



The E-Insider

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

This Halloween Who's Keeping An Eye On Your Computer Network?

Many business owners and managers we work with wait FAR too long to have us check and update their computer network's health and security. Unless we are actively performing regular daily/weekly/monthly maintenance, a nasty virus, malicious hacker, unexpected software corruption, hardware failure or dozens of other problems could catch you off guard and result in extensive downtime, data loss and expensive data recovery efforts.



That's because many businesses do not perform regular maintenance on their network and therefore are overlooking many serious threats that are increasing all the time. At some point, disaster strikes and they find themselves in a real mess, with a network down and employees sitting idle, waiting to get back to work.

By then the damage is done, and it can cost thousands of dollars to get the network back to normal, if that's even possible. What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

No More Excuses! Our Free Network Checkup Will "Exorcise"

The Demons Hiding In Your Computer Network

From now until November 30th we're offering all clients and newsletter recipients a **FREE** Network Checkup (\$497 value) so that you have no excuse for not making sure your computer network is safe and sound. **Schedule your FREE Network Checkup to "see" if you are truly safe from spyware, viruses, hackers and other SPOOKY disasters by calling our office at 412-944-2437.**



"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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In the year 2030.

Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The No. 1 lament from someone who's experienced a "bad" move is "I didn't know I needed to..." followed closely by "I completely forgot that..." In other words, *it's what you don't do that makes the move a disaster*. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

Mistake #1 — Trying To Save Money By Using Your Employees To Move Your Computer Network

Don't ask your staff to disconnect, move and reconnect computers, phones and other devices just to save a few bucks. You'll frustrate them and end up with phones ringing at the wrong extension, lost cables and PCs that get dropped. You don't want to let your movers do this job either; they may be great at moving furniture, but a network is a lot more sophisticated and sensitive. *Be smart and hire an IT pro to pack and move your network.*

Mistake #2 — Not Hiring The RIGHT IT Firm To Move Your Network

While we're on the topic, make sure you know what to look for when outsourcing the move. A few things to look for would include references from other clients, proof of insurance (get them to fax you a copy), a service-level guarantee limiting the amount of time you are down and a professional, organized approach to quoting the move. A real pro will insist on visiting your current location as well as your new location to conduct a detailed site survey. NEVER hire anyone who wants to quote moving your network over the phone.

Mistake #3 — Not Giving Your Phone, Internet And Cable Vendors Enough Advance Notice

80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data and electrical installation *in advance*. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for *your* phones and *your* computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees or Band-Aid fixes to make things work.

Call us before your next office move and get an Office Move Checklist, Site Survey and Network Plan for only \$99!

The Tech Obit

Server 2003/R2 Support is Ending in 270 Days. Are you Prepared?

Windows Server 2003 was the follow-up to Windows 2000 Server, incorporating compatibility and other features from Windows XP. Unlike Windows 2000 Server, Windows 2003's default installation had none of the server components enabled and Windows 2003 server included compatibility mode to allow older applications to run with greater stability. Additionally, Windows Server 2003 brought in enhanced Active Directory compatibility and deployment support to ease migrations from NT 4.0 to 2003 and XP.

Here's what Microsoft has to say about Server 2003/R2 End of Life Support:

- ✓ Microsoft will no longer develop or release any updates after ending support!
- ✓ After support ends, your organization will likely fail industry compliance regulations!
- ✓ The costs of maintaining your legacy servers will likely add up quickly!
- ✓ Your virtual and physical instances will no longer pass a compliance audit!



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

Have you Caught the Bash Virus?



Have you heard of the “Shell Shock” or “Bash” Bug yet? Chances are that you haven’t unless you have been one of the select few who have been impacted by this latest security bug. In fact, according to analysts at CNBC, this latest virus has the potential to be massive and there isn’t much most people can do to guard against it.

This latest bug affects Unix-based operating systems and Apple's Mac OS X. The exploit is used by hackers to steal information and to remotely take over computers or entire networks. The bug was given the name "Bash" because the virus affects Unix-based systems that use bash language interpreter commands. In light of the damage this bug can inflict on systems, The National Institute for Standards in Technology rated the flaw a **10** out of **10** in terms of severity.

Unfortunately, experts are saying that there is not much that anyone can do to protect themselves against this virus and companies like Apple have not yet released a security patch. Apple did say however in a statement in September, that the company will be addressing the problem and that it will not affect the majority of Mac users. Many operating system vendors have issued a partial fix, but a complete patch is still in the works.

THE BUSINESS INNOVATION TECHNIQUE OF BLENDING

Entrepreneurs are natural innovators, but even the most forward-thinking people sometimes need a little nudge to help open their minds to new possibilities for growth.

One of the best ways to think outside of the box is to start asking “what if” questions. Here’s a “what if” question I’ve been kicking around lately: What if we took 2 disparate businesses and blended them to make something new? I’m not talking about merging or partnering with another company; I’m talking about blending business methodologies from 2 (or more) industries to create a new business, or dramatically improve an existing business.

A classic example of this is Commerce Bank. Founded by Vernon Hill in 1973, Commerce Bank blended 2 industries: fast-food restaurants and banking. The owner of a fast-food restaurant franchise, Vernon Hill's bright idea was to bring the convenience and perks of fast food to banking.

For example, fast-food restaurants are open every day, and they start early and close late; Hill implemented extended hours at Commerce Bank and kept the doors open 7 days a week. No other bank had done this before.

Hill blended other systems from his fast-food franchise when he launched his blended business. He installed a “Penny Arcade” coin-counting machine in his lobby, which had the same effect as video games in family restaurants. Kids could count money and win a prize, and the adults loved it too.

One of my favorite examples of Hill's blending genius is when you use the drive-thru window at Commerce Bank and get a treat for your dog, just like the toy in a kid's meal. Is it any wonder people call it "McBank"? By blending 2 industries, Hill created the fastest-growing bank ever.

Commerce Bank grew from one location to more than 400, and the franchise sold for \$8.5 billion in 2007. See what a little game of “what if” can spark?

What if you blended your business with hallmarks from another industry? Start thinking WAY outside of the box, looking at winning concepts from industries that may seem to have nothing to do with your business. (Of course, you do have something in common with businesses in ALL industries: customers.) You never know—you just might make billions.


Consider



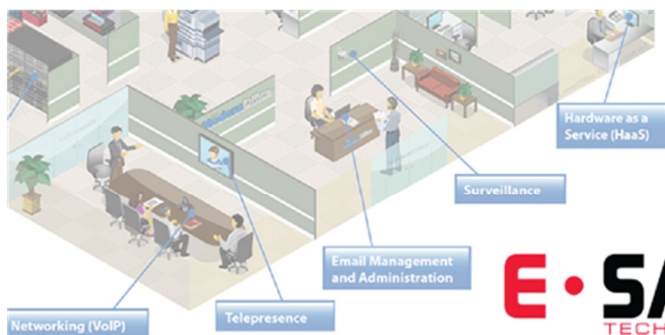
MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>



Client Spotlight: Geneva College

 E-Safe Technologies has consistently provided top notch services to Geneva College. Over the last few years they have provided help in several areas (Microsoft Active Directory, VMware, IBM iSeries, Sophos). They treat us as a valuable partner and provide timely and reliable expertise. We value the relationship and would definitely recommend their services.

Larry Wingard, Assistant Director, IT



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TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

The Advantages of a Phone System in a Small Business

It may seem like a no-brainer that a small business should have a professionally installed telephone system, but the truth is that many small businesses still do not. In this digital world, voice communication is still for many, the main mechanism used to contact customers, vendors and other business constituents. Whether your employees use the phone to contact new and existing clients or use the phone as a secure way to communicate with each other, installing a dedicated telephone system in your business can have many important advantages for your firm.

Shared Resources: One of the most important advantages of using a dedicated

telephone system for your small business is that all of the workers in the office will be able to share the same voice resources. A telephone system in place allows workers to transfer calls to one another, and that ability alone can make the business run more smoothly. Just imagine how time-consuming it is to have a worker from one part of the office go to another desk to answer a simple phone call vs. the ease of transferring a call directly to the person who can answer the question or solve the problem.

Lower Costs: As a small business owner, communication costs are probably a big part of your budget. Moving away from individual phones and phone

numbers, and toward an integrated telephone system can trim your costs and simplify the processing of monthly telephone invoices. Installing a telephone system will also make it easier to review your monthly charges and identify any problematic calling patterns, such as an employee making unauthorized personal calls on company time.

Advanced Features: When your business installs its own telephone system, you can gain access to valuable extras that make it easier to manage your business. Most modern telephone systems include features that include voicemail, caller ID and automatic call forwarding; great for busy salespeople.

Source: The Advantages of a Telephone System in a Small Business. (n.d.), Bonnie Conrad. .

What is the Difference Between VOIP and IP Telephony?

Put simply, VoIP is a subset of IP Telephony. IP Telephony, also commonly called Internet Telephony, is the area of communications that involves digital phone systems based on a number of IP (Internet) standards. It is a way of making a phone system digital in a way to take advantage of the Internet and of any hardware and applications attached to. The main aim of IP Telephony is to increase productivity, which suggests that the technology is better referenced in business environments.

On the other hand, VoIP is simply a digital transport vehicle for phone calls. In its different flavors, it works towards

offering cheap or free calls and to add more features to voice communications. To see it in a broader picture, think of IP Telephony as the overall concept and VoIP as a means of transmitting voice to implement this concept. An IP Telephony system can, for example, be an IP-PBX which has VoIP and its standards (SIP, H.323 etc.) along with many other things (e.g. CRM), geared towards better productivity.

Source: What is The Difference Between VoIP and IP Telephony? (n.d.). Nadeem Unuth

Assign Your Help Desk Tickets to E-Safe!

Tired of fielding your help desk calls internally? Now you can assign all of your help desk tickets to E-Safe and experience the peace of mind of knowing that the professionals are hard at work for you. Only a mouse click away, you can assign some or all of your help desk tickets using E-Safe's robust ticking system Call Tim Steinour at 412-944-2414 or via email at tsteinour@e-safetech.com

The Pro's and Con's of Cloud Telephony

A cloud telephony system makes a business lean and helps them to refocus on their own areas of expertise. Cloud telephony is a tool for the new generation where employees can work from anywhere, thus facilitating a greater degree of flexibility. If you are a strong believer in the fact that businesses or offices must have an on premise telephony system then you really need some strong reasons for using cloud telephony. As with any new solution, an organization must weigh the pro's and con's associated with each. As such, I've listed a few of each below:

Pros:

Flexibility: Cloud telephony is highly flexible and you can use it with your existing network at an office. All that is needed is an internet connection to get started and you will be able to connect your digital phone, IP Phone or even your laptop as the end point and start using the cloud telephony service.

Advanced Features: There are many advanced features offered

by cloud telephony service providers. Some of the advanced features offered by cloud telephony systems are voicemail, push SMS, automated call distribution, call forwarding and interactive voice response.

Easy to Support: The maintenance and support is a centralized feature that users don't have to worry about. Hardware expansion, software updates and DB management are all handled by the service provider.

Cons:

Latency: Latency is one of the biggest concerns while using the cloud telephony system. There are a lot of users who face a delay in transmission of voice signals due to the absence of high a high speed internet connection.

Integration: Integration might not be a concern for users that have an existing telecommunication system. Not all endpoint devices are supported by the cloud telephony system, and this needs to be checked before deploying any cloud based telephony system.

Costs: Subscriptions are time bound. You have to subscribe for a minimum period to get of the features that you may be looking for.

How Do You Manage Your Help Desk Tickets?

Did you know that you can run your department faster, with more uptime by linking your IT help desk to ours?

The E-Safe SaaS Help Desk Ticketing System puts the power of IT automation software at your fingertips, allowing all of your users to easily create help desk tickets that you can service in-house or escalate quickly to our team. Many benefits are quickly realized such as:

- ✓ Retaining complete control!
 - ✓ Keeping users happy!
 - ✓ Improving productivity!
 - ✓ Working with your peers!
- Call Today To Learn More!
412-944-2437

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Want to Learn More About

Help Desk or E-Safe's
Modern Office Series?

Contact Tim Steinour at

TimSteinour@E-SafeTech.com today!

Attention Pittsburgh Business Owners That Are Looking To Upgrade Their Computer Network Within The Next 6 Months:

Don't Let Your Current Computer Guy Scare You Into Spending Thousands Of Potentially Wasted Dollars On That New Upgrade!

If you're planning on refreshing, expanding or upgrading your computer network within the next 6 months, I'd like to show you a potentially far superior way to get the up-to-date computer network you need without the heavy costs, complexity and problems associated with most IT upgrades. **In fact, we typically lower our clients' IT upgrade and maintenance costs by 24% and 80% while simultaneously:**

- ✓ **Eliminating or drastically reducing** system crashes, slowness, viruses and other annoying technical problems.
- ✓ **Delivering instant disaster recovery so you'll never lose data** due to a server crash, virus, hardware failure, disgruntled employee, fire or other data-erasing disasters.
- ✓ **Providing the freedom and flexibility to work from anywhere, anytime** on any device.

How Do We Deliver These Results?

By utilizing smart, efficient cloud computing technologies, we not only simplify IT for your company, but also free you from having to purchase, install and maintain complex, expensive IT systems in house.

Free Cloud Readiness Assessment Shows You How To Scare Away That Big Fat Expensive Server Upgrade Bill

At no cost or obligation, we'll come to your office and conduct a thorough review of your computer network, backups and technologies. We'll analyze how you're working right now and what areas are giving you the most problems. From there, we'll show you a simple, cost-effective plan for upgrading your network to the cloud versus the traditional on-premise server and network you currently have.

Even if you decide NOT to move your network to the cloud, you'll find the information that we share with you to be extremely valuable and eye-opening as you make future decisions about IT.



To Claim Your FREE Cloud Readiness Assessment, email Marketing at:
[jewling@e-safetech.com](mailto:jewing@e-safetech.com)

Hope Is A SCARY Strategy When It Comes To Your Company's Data!



Last night I startled out of bed in a cold sweat, heart racing, with fear racing through my mind...and you were the reason for my panic! Was I having a nightmare? Was I just watching too many episodes of “Ghost Hunters?” Maybe taking the Halloween spirit too far? No – it simply occurred to me that you might not know the importance of having a solid backup and disaster recovery plan in place!

And if your server data was erased, corrupted or destroyed because of a hardware malfunction, system crash, fire, flood or some other random, unforeseen disaster, you might not be able to be back up and running again FAST!

The Thought Of That Happening Scared Me Half To Death!

And quite honestly, it should scare you too! Just imagine what would happen if your server went down and you...

- Lost all accounting documentation and history...
- Lost all the work files you've spent YEARS developing...
- Lost the work files and documentation you desperately need to service your customers...
- Lost all the e-mails you've had saved and couldn't access your inbox...

Can you even put a price tag on it? Probably not – yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely hoping that their current tape drive or backup is working and storing a usable copy of their data. Don't lose your data!

Call E-Safe Today to Discuss Your Backup Needs! 412-944-2424

5 Tools To Better Manage Your In-box

In 2013, over 100 billion business e-mails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion e-mails per day by 2017.

That means approximately 100 e-mails hit your in-box per day. No wonder it's so hard to keep your in-box relatively clean. Here are some tools that can help:

Mailbox - Mailbox makes it easy to organize your in-box from your smartphone. You can quickly archive, delete or save messages for later. You can even add e-mails to your to-do list so you never forget about a message you don't have time to address when it first arrives.

The Email Game - The Email Game turns responding to and archiving e-mails into – you guessed it – a game. Skip an e-mail and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your e-mail in a set time period.

Unroll.me - Sorting through all the e-mail you've subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based e-mails and transforms them into a daily digest.

SaneBox - SaneBox moves unimportant e-mails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your e-mails and put nonessentials into a folder for you to look at later; that way you can focus on the important stuff.

ActiveInbox - If you use Gmail, ActiveInbox turns e-mail into a task management system. You can categorize tasks as "action," "waiting on" or "overdue." If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.

Employee of the Month: Lindsey Dombroski

Welcome: Frank Gentile and Mike Graft!

For the month of October I am pleased to highlight Lindsey Dombroski. Lindsey works as a Level I Help Desk Technician and has been with E-Safe for 6 months. A native of Pittsburgh, Lindsey grew up in Verona and takes advantage of everything that our great town has to offer; most notably hunting, camping and lots of road trips! As a graduate of ITT Technical Institute, she is well versed in computer networking and loves that while at E-Safe she has had an immense opportunity to broaden her horizons and gain exposure to many new environments. When Lindsey isn't at E-Safe, she can be found cheering on her favorite sports teams the Penguins, Steelers and Alabama Crimson Tide with her 8 year old daughter Rorie Elizabeth and black Lab Riley. We hope Lindsey has a long and successful career at E-Safe!

E-Safe is also pleased to welcome new additions Frank Gentile and Mike Graft. Frank is a seasoned sales veteran with more than 25 years experience and is the perfect fit as Sr. Business Development Manager leading our E-Safe Consulting team.

The Lighter Side:

Halloween Graveyard Story from Vienna



Chris Cross, a tourist in Vienna, is going past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly he hears some music. No one is around, so he starts searching for the source. Chris finally locates the origin and finds it is coming from a grave with a headstone that reads: Ludwig van Beethoven, 1770-1827. Then he realizes that the music is the Ninth Symphony and it is being played backward! Puzzled, he leaves the graveyard and persuades Tim Burr, a friend, to return with him.

By the time they arrive back at the grave, the music has changed. This time it is the Seventh Symphony, but like the previous piece, it is being played backward. Curious, the men agree to consult a music scholar. When they return with the expert, the Fifth Symphony is playing, again backward. The expert notices that the symphonies are being played in the reverse order in which they were composed, the 9th, then the 7th, then the 5th. By the next day, the word has spread and a throng has gathered around the grave. They are all listening to the Second Symphony being played backward.

Just then the graveyard's caretaker ambles up to the group. Someone in the crowd asks him if he has an explanation for the music.

"Oh, it's nothing to worry about," says the caretaker. "He's just decomposing!"

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