient, but it's also messy. Not to mention a little unsanitary when devices are shared amongst others. If only there was a way to keep your screen clean and bacteria-free... Lucky for you, now there is.

Introducing the anti-fingerprint PhoneSoap Touch Screen Polish. This is a premium, all-natural, antibacterial polish specially formulated to kill bacteria and help prevent fingerprints and smudges on smart phone and tablet touch screens.

Now you can clean, sanitize and share your device without worry or smudges!

Get yours at:
www.SkyMall.com

4 Ways To Use LinkedIn To Generate More Appointments And Clients

LinkedIn is one of the best social media sites for generating QUALITY leads and new clients. Although it may not deliver a flood of business, if you're going to spend time on social media, you'll want to put your focus on LinkedIn, especially if you're selling business-to-business services. Here are four ways to use LinkedIn:

1) LinkedIn Ads (www.linkedin.com/ads). These are a lot like the ads you see on Facebook running down the right column. It IS passive advertising, which means prospects aren't necessarily SEARCHING for your services as they do on Google, but the quality of a prospect going there is much, much better. To maximize your results:

- ✓ **Target your ads to your specific prospects.** Job title, location, company size and industry are some of the selections you can use for targeting WHO your ad displays to.
- ✓ **Test different headlines and offers.** Always split-test at least two ads at a time, varying the headline, image and the offer. I change our LinkedIn ads every two weeks, eliminating the lowest-performing ads with a new test. Believe it or not, the headline "Killer IT Sales Videos" has been the top-performing headline for almost a year now.
- ✓ **Drive visitors to a landing page on your web site, not just your home page.** You should have a specific landing page for LinkedIn visitors so you can track results back to the source. It can be a landing page with the offer from your ad OR a replica of your home page, if that's appropriate.

2) Join LinkedIn groups. Participation in discussion groups is a great way to get involved in a niche. Post when you have something of *value* to add, not just a sales pitch, focusing on building your credibility with the other members of the group.

3) Get Referrals. Look up your clients on LinkedIn and see who THEY are connected to – then ask them to make an introduction. Make sure to connect with all of your clients, warm prospects and business friends on LinkedIn to increase your 1st- and 2nd-degree connections and give you yet another way to communicate with them.

4) Build or scrub your list. Depending on your LinkedIn member level, you can search within groups, by industry, location, job function, seniority level, company size, interests and more. If you're not a premium paid member on LinkedIn, then your search parameters are going to be somewhat limited, but you can use LinkedIn to better prepare for the telemarketing calls you are already making. Some companies have all their employees listed, giving you a snapshot of other key influencers in the organization who you may want to include in your marketing efforts (like the IT manager, office manager, etc.).

Like anything else, LinkedIn can be a huge distraction if you're not using it with a goal and a focus. Use the above strategies to enhance your marketing and, when possible, see where you can systematize and delegate these tasks to someone else in your company to better leverage your time as the CEO.

And you need to be receptive to what it suggests you do.

Meet E-Safe Team Member: Ryan Ignas



Ryan Ignas is a Business Development Manager here at E-Safe Technologies. He has been with the company for over a year now and has lived in the Pittsburgh area for 2 years. Ryan enjoys meeting new customers and helping them overcome their technology challenges. Ryan graduated from Penn State University in May 2012 where he studied Broadcast Journalism and was a pitcher on the Varsity Baseball team. He currently resides in South Park, PA. In his spare time, Ryan likes to play golf, read, and exercise.

How Much Has Technology Changed In The Last 9 Years?

Technology changes faster and faster than ever. Consider how much technology has changed since this time in 2005, just a few short years ago...

Can You Believe That These Technologies Didn't Even Exist in 2005?

We lived in a world without smartphones, tablets, e-readers, Facebook, in-home WiFi and Netflix. What did we do with all of that extra free time!

- E-readers such as the Kindle and Nook did not exist yet and now 40% of consumers own at least one.
- Smartphones did not exist. Now 62% of consumers have one.
- Tablets/iPads were nonexistent. Now over 40% of consumers own one.
- Netflix was merely a service to order DVDs in the mail.
- We were still connected to a wall since in-home WiFi had yet to arrive.
- Facebook was a small social networking service on the campus of Harvard.

Dying Technology

In 2005, most consumers owned VCRs and mobile phones. How much longer will it be before we only see these items in a museum?

Are These Technologies Here For The Long Haul?

Even with all of the technological advancements, the possession of many of these electronic devices has hardly changed:

- Cable TV – Even with streaming services such as Netflix, Hulu and many other apps, the percentage of consumers with cable TV has remained exactly the same (68%).
- DVD/Blu-ray Players – Ownership down only 3% over the last 9 years.
- Desktop Computers – Down only 8% (interestingly, the ownership of laptop computers has more than doubled during this period).



Mahalo Madness!

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!

For Official rules and details visit: www.e-safetech.com/Hawaii

E-mail Us Right Now With Your Referral!
timsteinour@e-safetech.com

The Lighter Side:

That's "No Picnic"



It's that time of year—the weather is warming and you want to get out more. What better way to spend a sunny afternoon than on a picnic with family or friends! But what are picnics *really* and where did they come from? Find out here:

- Originally a picnic was a fashionable social event to which each guest contributed some food.
- In the first half of the 19th century, a Picnic Society met in London at the Pantheon, a place of public entertainment in Oxford Street.
- In the year 2000, a 600-mile-long picnic took place in France on July 14 to celebrate the first Bastille Day of the new millennium.
- The French started the modern fashion for picnics when they opened their royal parks to the public after the revolution of 1789.
- The use of the phrase "no picnic" to describe something unenjoyable dates back to 1884.
- The 1955 film Picnic, with William Holden and Kim Novak, was nominated for six Oscars and won two, for best art direction and best film editing.
- Our word "picnic" dates back to 1794, exactly 100 years after "pique-nique" was first seen in French.

Get More Free Tips, Tools and Services At Our Web Site: www.E-SafeTech.com