pcplus networks
better People, better Solutions

Real World Tech Tips

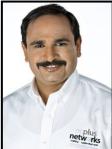*making your business IT reliable & more secure than ever*

What's New

PCPlus Networks has been recognized and awarded as the Business of the Month for October 2017 by Gwinnett Chamber of Commerce! This award is based on Community Involvement, and Customer Service.

We thank our clients and partners for believing in us and their continuous support.

For more info go to

https://goo.gl/P6J4tc

November 2017

This monthly publication provided courtesy of SHAN DHOLARIA, CTO of PCPlus Networks.

"As a business owner, you don't have time to waste on technical and operational issues plus security is a BIG concern too.. That's where we shine! Call us and put an end to your IT problems finally and forever!"

How The Cloud Could Have Averted Disaster For Hundreds Of Companies Affected By These Catastrophes

Two months after hurricanes Harvey and Irma wreaked havoc on coastal cities, large swaths of the United States are still reeling from their impact. In their wake, the nation has been moved as we witness numerous communities unite to rebuild, finding their bearings among the millions of dollars of flooding damage and rampant destruction. Though the wonderful people of these cities will persevere, these wounds will leave indelible scars on the affected areas.

Even with the concerted efforts of thousands of volunteers and community members alike, Russel Honore — the former Joint Task Force Katrina commander — told the FOX Business Network that an estimated "40% of small businesses don't survive" widespread natural disasters like hurricanes. Part of this is due to raw damage, lack of proper insurance or business infrastructure

simply being washed away in the flood. Other businesses can't afford to hemorrhage money as they wait for the electricity grid to come back online, and are forced to shutter operations for good.

However, what is even more commonly fatal to companies both big and small is the loss of vital data. Many businesses can handle cleaning up flood damage, and they regain their footing quickly after a natural disaster. Still, if on-site servers, computers or network infrastructure soaks up the brunt of the water, then it's going to be difficult, if not impossible, to get the company back to a pre-disaster point. If a company's main server fails, it can mean *thousands* of hours of hard work down the drain, the loss of most clientele and hundreds of hours of downtime spent desperately trying to recover key data, which usually remains lost forever.

But if, prior to catastrophe, a business has migrated their precious data to the cloud, they're going to have a much easier time getting back on their feet and going straight to work. Even if an entire business is leveled, with cloud computing, employees can easily access the data central to the company's operation and keep it afloat in the interim.

Most cloud services back up your data with several levels of redundancy, making it almost impossible to lose it all, regardless of what may come. Whether it's earthquakes, hurricanes or solar flares, you can rest easy knowing that your data is safe and sound and ready for you to access it. It's a much safer, more secure way to go than having a server lurking in your back office, where it's far more exposed than you might think.

This principle applies not only to environmental disasters, but to numerous other ways companies lose data each and every day. Whether it's a disgruntled employee damaging or stealing precious data, or a hacker snaking their way deep into your systems and holding them for ransom, it's

> **"The cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options."**

all too easy to lose localized data. Some business owners feel uncomfortable holding their data off-site, citing security concerns, but it's quite the opposite: the cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options. Not to mention, according to a 2012 Alert Logic report, "on-premises environment users actually suffer more incidents" than those that use the cloud, and also suffer "significantly more brute force attacks compared to their counterparts."

While it's true that not *every* business is right for the cloud, it's certainly something business owners should look into if they want to ensure the longevity of their company. If you're interested, sign up to get our free cloud computing report.

Services We Offer

PCPlus Networks connects you to maximum return on your IT investment with top notch business continuity solutions. As your partner we'll deliver speed, value, and quality from start to finish - using expert Engineers & project managers to keep everything running smoothly. We work with you every step of the way, from consulting to design, project management, installation and ongoing support. We even back it all up with a long lasting warranty.

IT Services includes:

Managed Cyber Security

IT Infrastructure Management.

Network Support

Managed IT Services

Cloud Integration

IT Consulting.

Hardware/Software

Backup & Disaster Recovery

Network Storage Solutions

VOIP / Virtualization

Wireless / Wi-Fi Solutions

Virus/Malware Protection

Email / Spam Protection.

Business Continuity Solutions

IP Video Surveillance.

Network Wiring/Cabling

Give us a call today at (678) 523-5599 to discuss your needs.

Disrupt Yourself: Being The Game Changer

Change is a constant. Ho-hum, right? Everybody knows that. But, if you really do expect change, what are you actually going to do about it?

If you're committed to making your best even better, you won't just react to change. You'll create it.

In my book *The Potential Principle*, I encourage readers who want to reach their best to focus on four areas of the Potential Matrix: the *performing* quadrant, the *learning* quadrant, the *thinking* quadrant, and the *reflecting* quadrant. But there's one tool that you can use in all of these areas at once to create breakthrough improvement and move closer toward realizing your full potential. The first tool is to **disrupt yourself before someone or something else does it for you.**

If change hits you from some outside source — say, a disruptive technology, company or nation — you'll find yourself scrambling to adapt. You'll struggle to catch up rather than strive to stay ahead.

But what if you're the one bringing the change? What if you're the one driving innovation? That makes *you* the game changer!

Think about the habits, practices and routines in your life that need to be shaken up a bit. It's human nature to become complacent and keep doing things the way you've always done them. But people who are dedicated to self-improvement unsettle complacency, combat mediocrity and challenge the status quo, both in themselves and in those around them. They keep growing, and they keep the people in their families and companies growing as well.

Are you doing things that used to succeed but no longer work as well, if at all? Are you spending valuable time on unproductive activities when that time could be better invested elsewhere?

What is the ratio between your "daydreaming" and your "daily doing?" You can plan and prepare too much if it prevents you from taking action. And sometimes, it's good to recognize that a daydream is really just a fantasy, and you'd be better off focusing your energy on more important goals.

Maybe you're spinning your wheels in unhealthy relationships. This can be the hardest area of your life to disrupt. But if someone is influencing you negatively, you might need to change, limit or end your relationship with them.

Disrupting yourself will make you stronger. The path to progress and success isn't a leisurely walk through the countryside. It's a rocky, steep path of resistance — and resistance develops muscle. Breaking up patterns and unsettling stable but humdrum practices can result in new enthusiasm, energy and opportunities.

If you want to be the best you can be, don't let someone or something else change your game. Be proactive and disrupt the things that need to change in your life yourself.

-Mark Sanborn – Author, professional speaker & entrepreneur

IT Security Tip : : Bookmark the **LEGITIMATE** websites you frequently visit.
Here's a sneaky trick used by many hackers: they purchase and set up a fraudulent website that is a close misspelling of a legitimate one. Example: www.faceboook.com instead of www.facebook.com. All you have to do is accidentally fat-finger ONE letter in the URL and up pops a very legitimate-looking fake copy of the site you were trying to get to – and the login and links are full of key-logger malware and virus landmines waiting for you to click on them. This is particularly important for any social networks you belong to.

If you would like your employees or friends to opt in for these email security tips and download a free report we've recently published on protecting yourself from cybercrime, forward this link to them:
http://www.pcplusnetworks.com/cybersecuritytips/

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better people, better solutions

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Inside This Issue

Here's A Perfectly Legal Way To Save A Bundle Of Money On Taxes, Computer Hardware And Support ...But You Have To Act FAST!

When you're running a small business, you need to stay abreast of every possible money-saving strategy. That's why, this year, you should look into the Section 179 Deduction small-business tax incentive. Section 179 allows a business to write off an entire equipment purchase for the year it is purchased, rather than writing a portion off for the next few years. According to the website for the deduction, "all businesses that purchase, finance and/or lease less than $2 million in new or used business equipment during tax year 2017 should qualify" for the deduction. The only stipulation is that the equipment purchased must be "placed into service in the same tax year that the deduction is being taken." This has the potential to save

small businesses thousands of dollars. Just make sure that the equipment is both purchased and put into service by the end of this year, December 31, 2017! *Section179.org*.

3 Ways Technology Can Increase Your Home's Value AND Save You Cash at the Same Time

Implementing tech upgrades into your home — taking one more step toward the coveted "smart home" — can be a good time, but beyond that, it'll save you precious time and money every day. With smart lighting, you'll never accidentally leave a light on again, which will save you a lot more than you might think over time. If you have a smart thermostat, you'll have that much more control over the temperature of your home, easily making adjustments with the touch of a button and reducing heating and cooling bills. Not only that, but more permanent installations like solar panels can drastically increase the value of your home while reducing your carbon footprint and your utility bill at the same time. Smart homes may seem like a luxury, but in fact, they're a lot more cost-effective than they appear. *inc.com 8/21/17*