



The E-Insider

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

3 "Techie" Reasons You Can Be Thankful This Season

1. **Cyber Thieves Keep A-Knockin' But They Can't Come In.** A study presented at the International Conference on Dependable Systems and Networks showed that small-business networks are attacked every 39 seconds by some type of hacker or malicious software. Thankfully, having the proper firewall and office network security tools can prevent even the most determined cyber hacker from getting his hands on your network.
2. **Downtime Should Be A Thing Of The Past.** Thanks to monitoring and maintenance tools that are openly available, any reputable computer company can now actually notice when things go awry and prevent your computers from having issues. Hot fixes, patches and security updates are generally items that, when maintained on a regular basis, keep a network healthy and up and running. If, for some reason, your network still has some kind of downtime, cloud-based remote management tools allow your IT professional to access your system from anywhere, getting you up and running more quickly than ever before.
3. **If Disaster Strikes, You Can Be Back Up & Running In Minutes Instead Of Days.** In addition to lost data, many businesses' operations would be completely down for days or weeks if a major disaster like fire, flood or theft ever occurred. Here's where Backup & Disaster Recovery solutions (BDR) can help you feel very thankful indeed. Most of today's BDR solutions include a "virtualization" component, which means an exact "picture" of your server and computers is taken throughout the day and stored elsewhere. If you ever need to get back up and running, your IT company simply restores that image...and you're back in business.

Want To Feel Thankful Instead Of Frustrated With Your Computers?

Call us before November 30 for a FREE Problem Prevention Network Audit (a \$297 value) that will help eliminate problems on your network and give you peace of mind.

CALL 412-788-8081 NOW!



"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

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7 IT Policies And Procedures That Companies Under HIPAA Regulations Must Have

HIPAA and HITECH have been around for quite some time. Even so, many companies covered by these laws are way behind the times when it comes to actual implementation. And when you really think about it, even companies not covered by these laws should have the requisite policies and procedures in place.

1. Access Control Policy. How are users granted access to programs, client data and equipment? Also includes how administrators are notified to disable accounts when needed.
2. Workstation Use Policy. Requiring secure passwords, monitoring logins and limiting unsuccessful logins are just a few of the basics covered. Policies also need to cover basic security best practices such as not allowing passwords to be written down or shared with others.
3. Security Awareness Training. Organizations must ensure regular training of employees regarding security updates and what to be aware of. You must also keep an audit trail of your reminders and communications in case you're audited.
4. Malicious Software Controls. You must have documented policies for the frequency with which anti-malware and antivirus software are updated and what happens if an infection/outbreak occurs.
5. Disaster Recovery Plan. How you respond to emergency situations (of all shapes and sizes) must be fully documented and tested regularly.

A full Disaster Recovery Plan is something our company can help you with.

6. Media Disposal Policy. How do you dispose of old computer equipment and data? You must have policies and procedures in place that cover exactly how all equipment is properly disposed of and logged.
7. Review And Audit Procedures. There's much more to HIPAA compliance than the 6 items discussed here; however, be certain also that whatever you do has a firm audit trail/log that shows that everything has been executed according to plan.

These are just starting points. If you're subject to HIPAA or just want to make sure that your company is covered by these simple best practices, contact our office and we'll be happy to review these areas with you.



If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.

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 number one 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

Stop Multitasking in 5 Steps



As a business owner or manager you are likely doing more than one thing at once. You are maybe even balancing three to four tasks at the same time. Have you noticed that when you do this, you often make more mistakes or actually end up working longer and harder? While multitasking is an important skill, it can kill your productivity if you are always balancing multiple tasks. The solution? Don't multitask as much!

Here are five tips on how you can cut back on multitasking.

1. Watch out for interruptions When you run a business, you will be constantly interrupted. From phone calls to text messages and important emails, you will be always stopping what you are doing to essentially do something else. This can cause you to lose concentration and possibly forget about

the initial task at hand and ultimately harm your productivity.

To prevent this you should try to minimize your interruptions. This could involve something as simple as forwarding calls to your voicemail or turning your phone and non-essential notifications to silent. Don't forget about the physical interruptions like people walking into your office. Try putting a sign on your door or letting them know that you will be busy for a certain amount of time and don't want to be interrupted.

If this is impossible, try identifying the source of the majority of your interruptions and taking actions to minimize this. You'll be surprised by how much more you get done when you decrease or eliminate interruptions.

2. Step away from the tech Tech devices, especially mobile ones like your tablet and smartphone, are great at keeping us connected and allowing for increased productivity when used correctly. Unfortunately, many users don't use their tablets or phones strictly for productivity and they can become more of a distraction at times.

If you need to concentrate on something, try putting the non-essential tech away, or out of your reach. This will usually minimize the potential of you reaching for it automatically when you need time to think, or pause. You could even go so far as to turn off tech-based communication like email, social media and calls, or at the very least silence the notifications.

3. Complete your tasks A sign of someone who is an excellent multitasker is the fact that they have many tasks or projects they are working on, yet none are ever really finished. A surefire way to minimize multitasking is to actually set out to finish what you start. Don't let yourself get interrupted or switch to another task midway through, because there is a high chance that you will be interrupted with yet another task, and end up with three unfinished ones.

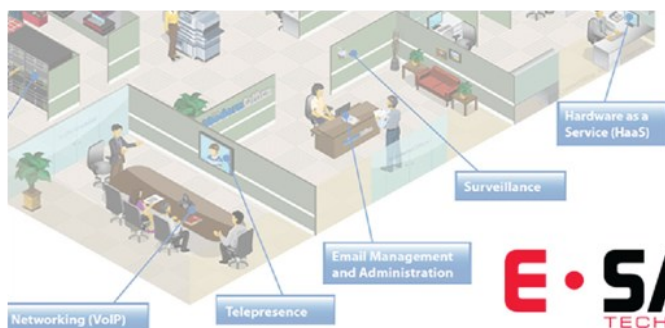
When possible, finish your tasks or at least stop at a point where you can pick it up easily at a later date or time. If this is not possible then try making notes as to what needs to be done regarding each task. This will at least minimize the time required to restart a task or figure out what still needs to be done.

4. Show up We don't necessarily mean physically show up to complete your tasks, what we mean is to actually focus fully on the task at hand. If you have a meeting with a colleague or client you shouldn't be checking your email, phone, or attempting to tackle other pressing tasks during the meeting. Doing this will cause your attention to wander and you could become confused or even miss what is being said.

So, avoid potentially embarrassing situations by simply focusing on the person or people in front of you. The other tasks or what interrupted you will still be there after you have finished and by focusing on the immediate task, you will likely be able to get to the others quicker because of the lack of distractions.

5. Do one thing only In order to maximize your productivity and completely shrug off multitasking, try doing only one thing at a time. A good place to start is to try setting a time each day reserved only for email. Take the time to read your emails and answer them without interruptions. From there move your focus onto only one task and see how this works. With a bit of practice, you should be able to reduce how much multitasking you do and may even see a boost in overall productivity.

If you are looking to increase your productivity at the office please contact us today to see how we can help.



E-SAFE | The ModernOffice™ TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

“What is Backup/Disaster Recovery (B/DR)?”

Backup/Disaster Recovery is one of the most important aspects of businesses today. Backup refers to the copying and archiving of computer data so it may be used to restore the original after a data loss event. Disaster Recovery is the process, policies and procedures that are related to preparing for recovery or continuation of technology infrastructure which are vital to an organization after a natural or human-induced disaster. It is a subset of business continuity that focuses on the IT or technology systems that support business functions.

Backup/Disaster Recovery is a secondary plan that is in place when a disaster strikes, whether it is a natural disaster or one caused by human error. The ability to replicate data to an off-site location can save your business from excessive downtime, which can ultimately and directly affect the bottom line of most

businesses. Technology today is vital for the operation and growth of most businesses. When those types of technology fail, the ability to recover lost data can save the operation of the business.

One of the biggest driving forces in the growth of B/DR was increasing government regulations mandating business continuity and disaster recovery plans for organizations in various sectors of the economy. The increasing dependence on IT systems, as well as increased awareness from large-scale disasters continues to drive growth of various disaster recovery sites and implementations. Most organizations heavily rely upon the availability of their critical sys-

tems, and B/DR is a way to make sure this is a possibility.

With the forming of ideas like “Big Data” and the “Internet of Things”, business applications and systems are going to become even more dependable on backups for security. Sensors, gauges, and advanced technologies are creating more data in a two day period today than was created from the beginning of time until 2003. The data needs to be stored and backed up somewhere. The option for colocation and replication of data can ease the mind of business owners who know their data is available somewhere else as well, not just in their own building.



Start with a Plan,
Finish with Success.

Next Issue:

E-Mail Administration and Management

See 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.” - Christine Simcic, Wojanis Supply

“How Can B/DR Improve My Business?”

Backup/Disaster Recovery has made business run more efficiently with fewer interruptions. Being able to backup data to an offsite location can make it a lot easier on a business and many times, it is more cost effective as well. Here are some of the benefits resulting from having a B/DR plan in place.

Peace of Mind – Because your company’s data is being backed up and replicated to a different site, you sleep easier at night knowing that there won’t be a disaster that takes you out of business.

Decreased Downtime – In case of a failure, having a backup of your critical business sys-

tems can ensure that your data is protected. The ability to restore your company data with advanced technology in a quick and efficient manner can save you downtime dollars when you’re in a pinch.

Growth and Scalability – While your business is growing, cloud B/DR is extremely scalable and can grow with you. Provided as a utility, you pay for as much as space your data consumes.

Security – Cloud B/DR is scary to some businesses because they don’t know where their data is being stored. Information is held in a secure data center with 24/7 security, cooling, and the best encryption and antivirus software in the business.

“How Does B/DR Work?”

Backup/Disaster Recovery is rapidly growing due to the fact that businesses are becoming more reliant on technology to run their every day operations. The idea of “backing up” your data and having a disaster recovery plan in place is becoming more and more prevalent. Whether you have information on your computer at work or being saved onto a server in your company, the sole fact that it is still on site sometimes can be quite daunting. Offsite backups utilizing cloud technology are some of the most popular processes we see in the market place. It works because most devices that have IP addresses can communicate with the Internet. To perform backups for these devices, the data is sent through these machines to the environ-

ment’s router. This router communicates with the Internet, which sends the data to a data center. The router at the data center receives the information and stores that data on a server that is specifically allocated for your data. You pay for the amount of space that your data is occupying on that server. If your system was to ever fail for some reason, they have your files on that server, which can then communicate back to your machines through the routers and install those files again in a very quick and efficient manner.

The biggest concern that business owners have when talking about backup



and cloud technology is that they aren’t sure where their data is being stored. However, security in these data centers are top notch. Also, businesses don’t want their files to be saved multiple times which creates more space that they are paying for. These backup technologies utilize a process called deduplication, which enables them to delete copies of the files that are already saved.

“What’s My Investment In B/DR?”

Another big reward of utilizing backup and disaster recovery technology is that you don’t have to make the up front investment in hardware. Because these services are provided on someone else’s hardware, it saves on the initial cost and the taxes that come with it.

Having a disaster recovery plan can immediately alleviate the cost of excessive downtime. How much money would your company lose if you were down for two weeks? One week? With a disaster recovery plan in place and the proper automated backup processes, downtime could be reduced



from several days to just a few minutes. The money that is saved with this quick restore can greatly increase the bottom line, which then can be directly reinvested back into your business to enable continued revenue and growth.

Typical storage and backup appliances can cost a couple thousand dollars to tens of thousands. By leveraging cloud technology and utilizing an offsite backup solution, that hardware cost is eliminated. The time invested into managing and updating the software for the device simply does not exist. This allows your team members and employees to do what they are paid to do and not manage the storage and backup hardware.

Backup/DR can have you sleeping well at night and not worrying about what would happen if your valuable business data was lost, leaving you stranded.

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TECHNOLOGIES

Want to Learn More About
B/DR or E-Safe’s
Modern Office Series?

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

Disaster Communications – 5 Tips



Disasters can happen at any time and be of any level of severity. For this reason, it is always advisable to implement a business continuity or disaster recovery plan. By having a plan, you stand a higher chance of surviving a disaster. However, if something negative does happen the key to remaining in operation is communication. This can be harder than it seems.

Here are five tips on how to ensure better communication during a disaster.

1. Have more than one way to communicate During a disaster, you have to assume that communications will be affected in some way. Therefore, you should take steps to ensure that your company has more than one way to communicate with employees and people outside of your organization.

This could include mobile phones that are used only for disasters, extra phone lines, VoIP, etc. The key here is to identify how potential disasters could affect communications and look for alternative methods or ways to communicate.

2. Coordinate responders During some disasters, it's not the communications themselves that cause further problems, but uncoordinated responders. In times of disaster, people react based on what they think will work best in the moment.

If you have not taken steps to ensure that all responders are on the same page, and know what they should be doing to not only carry out the recovery plan but also communicate, you could face a total breakdown.

When developing your strategy, take the time to ensure that the selected responders and communications leaders are up-to-date and are aware of what is expected of them and how they should go about communicating during a disaster. Cross-training employees so they can carry out other roles if necessary, can be a good back up too.

3. Coordinate responses During a disaster, you will have to communicate with parties outside of your business. This may be the media, shareholders or other businesses. If you have a disgruntled employee, or one who is not aware of the full situation when answering questions, the impact of the disaster could be exacerbated.

It is beneficial to develop standard responses and methods of responding during a disaster. As a small to medium business owner it is tempting to take on this role yourself. However, while you should definitely be a key person to respond to questions from parties outside of your business, having other people in place who can cover this role might help mitigate disaster.

4. Communicate outward In times of disaster it can be easy to forget that other people and businesses rely on you. If they are not fully aware of what is going on, there is a chance of compounding problems and even losing business.

When disaster strikes, your company should take steps to communicate with parties outside of your organization as to what is going on, what you are doing to fix the problem and if there is any help/changes you need. After all, the more people who are informed of the situation, the greater the chance that support will be available and more effective.

5. Be honest There is a temptation to put spin on a disaster within your organization and embellish the truth, or play it down so as to not make your business appear in a bad light. This could cause further problems though if important people find out that you have not been totally upfront and transparent.

All it would take is one employee mentioning a hidden fact to a friend and the truth could come out and potentially damage your brand reputation and possibly lose you business. Therefore, when communicating with outside parties and with your employees, be honest and open as to what is really going on. This will make communication easier, and could even help lessen the long-term impact of the disaster.

If you are looking for communications systems or disaster recovery plans that will help see you through any disaster, please contact us today to see how our solutions can support you.

Shiny New Gadget Of The Month:



Leap Motion Controller

Just when you thought technology couldn't make things any easier, they've gone and done it again! With a wave of a hand or lift of a finger, you're about to use your computer in a whole new way. The Leap Motion Controller senses the way you naturally move your hands. So you can point, wave, reach and grab. Even pick something up and put it down. Just like in real life. It's an amazing device for the things you do every day and for the things you never thought you could do.

- Browse the web, read articles, flip through photos and play music just by lifting a finger.
- Draw, paint and design with your fingertip. You can even use a real pencil or paintbrush.
- Sculpt, mold, stretch and bend 3D objects. Take things apart and put them back together.
- Pick, pluck, strum and drum. Play air guitar, air harp or air anything.
- Slice fruit and shoot bad guys with your finger.

You literally hold all the power in your fingertips. This sensitive device provides superb accuracy up to 1/100th of a millimeter. Get yours today for just \$79.99. <https://www.leapmotion.com/product>

Solid Strategies = Solid Success

Success results from a solid strategy. Even the greatest ideas are of little value unless they are backed up by a practical and workable plan of action. The word strategy comes from an ancient Greek term that literally means to be a general, leading troops into battle. Setting up a good strategic plan involves five steps:

The first step is to translate your vision into measurable and achievable goals. You decide specifically what you want to accomplish during the next five to ten years — those are your long-range goals. Next, you break those goals down into intermediate goals — things you wish to accomplish during the next six months or year. Then you break them down further into short-term goals covering the next month or six weeks.

The second step is to break your goals down into achievable objectives. Dr. Robert Schuller says, "Yard by yard life is hard, inch by inch it's a cinch." Working by objectives helps you concentrate on what's important, instead of spinning your wheels on those things that seem urgent but don't lead to your long-term goals. Objectives add purpose and direction to all your activities.

The third step is to set up your strategies for accomplishing your objectives. Strategies are the specific ways you will go about achieving your objectives. The more clearly thought-out they are, the more effective they will be.

Fourth, you choose each task you must complete each day to achieve your goals. This is where most planning breaks down. We tend to leave it vague — thinking that, as long as we are working hard all the time, we are achieving our goals. Most people I talk with are extremely busy — and most of them are working hard to do things right. The problem is they are not doing enough of the right things — the things that will help them achieve their goals.

It is not enough to merely list each task you need to do; you need to build the tasks into your schedule. So many hours each day should be dedicated to working on specific actions that will lead to accomplishing your definite objectives.

And, finally, build in the monitoring mechanisms that will help you keep track of your progress toward implementing your plan. It's one thing to have a "gut-level feeling" that you must be doing something right because you are always working hard. But it is far better to design simple mechanisms to let you know precisely how much progress you are making.

Look for a few key indicators that will help you stay on track, and monitor those like a doctor would monitor the vital signs of a patient. It doesn't matter how much activity is going on. What matters is how successful you are in achieving your objectives.

One good example would be that you would target to contact three people each day to generate new business. At the end of the day, you'd know whether you have achieved that goal. Your plan is not complete until it has been communicated satisfactorily to every person in your organization who must help to implement it.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,500 students from over 51 countries. He has authored two dozen books and audio programs distributed worldwide. His foundation provides scholarships to 48 deserving young people each year. As a business leader, he is chairman of Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$164 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). Learn more about Dr. Qubein at www.nidoqubein.com.

Meet E-Safe Team Member Greg Carvlin



Greg is a Solutions Architect here at E-Safe. Prior to joining our team, he was an IT Team Lead at Universal Electric Corporation. He also was a Technology Coordinator for ASSET Inc. Greg recently received his VTSP 5.5 certification and has experience with Cisco Networking/Security, Server Architecture, Microsoft Exchange/SharePoint/Server OS, and VMware. Greg earned his MBA with a focus in Project Management from the Keller School of Business in 2011 and earned his B.S. in Technical Management from DeVry University. He is a Mount Lebanon High School graduate (04) and a former U.S. Army Infantry. He likes working for E-Safe because it exposes him to a multitude of technologies and he enjoys helping people with technical surveys and planning. Greg resides in Scott Township with his wife Jocelyn, his daughter Darcy, and his son Jonah. In his spare time, Greg likes to play guitar, watch the Penguins, and cook!

Would You Rather Text Than Talk? Essential Tips For Business Texting

You use your iPhone or Android for everything else. Your spouse even texts you to grab some milk at the store or to tell you they'll be gone when you get home. It's quick, easy and gets the job done. Why not in business too?

If you're going to text for business purposes, follow these 7 texting tips to keep it professional:

Consider if your message is urgent. Your text may interrupt your recipient...be sure there's a good reason for that interruption.

Is e-mail better? Most people prefer business communications via e-mail as it better respects their time and ability to respond appropriately. Text messages are also easily lost if sent at a bad time.

Do they only e-mail you? If yes, respond to them in the same way. If they e-mail, send an e-mail. If they call, call them back.

DON'T TYPE IN ALL CAPS. DON'T YOU FEEL LIKE SOMEONE IS YELLING AT YOU WHEN THEY TYPE IN ALL CAPS? DON'T SEND E-MAILS OR TEXTS IN ALL CAPS.

Proofread your message. Ever hear of "Auto-Correct" in text messages? Some can be downright embarrassing. If you're taking the time to write the message, take the extra seconds to proofread.

No abbreviations! Your recipient shouldn't have to decipher your text message with a decoder ring. Be as clear as you can with proper grammar and pronunciation. No sense in risking losing a customer who gets fed up with your messages.

Include your name in the message. Not everyone knows who you are simply by your cellphone number. Assume that the person doesn't know who the message is coming from.

If you do text in a business environment, especially with a customer or prospect, follow these 7 tips to ensure that you are perceived as the true business professional that you are!

Upcoming Event: E-Safe Technologies' Lab Day, November 14th!

E-Safe is excited to announce its 9th Quarterly Lab Day! Lab Day is a great opportunity for you to work with our experts and get answers to all of your questions. Whether you are a long time virtual user or are thinking about getting into it for the first time this lab day is for you! Come ready to learn and to get your questions answered!

Lab Day Kickoff Topics:

- ◆ Best Practices vSphere 5.5 Migration
- ◆ HA / vMotion
- ◆ NSX / Distributed Switches / Network Best Practice
- ◆ vCOPS (Operations Manager)
- ◆ PowerShell...

**When and Where:
November 14th 2013
9:00-11:00am**

E-Safe Office: Penn Center West Bldg 4
Ste 230 Pittsburgh, PA 15276

Register at:
E-SafeTech.com/LabDay

The Lighter Side:

Random Aviation Facts



- A Boeing 737 weighing 150,000 pounds (68,000 kilograms) must deflect about 88,000 pounds (40,000 kg) of air — over a million cubic feet (31,500 cubic meters) down by 55 feet (16.75 meters) each second while in flight.
- A commercial aircraft door will not open in flight because it is actually bigger than the window frame itself, and the door opens inward toward the cabin. To open, it must be opened inward, rotated and then slipped sideways out of the frame. Even if the door could somehow be opened, it would be like lifting a 2,200-pound (1,000-kilogram) weight.
- Most planes flying internationally have their home country's flag painted on or around their tails. Generally, the flag is facing the proper way round on the left (port) side of the aircraft and backward on the right (starboard) side. Why? Because that's how it would look if a real flag were hoisted on a pole above the airplane during the flight.
- Airline doors and windows are often inset a few millimeters from the fuselage so that they'll expand to be flush with the fuselage during flight.
- The windows in an airport control tower must be tilted out at exactly 15 degrees from the vertical to minimize reflections from both inside and outside the control tower.