

# TECHNOLOGY INSIDER

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

## Do I Need To Back Up Data That's Already In The Cloud?

The computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, Salesforce, Google Apps and Microsoft 365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?



Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups ... but are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, Salesforce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to Salesforce and pay a minimum of \$10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at 904-229-0922 or via e-mail at [info@boxmeta.com](mailto:info@boxmeta.com) to schedule a time to discuss your particular situation and what solutions are available to you.



"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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"My teacher isn't qualified to teach spelling!  
She spells U 'y-o-u'. She spells BRB 'r-e-t-u-r-n'.  
She spells BFN 'g-o-o-d-b-y-e'..."

## Is Google The Computer From *Star Trek*?

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea... Earl Grey...hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example **Google's Public Data Explorer**. This site allows you to search specifically on public statistics.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "**translate** (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google **Flight Search**. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare**.

So is Google the computer from *Star Trek*? With all these features, what do you think?

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## Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

**Free Report Download:** What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

**Download your FREE copy today at [www.BoxMeta.com/free-stuff](http://www.BoxMeta.com/free-stuff) or call our office at (904) 229-0922.**

## Gadget Of The Month:



### SaneBox

Have you ever felt overwhelmed or even drowning with the number of emails in your inbox?

Then SaneBox could be your answer. This month's gadget is a cloud-based software application that helps you manage your email. We already have several clients testing and using SaneBox.

SaneBox analyzes your email behavior on all your devices. Then, based on which emails you let slide and which ones you open right away, SaneBox creates rules about sorting your email for you. The result? Your inbox only has emails you need to attend to now. All other emails go to your SaneLater folder. You can drag and drop emails from that folder to your inbox, and from then on, those emails will display in your inbox.

SaneBox keeps you focused on high-priority emails. There's nothing to download. There are additional productivity features to manage tasks, your calendar, and your attachments. And the SaneBlackhole is the fastest way to unsubscribe from emails. See [www.sanebox.com](http://www.sanebox.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](http://www.Boxmeta.com)**

## Thoughts about Sales and Branding from 'Mr. Wonderful' - Kevin O'Leary

Many of you may recognize Kevin 'O Leary from the hit ABC show, 'Shark Tank', where he has embraced his role as the mean and abrasive member of the investor panel. This past week, at an industry conference, I had the pleasure of meeting Mr. O'Leary (aka 'Mr Wonderful'). Here are a few take-aways from his presentation on building a successful business and brand.

- When evaluating the purchase or health of a company, skip the CEO. Spend some quality time with the Sales department. The sales staff will have the most honest and realistic perspective of the company's struggles and strengths. After you've gathered your feedback from sales, meet with the CEO and compare perspectives. Many times you will find they are polar opposite.
- Branding is Key. Even the most common staple goods can be a source of great success. It's all about the branding. Example: 'WICKED GOOD CUPCAKES'— He turned something as common as a cupcake into a multi million dollar company



- Women make better CEO's—55% of the companies in his investment portfolio have women CEO's. Attributes that he observed are that they take less risk, they are more goal orientated in terms of setting targets and meeting them.
- "Spend the Interest, never the principal"
- As long as you always speak the truth and you run an honest business, ignore other people's opinion about your character. Not everyone will agree with you,

## Google Changing Search Engine Algorithms. How Does this Impact Your Company's SEO results?

Google has updated its search algorithms to favour websites that work well on mobile devices. As of this week, "Mobile friendliness" will affect how prominently websites appear in Google search results pages. This change has potentially harmful consequences for many businesses, particularly small businesses, that haven't designed their sites to look particularly good on small screens. Surveys have shown that roughly one-fifth of small businesses reported having a mobile-friendly web site

Mobile traffic makes up ~60% of all web traffic, according to a 2014 comScore report, therefore, more and more of Google's advertising revenue depends on mobile traffic.

As Google puts it, the core of what they are doing is "boosting the ranking of mobile-friendly pages on mobile search results" (<http://googlewebmastercentral.blogspot.com/2015/04/rolling-out-mobile-friendly-update.html>). But what does this mean?

According to Google, this update:  
Affects only search rankings on mobile devices  
Affects search results in all languages globally  
Applies to individual pages, not entire websites

While the mobile-friendly change is important, we still use a variety of signals to rank search results. The intent of the search query is still a very strong signal -- so even if a page with high quality content is not mobile-friendly, it could still rank high if it has great content for the query.

To check if your site is mobile-friendly, you can examine individual pages with the Mobile-Friendly Test ([https://www.google.com/webmasters/tools/mobile-friendly/?utm\\_source=wmc-blog&utm\\_medium=referral&utm\\_campaign=mobile-friendly](https://www.google.com/webmasters/tools/mobile-friendly/?utm_source=wmc-blog&utm_medium=referral&utm_campaign=mobile-friendly)) or check the status of your entire site through the Mobile Usability report in Webmaster Tools. If your site's pages aren't mobile-friendly, there may be a significant decrease in mobile traffic from Google Search. But have no fear, once your site becomes mobile-friendly, we will automatically re-process (i.e., crawl and index) your pages. You can also expedite the process by using Fetch as Google with Submit to Index, and then your pages can be treated as mobile-friendly in ranking.

### Trivia Corner: Who Wants to Win A \$25 Gift Card?

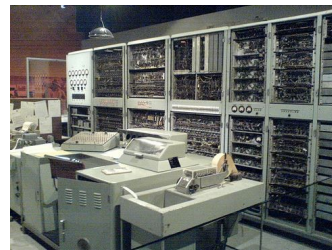
What is the next letter in the following sequence?

O T T F F S S

E-mail your answer to: [trivia@boxmeta.com](mailto:trivia@boxmeta.com)

*The first person to submit the correct answer wins a \$25 Gift Card!!*

### TECHNOLOGY FUN FACTS



- The first actual computer "bug" was a dead moth stuck in a Harvard Mark II computer in 1947.
- Big banks don't process checks and debit charges to your account in the order they're received, they use a computer program that selects the biggest amounts first, emptying your account faster and resulting in more overdraft fees (profit).
- In September 1956, IBM launched the 305 RAMAC, the first "SUPER" computer with a hard disk drive. The HDD weighed over a ton and stored 5 MB of data.
- A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.
- The first entirely computer-generated movie sequence in cinema history was the Genesis Device demonstration video in *Star Trek II: The Wrath of Khan*. The studio that made the scene would later become Pixar.
- CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart."
- MIT has developed computer software that can identify and distinguish a real smile from a smile of frustration.