

TECHNOLOGY TIMES

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

What's New

Tarrytech's FREE VoIP and Telephone Tech Seminar

When: Thurs, May 17, 2018

Time: 11:30 AM–1:30 PM

Where: La Bocca Italian Restaurant
8 Church Street, White Plains, NY

Come join us for a free delicious lunch and discover:

- What VoIP is, how it works, and why the phone company may force you to switch to a VoIP phone system
- Four ways to implement VoIP and how to select the best one for your business
- The top 4 features of hosted VoIP solution and why you need to implement them now
- What you can expect to pay for your VoIP phone system, and some hidden gotchas that other VoIP providers don't tell you up front

Limited space! Register today at:
www.tarrytech.com/voipseminar

March 2018



This monthly publication provided courtesy of James Kudla, President of Tarrytech Computer Consultants

Our Mission: To create and maintain harmony in your technical life through the design, installation, management, and support of smart technology solutions.



The Ultimate Guide To Choosing the RIGHT VoIP Phone System for Your Business or Multi-Location Office

If you are like many of the companies that Tarrytech has consulted with, your phone system hasn't exactly kept up with the times! Were your office phones new at the same time Debbie Gibson was releasing albums, or when E.T. was the hot new movie? If so, it might be time to upgrade. The days of digital handsets, and large PBX's hanging on the wall in your telecom closet are long gone, or at least they should be. These old systems do not include many features, and are difficult and expensive to maintain. In addition, if they fail, it might be impossible to find replacement parts, leaving your business sidelined and out of communication. The good news is that today, you can replace your phone system with VoIP.

What is VoIP?

In the simplest terms, VoIP (or voice over Internet Protocol) is a way for phone conversations to be transmitted over the Internet instead of using traditional phone lines. Traditional phone lines use the PSTN (Public Switched Telephone Network), and voice traffic is carried on the old, copper lines that have been used for the last several decades. If you have a quality Internet connection, you can get phone service delivered through your Internet connection instead of from your local phone company. Without a doubt, all phone communications will be transmitted this way in the very near future and, like it or not, you will eventually be using a VoIP phone system.

Continued on pg.2

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Continued from pg.1

For quite some time, AT&T was petitioning the FCC to retire traditional phone lines, or the PSTN, calling it a “death spiral” because of the exorbitant costs of maintaining it, and citing how fewer people are using it every year. Last year, the FCC approved AT&T’s petition to move forward on the transition, and AT&T plans to have the PSTN retired by 2020. So, even if you are determined not to make a switch, you might be forced to change sometime within the next 3 to 4 years.

So What Are My Choices for VoIP Phone System?

Virtual Phone Service

This is a good option to start – ups or small home-based businesses that don’t have a traditional office, with a handful of employees who are out in the field or who work from home. A virtual phone system is like a hosted web site. Instead of buying actual phones and phone lines, you can purchase a service that will give you a local or toll-free number to provide clients or to put on your web site and other marketing collateral. When someone calls, that call will be routed to a cell phone (yours or other employees’) or a home phone. Some of the companies providing this type of service include Grasshopper, Ring Central, and 8x8.

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On Premise PBX

On-premise PBX is also known as an IP-PBX phone system. It is similar to a traditional PBX system that resides at a location, such as a computer equipment room or phone closet. The main difference is that phone routing is done with more current technology. The signaling is done with an IP phone to the IP-PBX server using a local area network (LAN). Calls outside your organization can go through a traditional phone company as well as VoIP using SIP trunking over the Internet.

Hosted PBX

Hosted PBX or Hosted VoIP, is an Internet phone system where the provider is responsible for hosting the IP-PBX as well as handling the technology required to provide the services to the phone system. The desk sets will plug into a router and the calls, signaling, and features are handled through an IP-PBX server at the provider’s location.

Each of these solutions (Virtual Phone Service, On Premise PBX, and Hosted PBX) have benefits and limitations. Next month’s newsletter will further discuss these differences, and help you select the solution that is right for you.

Have more questions about VoIP? Tarrytech is hosting a FREE VoIP and Telephone Technology Seminar! Come join us for a couple hours where we will answer all of your VoIP questions, and treat you to a great free lunch.

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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!

This report will outline in plain nontechnical English common mistakes that many small-business owners make with their computer networks 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.tarrytech.com/protect

Business Technology Trends In 2018 To Help You Run Your Company More Efficiently

Telecommuting is the industry standard. Today, remote working is more prevalent than ever, thanks to modern software and technology. Take advantage of this shift to reduce overhead and improve employee happiness.

Cloud services continue to dominate. Ninety-two percent of modern businesses are using one or more cloud-based programs, a number that only continues to climb. The productivity and ease-of-access fixes that the cloud offers are simply too powerful to ignore. Live video improves business-customer relations. With live chat utterly pervasive, we'll see a shift to live video chat to further improve the customer experience. Face-to-face interactions, even through the Internet, provide a level of connection impossible in years past. *HomeBusinessMag.com 9/5/2017*



"Live each moment. Practice being mindful.
Be present in... Hold on, I have to take this."

Social Entrepreneurship Could Be Your Solution

As a business owner, it can be easy to throw on the blinders and focus exclusively on profitability. But what if becoming permanently profitable and supporting the causes closest to your heart could go hand in hand? Social entrepreneurship can actually boost your employee retention rate and their productivity at the same time.

Nowadays, people (especially young people) want to do meaningful work, something that translates into more than just a 9-to-5 job. When you blend your company's for-profit goals with larger societal aims, your employees will feel more accomplished and satisfied with how they're using their time.

Still, your mission doesn't have to be solely about donating money. Here are some creative ways for you and your team to incorporate humanitarianism into your day-to-day work life.

1 Teach classes at your local community center. Everyone on your team has some specific skill related to your industry. Equipped with this knowledge, your team can run a workshop at a nearby community center. You might be surprised how many people will find this useful.

2 Switch from paper to digital. Not only will this minimize your environmental impact, but you'll save money on printing costs. This extra change could be donated to charities that combat the effects of deforestation, such as the Jane Goodall Institute or Plant a Billion Trees.

3 Buy locally. If you want to support your fellow local businesses, take part in Small-Business Saturday. As a team, make a list of the businesses you want to patronize and take turns leaving them reviews. This also encourages cross-promotion between your company and these other businesses.

4 Referral program. This strategy is a win-win. If you want to boost your number of customer referrals, advertise a deal in which your company donates \$30 to a charity of your choice for every referral. This will quickly build your reputation, not only for a quality service or product, but for your socially conscious practices.

5 Offer your services. Or, you could always go with classic pro bono work. Offer your services to one or two potential clients who are lower income or otherwise disadvantaged. Create teams to tackle these cases each quarter, on the clock. Although you'll lose a bit of money to opportunity cost, the inspiration and enhanced productivity your employees will experience will more than make up for it.

Don't underestimate the immense impact socially responsible entrepreneurship can have on your office culture, employees and the world at large. For your team, it can be the extra motivation they need to truly tap into their passion and drive. Denise Blasevick saw these results firsthand in her own company, and we've seen them at Profit First Professionals in our mission to eradicate entrepreneurial poverty. It could also be the solution for you.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit www.mikemichalowicz.com.

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■ Do These 3 Things BEFORE Your Next Trip Out Of Town

One of the worst things that can happen in this age of cell phone addiction is going out of town and losing your phone, iPad or laptop. But it happens all too often. Here are a few common-sense security tips that can reduce the sting if you misplace a device or two.

First, make sure you back up your phone to iCloud, your computer or whatever method your particular phone supports. Then, ensure it has a passcode. If you can change the settings to set a passcode that incorporates both



letters and numbers, that's even better. Also be sure to enable "Find My iPhone," or your phone's equivalent, as this will allow you to wipe the data if it gets into the wrong hands.

If you travel with your laptop, it's a good idea to encrypt your hard drive. This is an easier process than it may sound – typically, all you'll need to do is enter a password immediately when booting up the computer.

■ Stop These Habits Immediately To Become More Productive

1. Put your phone away. Phones may be an incredible way to stay in touch with friends and family and the world at large, but they're also a massive distraction when you're in the middle of important work.

2. Close those extra tabs. According to the American Psychological

Association, only a measly 2% of people are actually good at multitasking. Don't have everything open at once – make a to-do list and stick to it.

3. Don't chatter during meetings.

Unless you really have something vital or new to share, save it for a one-on-one communication.

4. Avoid reply-all e-mails. When you need information urgently, it's better to pick up the phone and call; then, if you need to, follow up with an e-mail.

5. Maximize your efficiency. A cluttered desk, a lazy morning routine, a stressed-out body or really any obstacle that jams you up daily will slow you down. Pay attention to the things that stand between you and making the best of your time, then work to alleviate them over time.

Inc.com 12/13/2017

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