

Technology Times

Solutions Unlimited, LLC

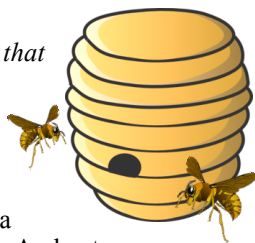


5 technologies to solve the most common business hornet's nests

Technology levels the playing field for small businesses. However, managing that technology to develop and implement viable solutions, is challenging.

Technology is a great investment. Business owners and managers today recognize that technology is a fantastic investment for their company. And yet, they don't know where to start. Generally, they camp out with their current solutions until they are in so much pain that they grab the first provider they meet just to get the problems fixed and business back on track.

Why are you in pain? More often than not, the technology pain you're experiencing comes on fast and hard, crippling everything you need most. Some say it is "Murphy's Law". I'm sure that is a little bit of it but, what if you had the programs and processes in place to prevent hiccups and down time.



Look for solutions before you're business is suffering. Take a look at this list of five common technologies that will help you solve the most common business IT problems we see every week.

1. Equipment: Don't camp out with old computers and expect to improve productivity. Equip your staff with the machines they need to maximize their efforts and grow your business. Workstation computers, laptops or tablets that include the proper software, applications and peripherals enable workers to become instrumental in your success. Make sure you have the right people in the right positions with the right tools.

2. Security: Today, we depend greatly on mobile devices which translates

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Work Quotes

Strive not to be a success, but rather to be of value.

~ Steve Jobs

Challenges are what make life interesting and overcoming them is what makes life meaningful.

~ Joshua Marine

It's not the years in your life that count, It's the life in your years.

~ Thomas Edison

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National S'mores Day!

National S'mores Day, August 10th, offers a sweet observance everyone can enjoy.

This day celebrates the tasty summer treat with sticky marshmallows and gooey chocolate smashed between two crispy graham crackers. Honoring this day is truly a sweet treat!

Humble beginnings.

National S'mores Day has been celebrated throughout the United States since the 1920's. Some believe the first S'more was created by the Campfire Girls but, Girl Scouts soon discovered it and the trend spread around campfires across the nation almost over night.

The ingredients.

Amazing that such a simple combination of goodies didn't surface earlier. The truth is, graham crackers were invented in 1829 by Sylvester Graham, a vegetarian who developed these sweet crackers as a health food. Milton Hershey is said to be the creator of the affordable American chocolate.

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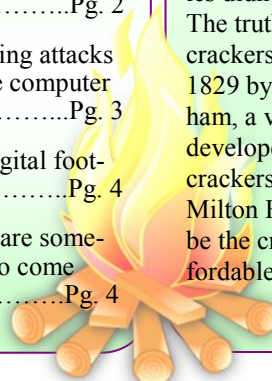
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5 Technologies to solve hornet's nests...

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into security risks. Symantec research reports, the top mobile security concern is lost and stolen devices. If your company uses mobile devices to survive, setup encryption or data wiping capabilities to keep your sensitive company data safe even if thieves get the device. Programs like Lookout can help protect your business and personal devices.

3. Storage: Limited resources and storage capacity can bring on big headaches for business owners and staff alike. Solve your storage woes with cloud services. Even if you have in house IT support, cloud services are a great way to expand your resources; the sky is the limit!

4. Analytics: Many businesses today

are catching on to the wave of social media and online interaction. But how can you use it effectively? Track everything. Use tools like Google Analytics, GeckoBoard or HootSuite to manage your connections and postings online.

5. Customer relations: As with any business, the customer experience and relationships are critical. Without new business coming in the door, no business would survive. Productivity programs and business telephone systems can give you the upper hand with clear communications with all your contacts.

IT solutions to fit your business.

Technology is a great tool to help you progress your business. Don't settle for business problems from your IT solutions, find solutions that support your business

Outsourced IT: Efficient and economical for business



Are you ready? So, you've started a new business or you've outgrown your current setup and you're ready to expand. Consider an outsourced IT solution to manage the technology you need to grow.

What's the first step? Your immediate concern will be managing the computers and network infrastructure that keeps your office running efficiently. However, hiring an IT person full-time or even a part-time technician may not be an affordable option. So, you have a decision to make, learn everything about your technology yourself (delegate it to staff) or outsource your IT department.

Argh, IT! Most business owners know what software they want, but they don't know what hardware they need and how to create a secure atmosphere for their company. Technology is a necessity for businesses today to stay competitive and make money, however, using technological solutions to better your business and managing your IT are totally different.

You don't need to know how to

make a cake to eat it, right? The same is true for technology. Managed IT services provide professional services to maintain your computers and networks 24/7 for a minimum monthly cost so you don't have to learn a new profession just to run your business.

Low operational costs and get the support you deserve. Look for an IT service that offers solutions, not just tech support. Ask questions and request their opinions regarding your software and hardware. Topics like crashes, security, service failures and back-up should be addressed before you sign a contract for service. Look for clean, professional and highly-skilled IT personnel... who are ready to solve ALL of your IT related problems.

Ready for solutions? IT shouldn't burden your business. Give us a call today to explore a variety of service options to cover all of your technology needs.

Fancy Wi-fi signal booster

You're stranded in a low signal zone and you cannot retrieve your e-mail or make a call. You're stranded but, do you have to be?

Linkase to double Wi-fi reception. The iPhone 5 from Apple Inc. is truly an amazing addition in the field of smartphones and has become a global favorite. Among its numerous features, the Wi-fi facility is quite significant but, just not enough for everyone. To enhance its connectivity, Absolute Technology of Taiwan invented Linkase, a polycarbonate and rubber case for the iPhone 5 that significantly increases poor signal.

Boost your Wi-fi reception for access in more places. Absolute Technology claims that this Linkase's retractable electromagnetic waveguide (EMW) antenna is capable of boosting Wi-fi reception up to 50%. This tool is tremendously useful for users who find themselves in areas with low signal strength. The case comes in a variety of colors, giving users the freedom to choose a color that suits them. Moreover, due to its ergonomic design you will not face any difficulty in removing or inserting the device.

Availability Linkase for your iPhone 5 is available through a variety of online retailers like Amazon and prices start at just \$50. When you are stuck in places with low or no signal strength, you will surely appreciate this handy iPhone device.



National S'mores Day...

(Continued from page 1)

late bar, Hershey's. Milton started experimenting with chocolate machinery he purchased in Germany in 1893 and introduced his first product in 1900. Marshmallows are even an ancient treat; guess who made them?

Egyptians are actually credited with the first marshmallow recipes. Amazing, right? They took sap from marshmallow plants that grows in salt marshes on the banks of large bodies of water. The French loved it so much, they came up with an expensive variation of all-candy marshmallow by 1850. Then, later in 1900, Americans came up with the inexpensive gelatin based marshmallow everyone enjoys today.

Try a new S'more recipe this summer. Here are a few fun variations you will love:

- 1) **Spread S'mores:** Toasted marshmallows and graham crackers with a layer of Nutella or peanut butter sweetly spread on the inside.
- 2) **Sweet S'mores:** Graham crackers with Hershey's chocolate squares and roasted Peeps.
- 3) **Candy S'mores:** Graham crackers, toasted marshmallows and Reece's Peanut Butter Cups or Hershey's Cookies'n'cream, make a great treat!

Enjoy National S'mores Day!



Spear-phishing attacks compromise computer networks

Attacks on your company are inevitable. Educate your employees to keep an eye out for these attacks.

What is spear-phishing?

Phishing is a method attackers use to acquire information such as usernames, passwords, and credit card information by masquerading as a trustworthy entity via e-mail. Spear-phishing is when these phishing attacks are geared toward a specific person or group. That's right, they will hone in on everyone in your office to gather information. Sometimes, whaling will come into play too which is spear-phishing directed at high-value contacts in your organization like CEOs, CFOs, etc.

Who is a target? We are all in range. As a matter of fact, according to the FBI's Internet crime website iC3, there has been a recent increase in the number of criminals using spear-phishing and their attacks are more focused on a variety of industries. These attacks are not only focused on large corporations, they just look for targets and go for it.

Their strategy... Spear-phishing bandits start out gathering information about victims from previous intrusions or social media websites and blogs. Then they create personalized messages to convince victims that the software they use, requires an update. You may receive a message with your personal account information and a fraudulent link that takes you to a website to "help" you resolve the presented issue. Really, these sites download malware to your computer that will harvest a variety of details from usernames and passwords, to bank account details, credit card numbers and other company info.

Know what to look for to stay safe.

Educate your company about the risks of infection and the signs to identify these phishing e-mails. Avoid becoming

a victim by reviewing questionable e-mails carefully for the following:

- Review the senders information. Do not click on or download anything from senders you don't know.
- Businesses don't ask for your account information via e-mail. Call the vendor directly if you ever receive a message asking you to update or verify info.
- Avoid clicking links in e-mails unless you are completely comfortable with the sender and the website.

Need security tools? Don't fall victim to security threats that can be avoided. Give us a call today to update your arsenal with anti-virus or firewall protection to keep your company safe.

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Lunch and Learn Alert!

Summer is coming to a close and vacation season is nearing an end.

We will be hosting our next Lunch and Learn program late September.

Keep an eye out for an email or letter detailing our next event later this month!



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

Ask about our fixed price service agreements.

— Computer support at a flat monthly fee you can budget for, just like rent!

Inquiring Minds...

What is a digital footprint? Most of us use smartphones, tablets, laptops and computers, or some combination of these devices, on a daily basis. A fairly technologically savvy person will use roughly 7 to 11 software programs and about 15+ applications each day. These programs range from standard software like Microsoft programs and productivity tools to quirky social media services or games.

Our reliance on our devices and programs leave a footprint of information mapping your activities digitally. For investigators, and those of us that mindlessly leave things around town, this tracking is instrumental for retracing the events in a given day or time period. Our digital footprint is a compilation of the program information provided which can include dates, times, location, duration of interaction, etc.

Who is watching and what can they see? Besides the IRS and government's ongoing monitoring of Internet users there is actually a plethora of information available to the general public too. Conduct a “vanity search” or a search of your name online to see what others see about you. You may be surprised what is logged online. Be sure to search multiple engines too like Google, Yahoo and Bing. They all have a little different variation. With over two billion Internet users today it's not surprising there is so much information saved and available online. Manage what is available with account permissions and restrictions and keep your online presence professional.

Referrals:

***How would you like to earn
Twenty-five dollars?***

We will pay you \$25 for anyone you refer to us that we get an appointment with. (Make sure they mention your name when they call!)

When your referral becomes a client (and spends \$1000 or more) then we will pay you \$50 more and give your referral \$100 off their purchase.



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Summer Escape

We're checking off your major concerns this summer.

Go ahead, we dare you! Take one last camping trip or just get away for an extended weekend and rest at ease. No palaver, only solutions you can count on.

Your business is in good hands. With automatic off-site back-up to secure all of your company information, data loss is just a scary campfire tale.

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