



# The E-Insider

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

## Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you've heard all of the commotion around cloud computing and know that it's the "Next Big Thing" in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help their business. "What are my options?" and "What is right for me?" are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1. **Pure Cloud:** This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet.

2. **Hybrid Cloud:** Although "pure" cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

3. **Point Solutions:** Another option would be simply to put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.

4. **Public Cloud vs. Private Cloud:** A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don't want their data held in a public environment.

Keep in mind that there is no "perfect" one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company's needs and business requirements.

**Want a professional opinion on which option is best for your business? Give us a call during the month of September for a FREE Cloud Readiness Assessment And Cost Analysis. We'll give you a full Cloud Action Plan that shows what options will work for you.**

**[www.E-SafeTech.com/cloudactionplan](http://www.E-SafeTech.com/cloudactionplan)**



"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, Inc.

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## Could Terrorists Really Use Software To Crash Your Car?

A recent AOL online article titled "The Scary Truth Of How Terrorists Could Crash Your Car" freaked a lot of people out by implying that terrorists could easily hack into your car's computer systems and wreck your car (or hundreds of cars at a time) at speeds exceeding 100 mph. While that is a scary thought to consider, the facts are quite a bit less severe than the article suggests. Nothing like some great sensationalist journalism, eh?

What really are the facts? Could you really be hacked driving your car?

- Cars are more and more dependent on software and electronics to run everything in the car, including GPS, music, brake systems, your power train, throttle and more.
- A new car is a rolling computer with 80 to 100 microprocessors and 100 million lines of software code.
- Researchers from the University of Washington and UC San Diego recently were able to successfully hack into an ordinary sedan, lock and unlock the doors, turn the engine on and off and listen to a conversation going on.
- In another experiment, researchers compromised an auto repair "pass-through device" that helps technicians diagnose problems, which then allowed them to install software on every car that touched that device, potentially allowing them to control a wide range of auto functions on those cars.
- New studies are being done on how to use wireless connectivity in cars to help avoid accidents, route traffic more effectively and make our travels even safer (over 90% of accidents are due to human error, and smarter cars can potentially fix that).

But the truth of the matter is that, although cars are packed with computers, very few systems can currently be controlled wirelessly from outside the car. In all reality, someone would likely need to install an additional attachment to your car's computer system to really take it over.

Stay tuned, however, as I'm sure that this is going to be an ongoing discussion for many years to come.



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## 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 will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 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/5facts>

## Shiny New Gadget Of The Month:



### Nest Learning Thermostat

The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enable thermostat that optimizes the heating and cooling of homes and businesses in order to conserve electricity. And if the company's claims are correct, this smart little device can save you 20% off your energy bill each year.

Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer. Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or not you're around or whether the sun is shining on the thermostat and instantly adjust accordingly—saving your money. There's no need to program your device either as Nest works to figure out your patterns and schedules to fit you.

Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere. The company also pushes updates to your thermostat regularly to fix bugs, improve performance and add additional new features.

The Nest thermostat is available online for \$249 at [www.nest.com](http://www.nest.com), or at many stores locally.

## Don't Be a Domino Pusher

You can line up DOMINOS in a beautiful pattern and spend hours doing it ... but all you have to do to knock them all down is PUSH over the first one (the lead domino) and the rest will follow. The same is true about a business. You can spend years and years building up a great business with a super reputation and one employee can cause a customer to never do business with you again. One employee can PUSH a customer the wrong way and run them off ... in other words ... they knocked down one DOMINO. But, could that one upset customer cause other customers to follow them?

In today's society of instant global communication, one upset customer can put the story out over the internet of your RIP-OFF ... AWFUL SERVICE ... UNFAIR TREATMENT ... and seriously hurt your business. PUSHING the one DOMINO can sometimes cause a whole lot of DOMINOS to fall ... maybe all of them.

We found out today the appliance repairman who works for the company that has done ALL of our warranty work tried to pull a fast one on us; a \$2,964.00 fast one. Before I spend that kind of money, I think a second opinion is in order. So, we got the name of a really talented repairman who had done work for our neighbor and had him diagnose the problem. He said it would only cost \$74.96 to fix the problem. He had it fixed in less than one hour.

We had purchased ALL our appliances for our home from the first repairman's company and they had done ALL the previous small repairs for warranty work ... but out of warranty ... BANG! ... time to soak the stupid consumer who has no idea what is wrong. That repairman is right. I don't know about appliances, but I do know how to dial a phone. I do know how to go online and get other opinions. I do have neighbors who may have had similar problems.

Now, what damage has been done by the first repairman? TRUST has been destroyed. CONFIDENCE in what the first repairman (and his company) says is now a thing of the past. Will I ever do business with them again? No! There are a lot of other companies who sell and service appliances. Will I tell my friends about what happened? You bet I will. Will they believe me? They sure will. More customers will be lost because of what happened to just one customer.

Every single day companies PUSH over dominos (customers) not realizing the potential damage that might be caused. I would suggest you start handling every customer like they are that Lead Domino who can possibly knock them all down. If you handle your customers with the care and honesty they deserve, then you won't have to worry about other dominos falling (customers leaving).

Your customers aren't obligated to do business with you. You need to assume your customers are always teetering, swaying, wavering ... getting ready to fall over (go somewhere else) if you push them the wrong way ... and on their way down they might just knock over some other dominos (customers) as well. Are there any DOMINO PUSHERS in your company? You better hope not.



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

## Meet the E-Safe Team: Bob Bradley



CCNA, VTSP5,  
A+, Network +

Bob has over 20 years of IT support and service experience. Bob was born and raised in the Pittsburgh area and attended Norwin High School. He is extremely committed to lifelong self-study and prides himself on learning something new about technology every day. Bob previously worked for Black Box Network Services for over 15 years and eWON, a small Belgium based company with a unique product offering for cloud based VPN access. As part of the E-Safe team, Bob is a Sr. Account Manager and loves helping people solve problems that directly affect their business. He enjoys being able to work with a diverse range of technologies and believes that the staff here is second to none. Bob lives in Canonsburg, PA with his wife, Missy and has five brothers and sisters. He has been a semi-professional drummer for most of his life with over 30 years playing experience, and he also enjoys playing poker and watching the Steelers.



## Marketing 101: Farming For Leads

Some of you have noticed a lot of the marketing we do in our business. This month I'll share with you the basic 4-step "farming" strategy that we often use when looking for new, good-fit clients for our business. This farming strategy deliberately and consistently promotes our business out to new prospects.

**#1: Choose your farm territory.** This is the group of prospects you are going to work overtime to turn into clients. Don't spread yourself too thin by choosing a market so big you don't have the financial resources to adequately market to your list. An important rule of thumb is that you should be able to mail this list every month and run a bigger, more comprehensive promotion once a quarter. **#2: Plant the seeds.** You need an initial introductory offer that is then followed up with phone calls and/or e-mails (if you have them). This will introduce you to the market and lay the groundwork for other promotions. **#3: Work the fields.** Make sure to "touch" your list frequently in multiple media, including mail, e-mail and by phone in addition to industry events and in media they read/watch/listen to. Often prospects will lurk for months or years before they buy. Most marketers give up WAY too soon! **#4: Weed and Feed.** Part of working the field involves pulling weeds – eliminating people from your list who you later discover aren't a right fit (and never will be). People will move, go out of business, die, etc., so you should always be grooming your field. You also need to "re-seed" by adding new prospects to your farm list regularly.

## DATA PROTECTION AND RECOVERY IN A VIRTUAL WORLD

Please join E Safe, Veeam and ExaGrid for an event where you'll learn how to fully leverage **Veeam Backup and Replication with vPower** and **ExaGrid Disk Backup Appliances with Deduplication** to achieve:

- Faster, more reliable backups
- Entire machine restores in minutes with Instant VM restore
- Unparalleled scalability as data grows without backup windows expanding
- Recovery of individual objects from any virtualized application
- Automatically verify the recoverability of EVERY backup EVERY time

DATE: Thursday October 10th 2013

TIME: 11:45 AM- 1:45 PM

PLACE: Mike Ditka's

1 Robinson Plaza

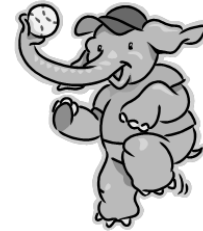
Pittsburgh PA

Register at:

<http://exagridpartner.com/m/I0159>

### The Lighter Side:

### Truly Random Facts



- ♦ If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.
- ♦ The numbers '172' can be found on the back of the U.S. \$5 dollar bill in the bushes at the base of the Lincoln Memorial.
- ♦ President Kennedy was the fastest random speaker in the world with upwards of 350 words per minute.
- ♦ In the average lifetime, a person will walk the equivalent of 5 times around the equator.
- ♦ Rhode Island is the smallest state with the longest name. The official name, used on all state documents, is "Rhode Island and Providence Plantations."
- ♦ When you die your hair still grows for a couple of months.
- ♦ Every year about 98% of the atoms in your body are replaced.
- ♦ Elephants are the only mammals that can't jump.
- ♦ The average person makes about 1,140 telephone calls each year.
- ♦ You burn more calories sleeping than you do watching TV.
- ♦ The first product to have a bar code was Wrigley's gum.
- ♦ In ancient Rome, it was considered a sign of leadership to be born with a crooked nose.
- ♦ The word "nerd" was first coined by Dr. Seuss in "If I Ran the Zoo."