The E-Insider

E·SAFE TECHNOLOGIES

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

Last Chance To Save Up To $25,000 In Taxes On IT Software, Equipment And Services

While many tax incentives for small business have been shot down in recent years, Section 179 of the IRS tax code remains one legal "loophole" worth looking into.

This year (unless Congress changes it at the last minute, which they have done in the past several years) Section 179 allows you to purchase up to $200,000 of qualified equipment and software. With that purchase, you can write off up to $25,000 as a Section 179 deduction.

That's less than in previous years, but the good news is, you can still triple your savings. Here's how:

1. Save on taxes. If your business could use new software, equipment or services, but the expense is just a little beyond your reach, the tax savings you'll gain from a Section 179 deduction might just tip the balance in your favor.

2. Take advantage of year-end price reductions. Manufacturers and service providers need to look good to their investors at year's end. It's a great time of year to bargain for the best deal.

3. Leverage your savings with smart financing. Taking advantage of an equipment lease or equipment finance agreement could turn out to be the most profitable business decision you'll make this year. How? By combining a properly structured equipment lease or equipment financing agreement with a full Section 179 deduction, your cash outlay for the year will very likely be less than your deduction.

Plus, your business can start profiting immediately from the new equipment, software or services you invest in.

AND, in the spirit of saving you money, we'll GIVE YOU ONE FREE MONTH of our advanced managed services plan when you upgrade your network and spend $10,000 or more on equipment with us.

Call us today at (412) 944-2424 to get started.

Just remember – these savings for 2015 evaporate at midnight on December 31. Call us today at (412) 944-2424 to get started.

Disclaimer: Everyone's tax situation is different. Consult with your own tax professionals for specific advice.

> "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."
>
> - Tim Steinour, E-Safe Technologies

November 2015

Pittsburgh, PA

Inside This Issue…

Don't Let Your Phone Be Used Against You:
5 Smart Tips To Keep Your Smartphone Safe

For better or worse, we are practically "married" to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defenses.

So how do you protect your phone and yourself from vicious attack by these cybercriminals?

Here's a basic checklist to keep you and your "beloved" safe.

1. Keep your phone with you at all times. Remember, if somebody swipes it:
 - It can be used to access your money, or steal your identity.
 - Someone can pose as you on your social media accounts.
 - A thief can use your SIM card to rack up phone bills.

2. Keep your phone secure.
 - Set a secure entry password.
 - Update your phone's operating system as soon as updates become available.
 - Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
 - Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
 - Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.
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3. Keep your data secure.
 - Back up your data regularly.
 - Don't save passwords or PINs on your phone.
 - Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.

4. Use apps safely.
 - Apps can transmit personal data. Select permissions carefully when you install them.
 - Always source apps from trusted providers and check feedback from other users.
 - If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

5. Be selective about how and where you use your phone.
 - Stick with trusted webs sites and apps when you download anything.
 - Never download content from an unknown source or one you can't verify.
 - Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
 - Log out of web sites when you are done using them.
 - Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.

FREE Report: The Business Owners' Guide To IT Support Services And Fees
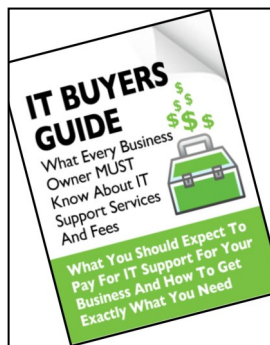
You will learn:

♦ 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

Tossing Your Video Cam To The Wind

Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business. Shooting video from the air, hands–free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

Real Leadership Is Power With People (Not Over Them)

Everything we accomplish happens not just because of our efforts but also through the efforts of others. The biggest difference between people who manage others versus people who lead others is how they develop those under them.

As all leaders know, untitled or not, leadership is power *with* people, not power *over* people. Do you build people up or tear them down? Encourage or discourage others? Try to be the hero, or make heroes out of those around you?

According to researcher Tom Rath at Gallup, the No. 1 reason why people quit their jobs is lack of appreciation. Everyone wants to feel significant, to be recognized for what they do. It's important to make people feel appreciated. It's even more important to let people know there is someone who believes in them, so much so that he or she will not let them be less than they can be.

The 3 C's of Power with People:
- **Character** – Those who wish to influence others understand how important character is. When establishing character, it is critical to remember that the opposite of humility isn't pride; it is self-absorption. Few people can lead or inspire others, at work or at home, when they are self-absorbed.
- **Competence** – People who act as leaders exude competence – by their actions, by their appearances and in everything they undertake.
- **Connection** – When we act effectively as leaders, those around us bond with us – not because of our position or title in the organization, but because of their relationship with us.

Once you've developed these 3 C's in your relationships with others, you will be capable of leading. As a leader, titled or not, your job is to act as a thermostat, not as a thermometer. Industrialist Harvey Firestone said, "You get the best out of others when you give the best of yourself." So give it your best.

Leadership Action Points:
- **Express your appreciation** – To act like a leader, celebrate the success of those around and under you as if it were your own.
- **Ask others what motivates them** – When was the last time anyone asked you what motivates you? Don't make assumptions about what motivates your team either.
- **Collaborate** – When it comes to decision-making, the oft-used acronym TEAM is true: Together Everyone Accomplishes More.
- **Practice diplomatic confrontation** – Rather than confronting the person, consider what behavior of his or hers needs to change. Confront the problem, not the person.
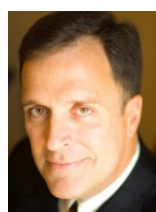
Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary,* which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com.

Four Ways Technology Kills your Productivity

Technology can bring a world of productivity and ease to your business, but it also comes with many disadvantages. If you don't use technology wisely, it can become a constant distraction that prevents your business from moving forward. So how can you use technology more effectively? And what are the IT issues that are holding you back? Let's look at four of them.

Broken Flow

To grow your business, boost profits, and create a valuable product that people will love, you need to develop an extreme amount of focus. Psychology refers to a process known as Flow, where the brain gets into a positive psychological state and people not only become incredibly productive and creative, but also perform at their best. They achieve both quicker and higher-quality results. In fact, a study by the global management consulting firm McKinsey & Company revealed that top executives were five times more productive when they were in a state of flow. So what does this have to do with IT? Technology that constantly breaks or malfunctions will prevent you and your employees from getting into a state of flow.

Distraction

Let's face it, broken technology is a distraction for many small to medium-sized business owners and their employees. And between the daily onslaught of internal email, social media, and meetings, staff are already distracted enough. If you throw faulty internet connections and servers into this equation, it obviously makes the problem even worse. One researcher from the University of California even found that once an employee is interrupted from their original task, it can take around 23 minutes for them to return to it. That adds up to not only a whole lot of wasted time, but also wasted money. Do your business, yourself, and your employees a favor: get your technology working seamlessly, because it's one less distraction for your staff to deal with. An MSP can help.

Lack of expertise

People are most productive when they focus on what they do best. If your staff is not equipped to handle your IT problems, they shouldn't be dealing with them. And if IT issues are killing your productivity on a daily basis, then your tech department is likely understaffed or not knowledgeable or effective enough to handle your problems. This is where an MSP can come in. MSPs focus on cleaning up IT issues for dozens of companies day in, day out. This is all they do, and that means they are specialists. So why not hand off the chore of technology to someone who knows what they're doing? Then you can focus on what you do best: managing, leading, and growing your business.

Email

As already mentioned, email is undoubtedly a distraction that is a bane for many modern-day businesses. Email can consume you and your employees' day if you let it. So doesn't it make sense to try and get it under control? A few ways you can do that include checking your email only at specific times of the day, unsubscribing from email lists that you don't often use, and signing up for email and spam protection with your local MSP - who can help you keep the unnecessary emails out of you and your employees' inboxes.

If you're interested in learning how an MSP can help resolve your technology problems, get in touch with our experts today. We have a staff of seasoned professionals who have the singular focus of making your technology run seamlessly. And we're ready to help your business become more productive.

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iPhone 6s and 6s Plus are Finally Here!

Apple fans are in for a treat, as the tech giant has finally launched its latest iPhone 6s and 6s Plus models. As expected, the new flagship iPhone boasts Apple's powerful iOS 9, an all-new model, extended battery life, and many other internal upgrades. Read on to find out all you need to know about about this new release.

3D Touch

3D Touch is perhaps the biggest key improvement in the iPhone 6s and 6s Plus. This is a hardware-enabled feature that can't be implemented in the older versions of the iPhone. This nifty feature lets you have a peek at your phone's content - without actually opening it, or leaving what you're doing - with just a slightly harder press on the screen. For instance, you can preview emails and text messages, take a brief look at websites, and view calendar entries and image galleries, by simply applying more pressure to the relevant application button. Press harder still and you can view the item in full-screen mode.

Design

The new iPhone 6s and 6s Plus are made with 7000 Series aluminum, the very same grade of aluminum used in the aerospace industry, making it the strongest alloy Apple has ever used in its iPhone series. These latest releases are slightly heavier and thicker than the iPhone 6 and 6 Plus, but it's difficult to visually distinguish between the new models and the originals. The 6s series, however, comes in a new rose gold color, adding to the gold, silver, and space gray that are already available.

Display

The iPhone 6s retains a 4.7-inch, 1,334x750 pixel screen, and the 6s Plus a 5.5-inch, 1,920 x 1,080 pixel display, both with excellent viewing angles, brightness, and real-life colors. Although the resolution remains the same as that of their predecessors, the 6s series boasts new cover glass on the screen, which Apple claims to be the strongest cover glass found on any smartphone.

Performance

The iPhone 6s and 6s Plus are powered by Apple's latest iOS 9, which comes with a number of new additions, including upgraded versions of Notes, Maps, Siri, Apple Pay and countless other apps. The phones are built with Apple's powerful dual-core A9 processor, and come with 2GB of RAM. Devoted iPhone fans will love the results - faster app and webpage load times, smoother app switching, and no lags or hangs.

Camera

The iPhone camera has gotten a resolution upgrade for the first time in four years. The 6s series come with a 12-megapixel camera, which can record 4K videos and take incredibly vivid and lively photos. You can also take beautiful selfies, and make and receive high-definition video calls, with the front camera's 5-megapixel resolution.

Battery Life

Apple has redesigned the batteries used by the iPhone 6s and 6s Plus, making them smaller and lighter but with longer life. You can expect up to 10 hours of Internet usage on 3G, 11 hours of HD video playback, and up to 50 hours of audio playback on the iPhone 6s on a single charge, with the 6s Plus being slightly more durable.

If you're looking to learn more about the latest iPhones and how you can implement them into your business, give us a call today.

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Upcoming Events

Lab Day
Where You Control the Content

E-Safe is excited to announce our 17th 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 Topics:

- NSX Technical Deep Dive

- Veeam On Conference Review

- VMware 6.0 Design Considerations and Update

Event Details
**When and Where:
November 19th, 2015
9am-Noon**

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

Register at:
www.e-safetech.com/news-events/
events/labday/

Lunch and Learn Webinar
E-Safe Managed Services

E·SAFE
TECHNOLOGIES

Event Details
When and Where:
November 17th, 2015
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/MSlunchandlearn/

Register Today!!
Does your network constantly crash, hang up, run slow and prevent you from getting work done? Are you tired of dumping money into your network only to have more problems and more expenses? Do you need to make sure your staff is focused on client projects rather than trying to fix computer problems? One of the biggest investments you will make as a business owner is into your computer network and the technology that runs your business.

- Benefits of managed services
- Options when choosing managed services
- Importance of accessing you data securely
- Learn about E-Safe's team of experts
- Why E-Safe is the best choice!

Register today to reserve your space at this upcoming event!

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

Cloud Computing And Your Company: What You Need To Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

Just what exactly is "the cloud"?
The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?
The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?
While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?
There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at (412) 944-2424

The Lighter Side:
Crazy But True... Midnight Mystery: The Case Of The 'Weird' Laptop

One day a user brought us her laptop. She said it was acting "weird."

We ran the usual diagnostics, which all came up clean. Then the dreaded "Blue Screen of Death" showed up.

The cooling fan had failed completely.

So we backed up her data and gave her a new machine. End of story…

Nope. Within a week, she brought the new laptop back to us, complaining of similar problems. This had us stumped – it was brand-new.

We ran the hardware diagnostics in a continuous loop overnight. Nada.

We asked the user if she had any ideas. She got a funny look on her face and promised to report back to us. Sure enough, the next morning we received an e-mail from her, with an incriminating picture.

When she snuck into her den at midnight, she had caught Boots, her fat orange cat, preparing to take a nice, warm nap on her laptop.

As Boots stepped onto the keyboard, his paw triggered the hot key. Then, as he snoozed on top of the unit, the internal fan had to work overtime to keep it from melting down.

Mystery solved!

We all had a good laugh, glad to know our detective work had finally paid off.

E-Safe Specialized Veeam Training

Who Should Attend?

DV101- People with a basic understanding of VMware or are relatively new to VMware-based virtualization and have projects or environments utilizing the VMware ESXi hypervisor.

DV201- System Administrators with at least one year of experience with VMware-based virtualization who are looking to maximize their investment with advanced solutions, security considerations and troubleshooting.

Veeam – Gain an advanced understanding of Veeam products through hands-on training, demonstrations and technology deep dives into Veeam's Backup, Replication, Sure Backup, Virtual Lab and application items restores to help you get the most out of your Veeam investment.

VMware Datacenter Virtualization – DV101

• Now based on vSphere 6.0 update 1, this course will include the upgrade process to 6.0, design scenarios with vSphere 6 architecture changes • What's new in vSphere 6 and administrative considerations • Review roles, processes and requirements for VMware data center virtualization • Review and configure vCenter Server components including the VCSA (vCenter appliance) • Use vCenter Server 6 to configure and manage ESXi networking and storage • Basic design considerations to better protect your environment and reach the 99.999% uptime goal • Deploy, manage, and migrate virtual machines including best practice design and consideration • Manage upgrades to ESXi hosts using traditional and non-traditional methods • Use vCenter Server 6 to monitor resource usage • Learn to use various VMware logs to troubleshoot performance and configuration issues inside of vCenter and ESXi • Investigate tools to better manage and monitor your VMware environment

VMware Datacenter Virtualization – DV201

• Now based on vSphere 6.0 update 1, this course will include the upgrade process to 6.0, design scenarios with vSphere 6 architecture changes • What's new in vSphere 6 and administrative considerations • Use vCenter Server 6 to increase scalability and availability • Deep dive into the ESXi CLI to better understand the hypervisor, configurations and best practices • Use vCenter Server 6.0 to manage high availability and data protection • Advanced troubleshooting of hypervisor issues and a deeper look into troubleshooting log files • Understanding and configuring vCenter Operations Manager to further analyze and review performance in the virtual environment • Understand and implement key security requirements for hardening the hypervisor and vCenter 6 • Install and manage various vCenter plug-ins for assisting management of the environment • Advanced cluster designs and considerations • Configure advanced alerting to be more proactive of your environment • Learn how PowerShell can be used to better manage and administer your environment • Configure other VMware components such as syslog collector, vSphere Data Protection and vSphere Replication

Veeam Availability Suite Training

• Learn how the Veeam modular architecture allows for flexible scalability • Administrative techniques for virtual environments (vSphere & Hyper-V) • Learn deployment and administration best practices pre and post installation • Deep dive into the Veeam backup options • Understand upgrade scenarios, backup copy jobs, infrastructure design considerations • Configure and administrator Virtual Lab & Sure Backup as well as enable SAN-based snapshot backup • Configure and understand the Veeam One monitoring solution

Training delivered by Eric Pond:

Eric is our Virtualization Practice Manager, a VMUG leader and also a 6 time vExpert with over a decade of VMware experience. Eric will share tips and tricks as well as best practices learned while designing and administering numerous VMware and Veeam environments.

Course Date:
VM101 – November 5th (9am to 4pm)
VM201 – November 12th(9am to 4pm)
Veeam – Decmeber 3rd   (9am to 4pm)

Location: E-Safe Corporate Office
300 Bilmar Drive, Suite 240
Pittsburgh, PA 15205

For More Information Or To Schedule Your Class Please Call
(412) 944-2424

www.E-Safetech.com/ vmtraining

$695.00 Per Class
Ask about discounts for multiple classes!!