



Cathy's Message

Happy July everyone! In less than six months 2015 will be here. Are you ready to work on your budgets for next year? If you need help with your IT budget, please let us know we would love to help you with it. If you need help deciding what to do for the rest of this year, as you know we would love to meet with you to discuss this too.

June was an incredibly great month for us, and we are very humbled by all the trust you give us on a daily basis to take care of your IT and work with you on your IT too.

I hope you enjoy this newsletter and if you ever have any suggestions of what to put in please let us know. If you would like to be highlighted as the customer of the month please let me know.



Are you following us on Facebook? Please like our page at www.facebook.com/szycom

We hope you know how much we appreciate each and every one of you. Take care

and have the best day ever. Cathy & David.

Warning: If You Use Tape Backup, Your Business may Be At Risk

If you use a tape backup or an external hard drive to protect your company's critical data, you are actually putting yourself at enormous risk for downtime.

Tape backups, external hard drives, and other media-driven backup solutions are designed to do only one thing – backup the data itself. But what about all the other stuff on the computers you use every day to run your business, like e-mail, software programs, and the way the network is configured?

When your server goes down, and all you have is the data, you have to rebuild your entire infrastructure in order to get back up and running. Depending upon what caused your server to go down in the first place (hardware failure, software corruption, fire, flood, theft) it could take a week or more to order new hardware,

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Declare Freedom From High Costs & Risks By Throwing Out Data NOW!

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, "What's the big deal in keeping everything?" While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

Segment user populations.

Use categories such as executives, back-office employees, sales and people who deal with the company's intellectual property and treat their data differently.

Be precise and consistent with data-retention policies.

Don't confuse backup with archiving.

Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

If you would like more information and help identifying best practices, contact Cathy today to set up an appointment at cathy@szy.com.

A Summer Roast

Q: What did the pig say at the beach on a hot summer's day?

A: I'm bacon!

Q: What do you call six weeks of rain in Scotland?

A: Summer!

Q: How do you prevent a summer cold?

A: Catch it in the winter!

Q: What do you call a French guy in sandals?

A: Phillipe Phloppe.

Q: When do you go at red and stop at green?

A: When you're eating a watermelon.

Q: How do men exercise at the beach?

A: By sucking in their stomach every time they see a bikini.

Q: What do you call a dog on the beach in the summer?

A: A hot dog!

Q: Why do bananas use sunscreen?

A: Because they peel.

Q: What's that new summer pirate movie rated?

A: It's rated ARRRRRRR!

Q: What's the best day to go to the beach?

A: SUNDAY!



Dealing With Slow Internet

One of the most frustrating tech issues a business faces is slow Internet connectivity. Despite today's technological advancement, many businesses suffer from lowered productivity as a direct result of a slow Internet connection. If this is a daily annoyance for your business too then it's time to learn some ways to help fix your slow Internet connection and speed up business performance.

5 ways to combat a slow Internet connection:

1. Control devices that interfere with the connection:

Wireless devices can be one of the reasons for a slow Internet connection. It's wise to talk to us about a wireless network analyzer so that you know the sources of interference. Believe it or not, most of these sources might be coming from the company kitchen!

Good examples include the microwave, cordless phone, security alarm, and other wireless devices which use the 2.4GHz band. These can interfere with 802.11g or single-band 802.11n routers. The best solution is to reposition these household electronics to either help solve the problem completely or at least minimize the chances of interference.

2. Control applications that hog bandwidth:

Without your knowledge it's most likely that employees are using applications that are hogging the bandwidth. It's vital that you are aware of these applications, especially ones that have video conferencing and streaming abilities which tend to be responsible for weak bandwidth in corporate environments. Other applications such as torrent and gaming apps can also be responsible. It is best to make sure that these apps are not installed on your company computers, or if they are, make sure their use is regulated. Believe it or not, one of the biggest bandwidth hogs is YouTube. Some companies, when they audit their network usage, have noticed that streaming services like YouTube can take up more than half of their total bandwidth. While in some positions, video streaming may be necessary, it's likely not for the majority of roles. Therefore, it would be a good idea to implement a rule about the use of YouTube during business hours e.g., it should only be used for necessary tasks. Some would recommend blocking services like this, but if your business uses Google's other services, blocking YouTube could actually end up blocking access to other Google services. It would be a good idea to consult with us as to the best way to limit use.

3. Reposition your router:

As simple as this might sound, your router might also have to be repositioned to help increase your Internet speed. You might want to try raising your router so that broadcast range can be more effective. If this doesn't work, which sometimes it doesn't, try placing your router in the center of your office for a more equal signal distribution. The best solution however, is to place your router as near to computers and other receivers as possible.

4. Consider an upgrade:

If your wireless networking equipment is old then it probably needs an upgrade. Keep in mind that technology moves at an extremely fast pace and your wireless network might be outdated in just a few years. We strongly recommend talking to us, as we can help recommend the best upgrade solution. For example, the two most common upgrades include installation of a new repeater or wireless amplifier and replacement of your current antenna. Because antennas are so varied, we can help make sure that the antenna being installed is compatible with your router.

5. Use the latest network technologies:

As mentioned earlier, technology moves fast which is why it is essential that you become familiar with its recent advancements, particularly in the area of wireless networking. There are countless apps, software, and hardware out there that can help boost the speed and performance of your router, some of which can even be downloaded for free. Our networking experts can help ensure your business has the latest and greatest, so be sure to consult with us first. Connect with us today to see how we can help.

Improve Your Results With Facebook Ads

For many businesses, advertising on Facebook can be a big time and money suck. Even though Facebook is the #1 social media tool, it can be difficult to get a great ROI since you're marketing to a wide range of prospects. The biggest problem is getting a qualified prospect to "Like" your company Facebook page so you can market to them...but who goes out and likes a potential vendor's page? Nobody, that's who! And if you market based on demographics, then you're targeting a bunch of people who don't know you on a platform where they're not looking for your product or service in the first place. They are there for cat pictures and videos of their 2-year-old nephew. The answer that solves a big part of this dilemma... "Facebook Audiences."

Facebook Audiences allows you to display your Facebook ads specifically to just about anyone that you have an e-mail address for, without them even knowing you are marketing to them this way. Plus, based on market testing, ads directed to a targeted "house list" instead of demographics- or interest-based lists cost about 75% less with 4x the results. Not too shabby.

So ask yourself...who do you have e-mail addresses for? Clients... Prospects... Membership lists from groups you belong to...



E-mail opt-ins... You can segment your list in any way you want.

Have a list of clients or prospects who expressed interest in a product but never bought? Create an audience of just

these people to remind them about the product with a special Facebook offer. The list segmentation is nearly endless.

Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

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order new software, re-configure the network, and then re-load the data back on, potentially costing you thousands of dollars in downtime.

To prevent server downtime from affecting your business operations, you need to have a virtualization component to your backup solution. Virtualization means that another server can "take over" if your original equipment goes down.

It works by taking an exact picture of your current server - including data, software, and configuration - and allows you to get back up and running within 24 hours of major disasters or within 30 minutes of basic hardware or software failure. Having the right back-up solution can literally save your business.

To learn more about how you can protect your business from disaster, contact Cathy for a report.

Top Five Movies Every Entrepreneur Must Watch

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.

The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

2. Click

What You'll Learn: What it's like to fast-forward life.

The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.

The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

4. Office Space

What You'll Learn: If you don't like what you are doing, change.

The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.

The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.

"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!"

3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections while we know there is so much more there. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

1. Conditional Formatting. Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will "pop out" based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.

2. CountIF, SumIF and AverageIF. These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the super-cool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.

3. Paste Special. I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!

Shiny New Gadget of the Month Inflatable Movie Screen



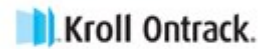
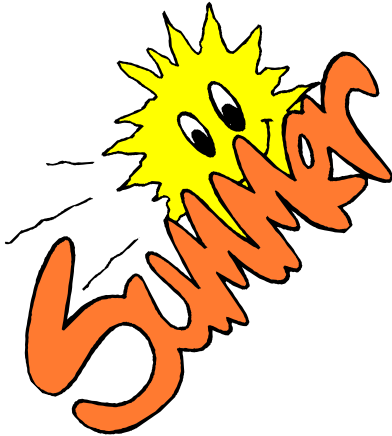
This 120-inch-diagonal airblown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also

great to use indoors or out for fundraising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for "tremendous" fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at www.skymall.com for about \$250.

Do you have anyone you would like to refer to us! We have a referral program that we would love to share with you. Simply refer any company to us with ten or more computers and we'll provide them with a Free Audit. Once we have completed the Audit we will send you an Amazon Gift Card.



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