ONE TECH

LLC **Technology Advisors**

Tech Tidbits

4 Back to School tips for businesses

Yes, it's that time of year again. Everyone is wiggling back into their regular routines and advertisers are going wild with back to school specials.

So, why don't they have back to school specials for businesses? They should! After all, the same timeless tips parents thrive on apply for business owners too.

For example: Think of quality and durability first. Don't buy the cheap stuff. Take inventory before you purchase new supplies. Research high dollar products before diving into a purchase.

Take a look at these four top tips to turn over a new leaf for your business this fall and maximize your purchasing power.

Is your company embroiled in controversy over Internet speeds and practices?

Discover the major causes of slow connectivity and policies to combat the issues.

The bulk of businesses do not have fast Internet. As a matter of fact, the Internet in your office may be slower than what you have at home. If your office is paying for multiple Internet lines, cable, or even a T1 and everyone is still complaining about the speed — take a look at these major causes of slow connections.

First, evaluate what you have.
The Internet speed coming into your office is a reflection of the maximum capability of the connection. For example, let's say you have a T1 line coming into your office and you have 10 computers using the Internet at the same time throughout the day. Your Internet connection speed for the office as a whole may be 1500 Kilobits Per Second (KbPS), but for each user this means only about 150 KbPS per person.

What does this mean, in plain English?
Basically, if you have two users who are playing games online, listening to Internet radio, and surfing their favorite social networking sites while working, they are literally gobbling up your Internet connection. These two users, with multiple resource hogging programs open, could be sucking up enough bandwidth for four or more workers in your office. This type of activity may slow your Internet speed to a crawl.

How often does this really happen?
Too often! In fact, the American Management Associate (AMA) published findings from the 2009 Electronic Business Communication Policies & Procedures Survey this year that revealed 26% of bosses have fired workers for violating Internet policy.

Take a look at these shocking statistics from Connect-World.net:

- 🕐 80% of companies report that employees have abused Internet privileges.

- 🕐 77% of weekly online listening to Internet radio takes place between 5am and 5pm.

- 🕐 70% of explicit content is downloaded between 9am and 5pm.

- 🕐 33% or more of time spent online at work is non-work-related.

With numbers like these, you can't ignore the need for an Acceptable Use Policy (AUP) that explains the expected procedures for your company.

Google slowly sneaks up on Microsoft's marketplace

Google has built a solid base in the search realm, but now, it's ready to venture out into Microsoft's territory with a new operating system (OS).

The idea is to push cloud computing
as the wave of the future. Cloud computing is a great way for businesses to avoid capital expenditures on hardware, software, and services. In this environment, a

company would signup for a service over the Internet and use the resources of their provider. Then the company is billed based on consumption or subscription, just like paying for electricity or the newspaper.

The benefits of computing in the cloud.
While cloud computing is not a new concept, the benefits for small and medium sized businesses are

Is your company embroiled in controversy over Internet speeds...

The true focus on an AUP shouldn't be banning employees from specific things, but on clearly defining their responsibilities when using work resources. An AUP will serve as a legal document between employer and employee. Remember to include a clause that leaves room for modifications, because obviously every circumstance cannot be included and the document may need to be updated over time. In addition, it is always helpful to include a description of the philosophies, strategies, and goals of your company to ensure your purpose is clear.

Things to include. While many of the things included in an AUP are self-explanatory, let's review to be sure you cover all the bases. An AUP should cover the following primary topics: equipment, intranet, and Internet usage as well as communication and software procedures. Not only are these areas the most abused, but they are generally the source of infections and attacks that could damage your company.

Be sure to outline a clear code of conduct to govern behavior and the consequences for violating the AUP. Don't be afraid to go into detail with statements like, "E-mail is intended to be used for company business only. Confidential company documents must not be shared with outside sources including family and friends."

Explain your expectations and monitoring strategy. Let your employees know exactly what is expected of them. Spell out procedures completely and give scenarios that employees can relate to in real life. Keep in mind that your company owns every file, program, and communication that cycles through the company equipment. Feel free to monitor everything! As a matter of fact, an increasing number of businesses today do monitor their computer networks for unacceptable use with the assistance of filtering software that blocks specific websites on the Internet, e-mail scanning that tracks incoming and outgoing messages, or even disk space quotas so each user is allotted the same amount on the server.

If you have any questions about setting up an Acceptable Use Policy or monitoring for your company, please give us a call. We can help you decide what to focus on, spelling out proper procedures to fit the atmosphere of your business.

Internet vocabulary 101, terms unmasked

Splog: short for "spam blog" used to describe a fake blog posted only to promote another website and boost rankings.

Smurfed: meaning spoofed. This happens when gamers, bloggers, and forum addicts use fake accounts to weaken their competition or criticize others, leaving the victim "Smurfed".

Pierre Salinger syndrome: a person who believes everything they find on the Internet. Pierre Slinger, a former press secretary and journalist for the White House, gave publicity to a story that an errant US Navy missile caused a TWA plane crash in 1996. Later we all found out that the story was an elaborate hoax made up by a bad source that Pierre unfortunately believed. Don't trust everything you read online!

Coming soon! Thin TV's

Keep your eyes peeled! LED TV sets are making their way into stores around the world.

They are about one inch thick and weigh up to twenty-five percent less than today's liquid-crystal-display (LCD) and plasma TVs.

Engineers say, there may be a tradeoff between picture quality and the thinness of a set. Samsung, however, says the picture quality of its new (light-emitting diode) LED set is higher than LCDs of just a year or two ago. Samsung charges $2,199 for its new 46-inch LED TV.

Did you know? LCD sets use a thin layer of liquid in front of slim fluorescent bulbs. The bulbs are much thicker than the diodes used in the new LEDs, which are about as flat as a computer chip. Wow!

Google slowly sneaks up on Microsoft...

(Continued from page 1)

growing. For example, cloud computing provides low management overhead and immediate access to applications businesses need. Google is taking the next logical step in making an operating system that is based in the cloud.

Google's chrome operating system (OS)

is a lightweight OS that will be available on small netbooks in the second half of 2010. The idea behind this operating system is to blow the top off of traditional built-in systems that bog down your computer. Google is focused on speed and lower system utilization which leaves users with a quick connection and ample room on their computers. This is what most users love. However, this new

OS still has applications yet to be found. From what we can see today, businesses may be able to use this type of OS on terminals for the general public, like those found in airports, libraries, or waiting rooms. These computers can be used to easily access company information using the Internet without giving all users access to the entire company.

A piece of the pie. As Google creeps up on Microsoft's market, one thing is clear, the public is happy to hear Google say, "It's Free!" That's right, Google Chrome OS is free and should be available for users to download in the next year. Only time will tell how far Google will take the world into using the Internet as a platform.

4 back to school tips for business owners...

(Continued from page 1)

1. Think of quality and durability first.

Being frugal doesn't mean you have to compromise quality. Look for a great price on good durable products that will last. No, we are not encouraging you to research Scotch tape companies online, but simply be aware of quality hazards. Cues to look for: excess glue on seams, cracks or scratches on products, inconsistent appearance from one to another of the same item on the shelf, and plastic parts in odd places.

In addition, take a closer look at the quality of the products you select. Consider things like your work environment, the types of people who will use the products, and how much use the products will endure. Be sure you are investing in a product that is suitable for the conditions and will live up to your expectations.

2. Don't buy the cheap stuff. Remember

this helpful rule, cheap supplies may require more purchases of the same supplies over time. You can avoid purchasing five cheap staplers in one year with one good quality stapler purchase. Cheap is not always economical.

3. Take inventory before you purchase

new supplies. A little off topic, but have you ever gone grocery shopping when you are hungry? Do you end up purchasing just what you need? No. Generally, people end up with a basket full of things that looked good at the moment. Don't fall
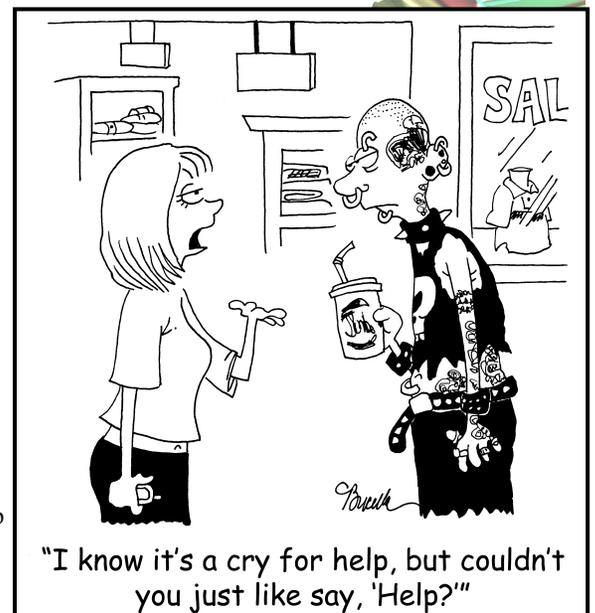
into this type of impulsive purchasing behavior. Take time to walk around your office, take inventory, and check with your employees. We actually keep an office wish list to be sure we purchase just what we need. Taking inventory before purchasing new supplies will save you money because you can focus your efforts on necessities and avoid building up a back stock of 1,000 sticky note pads or 10,000 pens no one needs.

4. Research top dollar products before diving into a purchase. If you've had the

same computers or printers for five years or more and decide it is time to upgrade, investigate your options. Things have evolved over time while you were hard at work building your business. Explore what your competition is using, call a colleague and inquire about their recent purchases, or call on an expert in the field who is impartial to your decision — like us! We can help you identify solutions for your business and make sound purchasing decisions so you can maximize your investment.

The bottom line is...

If you want to save money, do your homework and ask for help if you need it.

"I know it's a cry for help, but couldn't you just like say, 'Help?'"

"We make all of your computer problems go away without the cost of a full-time I.T. staff"

Ask us about our fixed price monitoring agreements — Computer support at a flat monthly fee you can budget for just like rent!

Inquiring Minds...

Would your laptop withstand a Tigers bite?

Panasonic aimed for excellence on their Toughbook CF-30. Harley-Davidson even equipped all of their dealers with these rugged laptops hoping to save on replacement costs over time. The spill-proof keyboard, shock-resistant hard drive, and magnesium alloy case make the Toughbook a perfect fit for the brutal nature of their service bays.

However, the writers at Forbes.com were still skeptical about Panasonic's claims that the Toughbook CF-30 would stand up to any environment. So, they decided to do a little testing of their own. They gave a Toughbook CF-30 to the white tigers at Six Flags Discovery Kingdom in Vallejo. To add insult to the injuries from the tiger, they even threw it in the elephant pen too where it was stepped on, dropped, and tossed around like a toy. So, did it still work? You bet!

This Toughbook is truly a warrior of its kind. The Toughbook CF-30 notebook is so resilient, the only thing that Forbes workers found would prevent it from booting up was a direct hit with a 45 caliber bullet. So, if you have a rugged workplace or toddlers that may dump Kool-aid on your laptop regularly, you may want to invest in a Toughbook.

Get your tickets now for the 2010 Olympics in Vancouver!
Just five short months before the games begin in February. If you haven't stashed away all of your extra cash for the holidays, you may want to reserve your seats for the Winter Games soon if you want to attend.

The Torch Relay begins in October. According to the official Olympic website, www.Vancouver2010.com, the 2010 Olympic and Paralympic Torch Relays are set to begin October 30th and finish up on February 12th with the lighting of the Olympic Cauldron at the Opening Ceremony in Vancouver's BC Place (this is the first time in Olympic history that the opening and closing ceremonies will be held indoors.)

Gather necessary spectator information. Travel tips, transportation information, accommodation options, and a listing of amenities available at the games are posted online at www.Vancouver2010.com. Or, apply as a volunteer and join the thousands of people from around the world that help make the games such a spectacular event.

Make Educated Decisions About Your Backup

How do you know what to save? Many people don't know exactly what to keep and what to discard. So, what happens if a power surge, lightning strike, flood, or equipment failure plagues your office? When you rebuild, your systems will only be as good as the backup they are recreated from.

Deciding what to backup is only half the battle. Keeping your backup consistent and information safe, is the true fight. One Tech, LLC is proud to offer a reliable and economical solution that will back up your data regularly and secure your information off-site automatically. That's right! No more manual backups.

Give us a call today to find out how we can help you make educated decisions regarding your company information, backup and disaster recovery plans..

One Tech, LLC   (800) 968-8867