

## ***February Newsletter 2012***

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### **Meet our two new PC Technicians**

We want to take this opportunity to introduce you to our new PC Technicians, Conrad Warren and Nick LaBonte. Conrad was born in Round Rock, Texas and moved to Landenberg 16 years ago when his dad was transferred. Before joining TechSolutions, Inc., he worked at W.L. Gore & Associates for 5 years as a Desktop Support Associate in their Electronic Products Division. His interest in technology goes beyond computers into the field of robotics as a member of the FIRST Tech Challenge (FTC). The FTC is a competition for high school students where each team builds a robot and then competes in local and national competitions. Conrad is the Lead Robot Inspector for the Diamond State FTC, a regional competition held here in Delaware.

Beyond the tech stuff, Conrad is a self-described fantasy football freak and a "gamer" with 10 video game consoles and counting. A couple of summers ago he started growing hot peppers and has made, among other things, hot sauce, salsas and pepper jellies. After consuming all those hot concoctions he cools his palate with some homemade ice cream that he makes using an old ice cream machine he found in his parent's basement. When taking a breather from all that activity, he watches his favorite TV show, Trailer Park Boys.



Nick, a native Delawarean, lives with his wife Trish and their two year old sheltie Mocha. Working at various Verizon Wireless retail locations over the last 5 years, Nick was in charge of setting up computer and office equipment prior to

starting here at TechSolutions, Inc. A graduate of the University of Delaware, he has a B.A in philosophy with a minor in history and currently is working on his Associates in Computing and Information Science.



An avid outdoorsman, Nick has snowboarded for 15 years and also enjoys mountain biking and rock climbing. While growing up he traveled extensively visiting several US states and citing the Caribbean, London, Brussels and Vancouver as some of the places he has visited outside the US. He and his wife have set a goal to visit all 50 states. His favorite food by far is sushi, with fresh fruits second on his list of preferred cuisine.

We are delighted to have such talented, interesting guys join the gang here at TechSolutions, Inc. and hope you will welcome them as we have.

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## How the Hybrid Cloud Differs from the Public Cloud

Cloud computing has certainly caught on among business owners. No surprise there: the cloud offers more computing power, possibly cheaper storage, seamless scalability and the simplicity that comes with someone else taking care of your servers.

But there's a catch. To take advantage of cloud software and infrastructure, you've got to give up some control over your data ... Or do you?

### Have your cloud and your privacy too

Here's the thing: not all clouds are the same. There's the public cloud, the one with which we're most familiar. But then there's the hybrid cloud too. As its name suggests, the hybrid cloud is a combination of two different types of clouds, public and private. The hybrid cloud can give your business all of the benefits listed in the first paragraph (power, affordability, scalability and simplicity) without the tradeoffs that come with entrusting your data to an unknown (or unresponsive) entity.

How might that work in practice? Here's an example: A business provides some resources in-house. For instance, it might store current consumer data on its private in-house cloud. It might also store employee records, new marketing campaigns, and current proposals to new clients on its in-house storage.

That same business, though, might store older, archived data on a public cloud service. This frees up space on the business' servers, and allows its in-house computers to operate more efficiently.



At the same time, taking a hybrid cloud approach to data storage allows businesses to take advantage of the space-saving benefits of the public cloud without also exposing their sensitive current data to third-party providers. In other words, the hybrid cloud provides businesses with security, cost-savings, and efficiency.

## Why the hybrid cloud approach makes sense

It's little wonder, then, that so many businesses today are moving toward a hybrid cloud approach. There is simply too much data floating around today for smaller businesses to adequately store. At the same time, businesses in today's competitive environment don't want to expose company secrets and sensitive consumer data to either their rivals or hackers.

The hybrid cloud allows businesses to have the best of both worlds.

Cloud computing, however, is not right for every business. The implications of going with cloud computing include being charged on a monthly basis according to some criteria ... typically related to space usage. The more data being stored in the cloud, the more expensive the monthly payment. The cost of purchasing and maintaining increased internal storage needs to be weighed against the cost of a monthly payment option that never ceases.

If your business is interested in exploring cloud alternatives, please call TechSolutions for advice before proceeding. One of our specialists will be happy to help you make an educated decision that meets the needs of your unique organization.

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## It's Time to Recommit to Your New Year's Resolutions!

You haven't given up on your New Year's resolution, have you? It's February, which means that many of us have begun—at the very least—to slack off a bit. Now is the perfect time to reaffirm those noble goals and enlist some help from technology. Here are five goal-tracking apps (collected by the folks at Lifehacker.com) that will help you stick to plan!

- [Lifetick](#)
- [Mindbloom Life Game](#)
- [Goalscape](#)
- [Milestone Planner](#)
- [Joe's Goals\\*](#)



Want to raise the stakes? If you have an important goal that you \*really\* want to achieve, consider using [stickK.com](#), an app that lets you set up a binding financial penalty for not meeting a target, resolution or commitment. There's no better motivation!

stickK: “Years of economic and behavioral research show that people who put stakes—either their money or their reputation—on the table are far more likely to actually achieve a goal they set for themselves.”

Read more at [Lifehacker.com](http://Lifehacker.com) and [stickK.com](http://stickK.com)

\*Winner of reader vote at Lifehacker.com

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## The Best Productivity Tools for Entrepreneurs

Wondering what tools you'll need to start a new business or revitalize your current venture? Head over to Quora.com (a popular Q & A forum among Silicon Valley types) for a crowd-sourced list of helpful digital and analogue resources.

[Read more at Quora.com](#)

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## Customize Your Android Phone with These Three Tips

Android phones allow for an impressive amount of customization. Simply follow the tips below to create a smartphone that's as unique as you are.

### One-touch dialing

Are there certain numbers that you dial more frequently than others? With Android smartphones, you can set up one-touch dialing for those people whom you call the most. Simply press an open space on your screen and select the “Shortcuts” option. Then press Direct Dial and pick the right person from your list of contacts. Now you'll be able to call that person simply by pressing a single button.



### Home-screen shortcuts

You can customize your Android phone so that you spend less time searching for your favorite web pages, too, by moving your top websites directly to your phone's home screen.

Do this by pressing and holding onto any site listed in your browser's bookmarks. Soon, a list of options will pop up. Press the “Add Shortcut to Home” option, and the selected web page will now appear on

your phone's home page.

## Organizing with folders

By creating folders on your Android phone, you can better organize everything from your contacts to your most important work documents by grouping these items into their own folders.

For instance, you can create a folder reserved specifically for your most frequently called contacts. If you're working on an important project for work, you can create a new folder that's reserved for documents, Web addresses, and contact numbers related to this particular project.

To create folders, press on a blank space on your phone's screen. When your list of options pops up, press "Folders." This will allow you to create your own folder and name it. You can then drag and drop important documents, images, and files into these folders.

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## Harvard Wants to Help with Your Elevator Pitch

Elevator pitches, those short summaries used to define a product, service, or organization and its value proposition, aren't just for bootstrapping entrepreneurs. Every business owner—heck, every employee—should have one polished and ready. Harvard Business School has developed a nifty web app that can help you craft a compelling statement for your brand—your company's or your own.

Check it out: [HBS Elevator Pitch Builder](#)

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