



## Cathy's Message

Happy 2016! What a year this is going to be! I am very excited for what 2016 holds for our company and for you as well. It is always fun to read and listen to people's resolutions. It is even more fun to see people sticking to them.

Our Cyber Security Seminar was fantastic, thank you to everyone who attended. Aren't Fox and Expedient did a great job and I am very excited to announce they are willing and able to do one quarterly due to requests from attendees.

From contracts to Data Center's we certainly covered a lot of information and still just touched on such an important topic.

If there is anything we can do or provide for you, please don't hesitate to reach out and ask. We want to be your premiere partner of choice.



Are you following us on Facebook? Please like our page at [www.facebook.com/szycom](http://www.facebook.com/szycom)



## Gently Used Laptops For Sale

We have purchased new laptops for our team members.

So, we have several gently used laptops for sale. If you have noticed our team members laptops and were just a little bit envious. Then now is the time to purchase them at **steep discounts** with the remainder of the factory warranty.

Contact [Cathy@szy.com](mailto:Cathy@szy.com) for more information.

## Keys To A Successful Office 365 Migration

Microsoft Office 365 is growing in popularity as more and more businesses make the move to the cloud. However, without proper planning and testing beforehand, you could get stuck in the middle of the migration process, end up with duplicated data, or even have to abort the transition completely.

Needless to say, all of these scenarios could result in serious network downtime. But you can easily avoid a migration nightmare by considering these key points before making the switch to Office 365.

### Office 365 migration can be divided into three stages:

- 1) Cutover
- 2) Staged
- 3) Hybrid

**Do your Research:** You should understand that there will be some changes when you move to a cloud-based platform.

**Create a Checklist:** The plan needs to clearly define the phases of the process and keep refining the plan.

**Check email settings:** You will need to synchronize accounts between your active directory domain and Office 365. Don't forget to point your company's mail exchange record to Office 365.

**Choose Your Migration:** Each migration plan looks different.

**Test Everything:** Design a testing procedure for each phase. Standard testing processes include migrating a small amount of data, send and receiving emails, and application trials, in order to ensure that everything works as expected. The more you test before migrating to the platform, the less chance there is of your company's facing issues afterwards.

If you're considering Office 365 migration, call us to do the job for you. We can migrate your resources seamlessly and smoothly without disrupting your business.

## The Lighter Side:

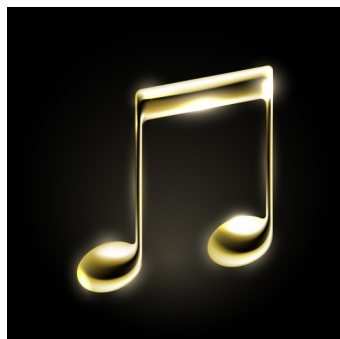
### Fun Facts About College Class of 2016

- They have grown up with and in cyberspace, one-quarter already has some hearing loss
- Most freshmen have never seen an airplane "ticket"
- Kurt Cobain, Jacqueline Kennedy Onassis and Richard Nixon have always been dead.
- They get their news on YouTube.
- Bill Clinton is a senior statesman of whose presidency they have little knowledge.
- They have no use for a radio
- Women have always piloted war planes and space shuttles
- Having made the acquaintance of Furby at an early age, they have expected their toy friends to do ever more unpredictable things.
- They have had to incessantly remind their parents not to refer to their CDs and DVDs as "tapes"
- There have always been blue M&Ms, but no tan ones.
- They can't picture people carrying luggage through airports rather than rolling it.



## Shiny New Gadget Of The Month

### Who Else Wants a Little Music With Their Light?



The next time you replace a lightbulb, you can now pick one that will stream your favorite music and light up your life in your choice of over 16,000 colors, all with a tap on your phone.

In case you haven't noticed, some LED bulbs now include a Bluetooth- or Wi-Fi-controlled speaker. And at least one, the MagicLight® Plus, available on Amazon, also lets you pick a light color to suit your mood.

At anywhere from \$15 to \$129 or more, these bulbs can add music – and light – throughout your home or office in a matter of minutes, at a fraction of the cost of a wired-in sound system.

How's the sound quality? It depends on the one you select. And it may not resonate like Carnegie Hall live...but hey, it's a lightbulb – what did you expect?

## Refer Our Services

We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event for the remainder of 2015. Simply refer any company with ten (10) or more computers to our office to receive a FREE Network Checkup (a \$497 value). Once we've completed our initial appointment with your referral, **we'll donate \$100 to your favorite charity** for every referral that you've sent, as a small thank-you for thinking of us.

*"I cannot give you the formula for success,  
but I can give you the formula for failure,  
which is: Try to please everybody. —  
Herbert Swope*

## Kiwanis Diners Card

The 2016 Diners cards are out and are once again \$25.00.

This is a great fund-raiser for the **Kiwanis** Club. Just as a FYI all money raised from our community goes back into the community. Therefore when you purchase a diners card you are helping the **Kiwanis** Club with their existing projects, which include Sponsored Leadership Programs in schools, Pre-K activities and Camp Cadet.

To find out more about Kiwanis please visit [www.eriekiwanis.org](http://www.eriekiwanis.org) we are always looking for more volunteers.

You can also find out more about the card on the Kiwanis website or contact [cathy@szy.com](mailto:cathy@szy.com)

## Adding Value To Your Company's Blog

**B**logging has gone from being a fun side project for aspiring creatives to an absolute necessity for business of all sizes. For many companies, especially small to medium-sized ones, it's likely to be just about the only web page that is updated with any regularity on their websites. And that's why you need to be pushing your blogs. With hard work and engaging content, you can morph your company's blog from afterthought to a valuable asset that brings people to your site.

**Do any of these sound like your blog?**

**Sporadic posts often months apart.**

*A clearly defined schedule  
and game plan for your blog  
will help make sure that  
once the ball starts rolling,  
it keeps rolling.*

We're not here to judge.

However, if any one of these scenarios resembles the current state of your blog, it might be time to do something about it. We know you're busy and that the last thing you want to do is write about your business but, with content that is carefully crafted and curated, your company will have an unique asset

that can help lead your marketing, by establishing you as an expert in your field, and promote sales efforts by driving people to your website.

You're probably wondering where to begin. Well go ahead and reset the password for your WordPress or Tumblr account, because we have a few pointers to help you get started.

**Use your blog to build your brand identity**

For small and medium-sized businesses, it can be difficult to build a brand identity. You have your logo and colors, but what does your brand consist of beyond that? What is its personality, what characteristics does it have, and what is its tone? These are just a few of the questions you need to consider before you begin writing your blog posts, or having someone else write them for you, of course, which is a good option for busy business people.

A blog that reflects the personality of your business helps to give you a brand identity in the minds of readers by letting them know just what your company is. A hardware store is most likely going to want the contents of its blog to be straightforward, reliable and no-nonsense, while a marketing company is likely to have a blog that shows off its creativity, playfulness and skill at design and wordplay. This is your chance to develop your company's identity, and explore just how you wish to be perceived by online readers.

**Tip:** Before starting to write posts for your blog, picture your business as a person, and write down what this person would say and how they would say it. This should be used as the foundation for each and every blog post.

**Create A Strategy and Schedule For Your Blog**

A clearly defined schedule and game plan for your blog will help make sure that once the ball starts rolling, it keeps rolling. Your goal from a scheduling perspective should be to have at least one new post a week. More is always better, but weekly posts will at least let both readers and BING know your site is still active.

In terms of a blogging strategy, don't feel like every post needs to be a second coming of The Odyssey. Sometimes all you need to do is come up with a quick tip, or share a video you think is useful to people visiting your website. Varying the length and type of content featured on your blog is a good way to keep things fresh.

**Tip:** At the start of each month, you should come up with blog topics and a deadline for each post. This should help make sure content is always going up on your blog.

*Continued on page 3...*



## Preserve Your Mission Critical Data

Szymanski Consulting has teamed with Expedient a managed & Data Center, to keep your information safe, secure & easy to access.

From hardware refreshes to compliance concerns, business growth or new leadership there are a number of reasons to transition to the cloud, but the end result is the same increased efficiencies and reduce costs.

Protecting your critical applications and data from downtime and system interruption doesn't need to be complicated. With Expedient's host-based replication solution for virtual environments, you can employ disaster recovery technology that will replicate your existing virtualized computing environment to one of Expedient's data centers.

For companies utilizing a virtual environment, Expedient's host-based replication solutions allow you to choose your VM and replicate your data from an in-house server to an Expedient data center (or vice versa). Engineered as a turnkey solution, this host-based replication process not only protects you from data loss and application downtime, but offers:

**Expedient's enterprise-class disaster recovery solution, host-based replication, is ideal for companies looking for a solution to complement:**

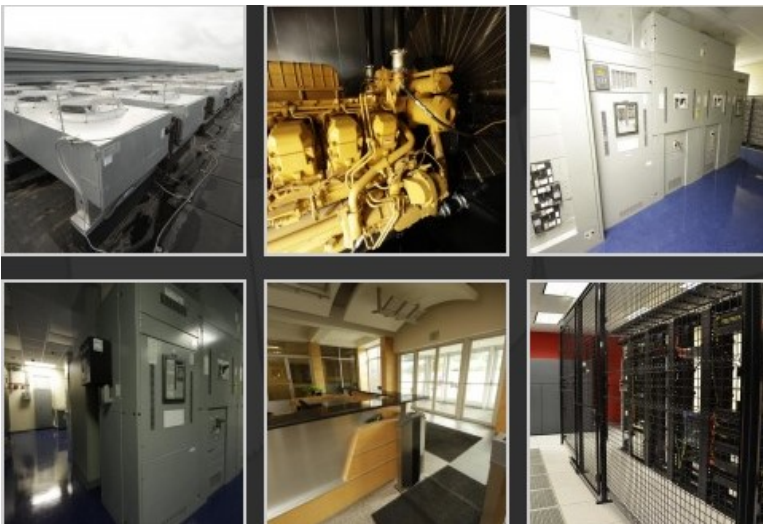
- Virtual environments
- Existing virtual infrastructure
- Industry regulations
- Strict SLA requirements
- Auditing requirements

It does not matter the size of your business, we all have a cyber threat profile depending on the nature of our business. Did you know that the average cost of a single, successful cyberattack is \$300K to a company and attacks are attempted on average of 2 million times per week?

Key causes for Data Loss are:

- 78% Hardware or System Malfunction
- 11% Human Error
- 7% Software Virus
- 1% Natural Disaster
- 1% Other

Call us today to set up an appointment to discuss, Cloud Computing, Colocation Services and or Connectivity. In 2016 they are predicting more Cyber attacks than in 2015.



## Adding Value To Your Company's Blog

*Continued from page 2...*

### Lead and Inform, But Do Not Sell

One of the biggest challenges for small and medium-sized businesses with a blog is to keep the content related to your company. Without putting on the hard sell.

Realistically, the goal of your blog should be to point people in the direction of your business without pushing them into buying something. They should be able to reach that conclusion organically.

Let's use an auto parts store as an example. A blog on the quality of the windshield wipers it sells is unlikely to generate a lot of interest. That's because it is not something that resonates with a lot of people. A post on the dangers of driving with old wiper blades, however, will help get readers more interested in investing in new blades. And the good news for them is that they can purchase new wiper blades right, without even having to leave your website.

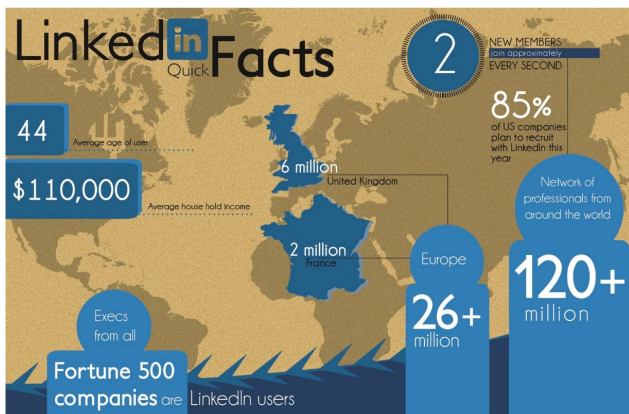
**Tip:** In addition to creating informational posts, don't be afraid to add blog posts about your employees, especially if you do not have dedicated staff pages on your website. This can enable people get to know the names and faces behind your business, and help potential customers to feel more comfortable with your company as a whole.

<http://www.szy.com/free-stuff/blog/>

Check out our blog. Get in touch with us if you want to know more about how blogging, or any other technology-related tools, can help add value to your business.

## Improving Privacy and Security on LinkedIn

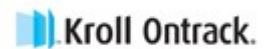
LinkedIn is a social network for professionals, so if you're hoping to meet friends, see videos of grumpy cats, or share photos of unicorns, then this isn't the platform for you. LinkedIn is a great place to explore career opportunities and connect with former co-workers, and like any other social media network, it also has its share of security and privacy risks. As a platform that hosts your digital resume



that your contacts can see and refer to if you happen to be an applicant, tightened security is especially important. The Privacy Controls under Profile will let you review and choose how you can set your activity broadcasts, your profile rank and visibility, and select what others view in your profile. Keep in mind that it's important to regularly change your passwords to avoid being a victim of a password breach or hackers.

Setting your privacy and security on social media properly can help protect your personal information in many ways. Remember, it only takes a few minutes of your time to review and choose the best security options for your accounts.

If you have questions about LinkedIn please let me know, I would love to help you. Follow me [www.linkedin.com/in/cathyszymanski](http://www.linkedin.com/in/cathyszymanski)



Szymanski Consulting, Inc.  
8127 Nathan Circle  
Erie, PA 16509  
814-240-1454  
www.szy.com

