



# INTEGRATION TECHNOLOGY TIMES

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



“As a business owner, I know 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!”  
- Karen Bowling, Integration

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## STOPPING THE DRAINS



You don’t see this as often as we used to, but it still happens. I’m talking about the occasional sighting of a car pulled off the side of the road with its hood up, steam billowing from the engine compartment. Besides the obvious embarrassment associated with such an event, there’s the resulting hassle of getting our car towed to the shop and having the problem repaired.

What causes this unfortunate and always untimely interruption in our busy lives? Basically, the water in the car’s radiator has dropped below a critical level and the engine overheats, boiling the remaining water – and thus the clouds of steam. Sometimes the critical water level is crossed suddenly as when a radiator hose springs a big leak. But more often than not, it’s the result of a slow, steady, drip-drip-drip. It’s like the straw that breaks the camels back-at some point, a single drip is going to be one drip too many.

Let’s brush up on the mechanics: First, the friction created by an engine’s moving parts creates enormous heat. Therefore, the engine

has to be cooled-enter the mix of water and coolant in your car’s radiator. The water flows through the engine and keeps it cool-problem solved. Not quite-flowing through the engine, the water gets so hot that it has to be cooled off, ready to cool down the engine again-enter the radiator where the water is cooled. Water leaves the radiator through one hose, cools the engine, and returns through a second hose to be cooled down by air passing through the radiator while you’re driving (or by your car’s fan if you’re sitting in rush-hour traffic).

And therein lies the cause of most roadside steam-powered attractions: a leading radiator or radiator hose. If enough water drains out of the system through a slow or sudden leak, eventually there's not enough water to cool the engine-and the remaining water boils inside the engine and is released as steam through whatever exit point it can find-usually a radiator hose with a weak spot or puncture.

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Besides being frustrating, water draining out of the radiator can be very expensive. Running too long on an engine in which the water has drained away will definitely cause the engine to overheat and crash-and possibly burn.

- If you stop and think about it, there is a perfect analogy in DATA BACKUPS.
- I don't want to push the metaphor too far-but I think it is safe to say that a CUSTOMER BACKUP DISASTER experience would be devastating.
- And like the vast majority of leaks in literal water systems, leaks in our BACKUPS happen beneath the surface, out of sight, one drip-drip-drip at a time – until we realize we are completely without protection.

*“The Challenge Is To  
PLUG THE LEAKS  
and SEAL THE  
DRAINS before  
Damage Can Occur.”*

1. Do you want to know for sure your data is backup daily?
2. Do you want a guarantee it can be recovered?
3. Do you want to know that your data is safe and you can return back to work if you have a disaster?
4. Do you want 100% comfort to know they are being monitored and that when needed can be restored?

**THEN YOU WANT TO TALK WITH US....** Your data is just as important to us as it is to you...

# Outsourcing Isn't A Dirty Word

Meet Your IT Team's New Best Friend –  
Managed Services

Many of those never-ending mundane tasks performed by in-house IT support on a daily basis can be automated. While this could easily be interpreted as suggesting on-site staff aren't necessary, that couldn't be further from the truth. Your current IT support can leverage all of the benefits of MSP services such as:

- ◆ Proactive management
- ◆ Remote monitoring
- ◆ End-user help desk
- ◆ 24/7 network operations center
- ◆ Disaster recovery/business continuity solutions
- ◆ Security audits/updates

These services free your in-house IT support from much of the routine daily maintenance and support taking up most of their workday. This enables them to expand their role and work on more meaningful projects. They're also happier on the job since they're no longer perpetually overwhelmed or feeling as if they're wearing too many hats.

In this case, MSPs remove the burden of routine task from internal IT support, allowing them to make better use of their time. With access to the MSP ticketing and monitoring system, and support from the 24/7 Network Operations Center (NOC), in-house IT have help identifying and addressing system issues before they become business disrupting problems.

For example, daily interruptions like constantly having to run to Susie's computer to figure out why her system is running slow can instead be handled by the Help Desk.

A good MSP acts as an extension of the business they're servicing. MSP will only make their jobs more manageable and less stressful.

## Alabama Jubilee



The Alabama Jubilee balloon events consists of four balloon activities.

Each morning there is a 'task' (often referred to as a 'race') that is a competition flight for the balloonists. In the evenings there are on-the-field balloon activities for spectators to get close to the balloons as well as fun-flights that do-not involve competition.

### Events and Tasks

- Saturday Morning - Morgan County Commission Hare & Hound Task.
- Saturday Evening - Fun Flight, Tethers, & Balloon Glow
- Sunday Morning - Lynn Layton Key Grab Task
- Sunday Evening - Fun Flight, Tethers and Fireworks

**MEMORIAL DAY  
MAY 26~27**

# VOIP = Cost Effective - Phone Solution To Your Business

## *Phones that Evolve*

Switch to a phone system that keeps up with your business. Through Cytracom's Evolve program, you get new, upgraded devices every 36 months. This guarantees you always have the latest firmware and hardware updates. Plus, it covers full warranties—so if anything happens before your upgrade, we fix or replace the phone for free.

## *No Contracts*

Simplify your budget with predictable month-to-month plans. The Cytracom phone service, when sold and serviced by Certified Cytracom partners, does not require a long-term contractual commitment.

## *Local Support*

As your MSP, we are available to help you configure, install and manage your phone system. Then, Cytracom adds an additional layer of care with US-based support engineers available 24x7 to troubleshoot and resolve any issues that may arise.

## *About Cytracom*

Cytracom was founded by an MSP that saw the need for a full-featured VoIP system to complement the other IT services. VoIP is part of the network and a natural addition to backup and data recovery, help desk, and security solutions. Cytracom focuses on making the process of buying, installing and using VoIP as simple as possible.

## *Let one of our customer explain it best:*

The Entrepreneurial Center is a business incubator that hosts 39 businesses. Each of those businesses are unique and have specific needs when it comes to communication. The flexibility and adaptability of the Cytracom system has worked perfectly for us in meeting each of the businesses needs. We have found Cytracom phones and system to be dependable and reliable serving as a strong foundation for every type of business, regardless of the sector or type. Many of our businesses especially enjoy the multiple site capacity and the portability. This is especially important for start-up and small business owners. It allows them to be small and act big while managing their budgets effectively.

Larry Wayne

Director of Business Development and Education  
Alabama Incubator

*Do you want to get rid of the costly phone system you have that requires yearly subscriptions?*

*Do you want to cut your bill and not have to sign long contracts?*

*Do you want local support and a US based company?*

*Then contact us today to set up an appointment and see just how easy it is to change.*

## Computer Service

- ⇒ Pro-Active Customer Care
- ⇒ Onsite Computer Service/Support
- ⇒ Network Management/Support
- ⇒ Network & Server Installations
- ⇒ Network Security & Firewalls
- ⇒ Cloud Solutions & Hosted Email
- ⇒ Secure Remote Access / VPNs

## Healthcare Services Provided

- ⇒ Medical, Dental, Radiology
- ⇒ Software & Hardware Integration
- ⇒ Security Solutions

## Ask us about — Managed Services

How would you like to pay a flat rate and have us take 100% responsibility?

How would you like new equipment, service and support for a flat rate and refresh every 3 years?

## Backup & Disaster Recovery

- ⇒ Business Continuity
- ⇒ Secure & Compliant Offsite Backup
- ⇒ HiTech BDR

## Email, Web & Archiving

- ⇒ Spam Filtering
- ⇒ Email Hosting
- ⇒ Email Encryption & Archiving
- ⇒ Website Hosting
- ⇒ Customer Hosting Server

## VOIP (Hosted)

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How would you like the security of knowing that your data is safe and protected?

How would you like a VOIP phone system that is cost effective, saves you money, and you can take it home or vacation and work as in the office?



## INTEGRATION

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