TECHNOLOGY INSIDER

"The latest in technology news, trends & tips for business"

The "Gotchas" Most IT Pros Won't Tell You When Selling Their Cloud Solution

The 'Cloud' has a broad range of implementations and requires an in depth understanding of a company's operations by the IT Professional, BEFORE making a recommendation. This is ESPECIALLY critical if you are moving your entire network, including servers and workstations to the cloud. Moving to the Cloud with the wrong implementation, can prove to be very costly, in both productivity and expense.

Here is a list of just some of the 'Gotchas' that many IT Professionals will not tell you when selling their cloud solution: **(See Page 2, FREE REPORT)**

♦ **The cloud may be more expensive, in the long run**
  * Up front onboarding costs
  * Perpetual monthly cloud subscription
  * Cost to Support and Maintain your local network (firewall, printers, desk terminals, redundant internet, etc..)
  * Data Backups, Storage, Retention & Archiving
  * Licensing Costs —what is excluded?
  * Projects / Consulting—Cloud agreements typically exclude changes to the environment, including upgrades to new versions of business applications, testing or addition of new applications.

♦ **Not all business applications are compatible with the Cloud**
  * What is their verification process?
  * What happens if the vendor upgrades their cloud platform and it impacts the functionality of your applications?

♦ **Loss of Control & Agility to make business decisions**
  * You are at the mercy of the cloud vendor to access your data, their upgrade schedule and what they are willing to support and install on their platform

♦ **Your servers and workstations may be on shared hardware**
  * What happens if another company that shares your server is compromised? What is the notification process?
  * Regulatory —may be prohibited to share hardware

♦ **Slower resolution times**
  * The cloud vendor won't know your business, staff and applications as well as a local IT professional

♦ **Impact to Printing , Scanning and other local office work flow**
  * Data has to move from your local printer/copier to/from the cloud platform which may cause performance and work flow issues

♦ **Cost of Getting Off of the Cloud**
  * The vendor owns everything so there is a high cost to purchase all of the hardware, software & consulting to move off of the cloud

Call to Schedule your FREE Cloud Readiness Evaluation
Call 904-229-0922 or go to: www.Boxmeta.com

"As a business owner, 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!"
- Dave Russoman, Owner

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Inside This Issue…

SHE LOOKS SO LIBERATED!

SHE PROBABLY LEFT HER CELL AT HOME.

STAHLER 5/18

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Get More Free Tips, Tools and Services At Our Web Site: ***www.BoxMeta.com***

How To Make Yourself 'Invisible' To Hackers

Cybersecurity is on every business owner's top list of concerns. While there's absolutely no way to completely protect yourself other than disconnecting entirely from the Internet, there are several things you can do to avoid being easy pickings. Here's just a few:

1. **Lock your WiFi network & Avoid Public WiFi.** Change the default SSID and password on your WiFi router and use a complex password. You can also disable the SSID broadcasting function so that only users with the exact network name have access. Avoid Public WiFi, especially if accessing or entering any personal data. Use a personal hotspot device or the hotspot feature on your mobile device. It is very easy for hackers to simulate a public WiFi hot spot (Evil Twin) to collect your keystrokes and install malicious software.

2. **Encryption.** Consider using encryption software on your mobile computers (laptops, tablets, etc), especially if they have business or sensitive data. Some products include SecureDoc or BitLocker on Windows-based PCs and FileVault on Macs. Understand the remote wipe capability of your mobile phone or install remote wipe software.

3. **Use a secure VPN connection.** Configure your business network to require VPN authentication from computers and devices that access the network remotely. This includes laptops, home computers and mobile devices. With a VPN, only those devices that are authorized or recognized will be allowed to connect.

4. **Install a business class firewall.** Every business network, no matter how small, should have a business class firewall with VPN capability, auditing and reporting features. The built in firewall on your internet router or a retail store device, is not sufficient.

5. **Passwords.** Use complex passwords that include symbols, numbers and random combinations of characters. Where possible, use a phrase or sentences, with punctuation, instead of a word. (for ex: Mpw1$safe! - my password is safe).

6. **Disable features that automatically connect your mobile devices to any available network.**

Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This…

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "**5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud**."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: http://www.boxmeta.com/free-stuff/cloudreport

Shiny New Gadget Of The Month:

Navdy

Many of us realize how dangerous it is to check e-mail or text messages while we're driving, but we don't feel like we can afford to ignore our phone. Navdy to the rescue!

Navdy is a transparent Head-Up Display (HUD) that projects information as if it's floating six feet in front of you, similar to what commercial airline pilots use. Navdy works with any car, and with all iPhones and Androids.

Navdy uses the apps you already have on your phone, and no service plans are required.

As a phone call comes in, Navdy's built-in camera allows you to simply swipe in midair to answer calls (or dismiss them). Navdy's voice recognition uses the voice commands you're already familiar with, whether you use Google Now or Siri.

Any notification on your phone can be played, read aloud or disabled, based on your preferences. Navdy even allows parental controls.

The product is likely to retail at $499, but is available now for pre-order for $299. Just visit their web site at:
www.navdy.com

TIME IS RUNNING OUT…
WINDOWS SERVER 2003 END OF SUPPORT
JULY 2015

The end of life support for Microsoft's 11 year old server operating system, Windows Server 2003, is rapidly approaching on July 14, 2015. This follows the end of support for Windows XP, this past spring. Failure to upgrade your server operating system, dramatically increases any company's cyber-security risks.

Server migrations take, on average, 4 months from planning to completion . If you still have a server running Server 2003, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released**
- **Loss of compliance**
- **Increased security risks**
- **Application conflicts and loss of 3rd party vendor support**

In addition to ongoing Microsoft support, upgrading to Server 2012, has additional benefits, including better security, improved performance, increased functionality, virtualization and improved manageability.

Call to Schedule your FREE Server 2003 Migration Plan
Call 904-229-0922 or go to: www.Boxmeta.com

10 Things Every Small Business Network Should Have

- *Patching*—Regular security updates to your operating systems (Windows, OS X, etc) and 3rd party applications (Chrome, Flash, Java, Acrobat, etc) should be scheduled or automated.
- *Antivirus / Anti-Malware Scanning*—Verify every pc and server on your network is configured with a business class antivirus and antimalware software and configured to update and scan regularly. It is prefered you use a product that allows for central management and reporting.
- *Secure Wi-Fi*—Stop using WEP! .Do not use WEP for Wi-Fi security. It can be hacked in the time it takes you to read this sentence. Use at least WPA2.   Do not use any wi-fi device you can buy at Best Buy. Change the password regularly and monitor its usage. If you can't see who's on your wi-fi and what they are doing, you probably need to get help.
- *Monitoring*—Can you tell when your server is running out of memory or disk space? Can you tell who's on your network? Can you tell what they are doing? Can you tell what websites your employees have visited? Can you prohibit sites or programs?
- *Backups*—With all the aggressive viruses of today, you must have reliable backups, both ON SITE AND OFF SITE! Backup regularly and make sure they are verified. Too many business never check the backup integrity.
- *Business Class Email*—business class products such as Google Apps and Office 365. Other email solutions, like Gmail, POP or any other free program is not going to have the necessary features and security.
- *Limited User Access*—Administrator rights should be given on a very limited basis and only as absolutely necessary. User accounts should be restricted. This will limit the damage of viruses on workstations and the network
- *Documentation*—Network diagram, Licenses with Keys, Warranties, Expirations, Assets, Passwords, Vendor information, Installation instructions, internet circuit information, business continuity procedures, emergency contacts, etc..

Apples & Windows

Apple held it's annual WWDC on June 8th & Here's what they announced:

- iOS 9 for mobile—greater focus on allowing devices to learn more about behavior and tailor the user experience. For the iPad, enhanced productivity and multitasking

- OS X version 10.11 for Mac (aka. El Capitan, after the famous rock formation in Yosemite National Park) —stepping stone from Yosemite rather than an entirely new approach. Features include search improvements, enhanced multitasking across windows as well as visible upgrades and performance enhancements to the most common apps, Mail, Safari, Notes..

- Watch OS version 2—improved user experience, new watch faces and support for local apps to lessen the requirement to use your iPhone alongside the watch

- *Apple Music*—Launching in over 100 countries on June 30 with the release of iOS 8.4, Apple Music is priced at $9.99/month for a single user or $14.99 for a family plan and integrates access to over 30 million tracks from the iTunes Store with a user's own music collection, making it all available for streaming access from a variety of devices

Microsoft releases Windows 10 on July 29th:

- *Free Upgrade*—Available as a free upgrade for Windows 7 and 8 users, for up to 1 year from the release date

- *The Start Menu is back*!...with a few extra tweaks. The live tiles for launching apps will now appear as an embedded column in the start menu

- *Cortana*—The Siri for Windows. Microsoft's personal digital assistant. She can search your hard drive and the web, bundling results into one page

- *Continuum*—Windows 10 will automatically detect a screen size of any device and tailor the display accordingly

- *New Web Browser 'Edge'* —uploads web pages at much zippier speeds than its aging predecessor, Internet Explorer. A smarter Bing-powered search, built into the address bar, draws results directly from the web as you're typing.
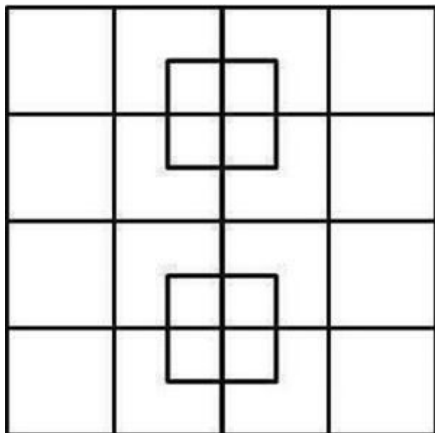
Trivia Corner: Who Wants to Win A $25 Gift Card?

How many squares?

E-mail your answer to:
trivia@boxmeta.com
The first person to submit the correct answer wins a $25 Gift Card!!

The Lighter Side:
Lost In Translation: Advertising Blunders

- Clairol introduced a new curling iron they called the "Mist Stick" to the German market, only to find out that "mist" is slang for manure in German. Not too many people had use for the "manure stick."

- When Gerber started selling baby food in Africa, they used the same packaging as in the US that featured the "Gerber baby" on the front. Later they learned that in Africa, companies put pictures of what's inside the package on the label since most people can't read, thereby causing African consumers to think there was pureed baby inside.

- Colgate introduced a toothpaste in France called "Cue," the name of a notorious porno magazine.

- Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.

- The Coca-Cola name in China was first read as "Ke-kou-ke-la," meaning "Bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "ko-kou-ko-le," translating into "happiness in the mouth."