



## Cathy's Message

WOW, what a great month we just had. The people we work with are truly amazing and I can assure you they are always thinking of ways to help improve your business and what they can do to make life easier for you.

David and I went to two back to back conferences. The first one was in Nashville, then we left there and headed to a conference in Atlanta. We had a great time at both conferences, however; did not get any time to spend in any of the cities. We got a lot of information on new products and business practices that we can use and share with you.

What can we do to make your life easier? We want to work with you in every way that we can.

Please check out our referral program on page three. We love referrals, and we love giving money to non-profits.

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



We hope you know how much we appreciate each and everyone of you. Take care and have the best day ever. Cathy & David.

## Useless Trivia

- Human thigh bones are stronger than concrete
- It's possible to lead a cow upstairs...but not downstairs
- A group of hares is called a Husk
- There are more than 10 million bricks in the Empire State Building
- Dreamt is the only English word that ends in the letters "MT"
- Earthworms have five hearts
- A cow gives nearly 200,000 glasses of milk in her lifetime.

## 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?

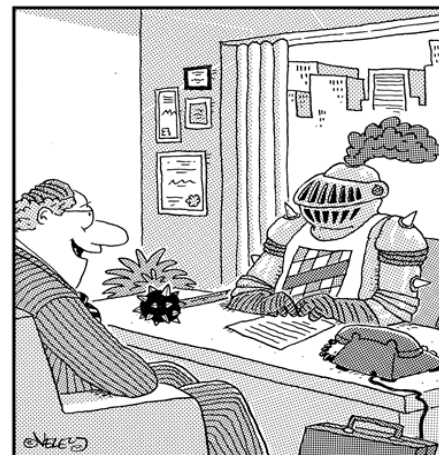
Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups ... but are they backing up your business-critical information? Can you guarantee that? And do you 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 814-240-1454 or via e-mail at [cathy@szy.com](mailto:cathy@szy.com) to schedule a time to discuss your particular situation and what solutions are available to you.

## The First Computer Bug Was Actually A Moth?

- 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 card charges to your account in the order they're received, but instead use a computer program that selects the biggest amounts first and charges them against your account, 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 (HDD). 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.



"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

## 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?

## Four 'Time Saving' Windows Keyboard Shortcuts

Using these shortcuts can add several minutes to your day and that can add up to quite a bit of time over the month.

Windows Key + E: This shortcut opens Windows Explorer to quickly browse through your files.

Windows Key + D; Quickly hides all open windows to show your desktop. To restore the windows, hit Windows key \_D

Alt+Tab: This allows you to easily scroll through all the windows you have open. If you're working in Word and referring to something in Internet Explorer, for example, you can toggle back and forth between the two programs.

Alt+F4: Quick way to close a window in any program or the application itself. Its just like using your mouse to hit the X in the upper-right corner of a window

Ctrl+Left and Right Arrow: This is one of my favorites. In Microsoft Word and many other applications, the left and right arrows allow you to move the cursor one word at a time vs. one character at a time.

## Free Report Reveals 7 Critical Security Measures Every Business Must Put In Place NOW With Mobile Computing

There's no doubt about it—the Internet and mobile and cloud computing have made our lives easier and our businesses more productive, cost-effective and competitive. But make no mistake about it: the Internet is also a breeding ground for thieves and predators, not to mention an enormous distraction and liability if not used properly. It is causing people to be casual, careless and flat-out stupid about their privacy in an increasingly litigious society where heavy fines and severe reputational damage can occur with one slipup—which is why you cannot be casual or careless about introducing it to your organization. You can't turn on the TV or read a newspaper without learning about the latest online data breach. And mobile devices are easily misplaced and stolen.

Because of all this, if you are going to allow employees to use mobile devices—particularly personal mobile devices—to access, store and use company data, then it's critical that you download this free educational report that outlines in clear English "7 Critical Security Measures Every Business Must Put In Place NOW With Mobile Computing." If you have given or plan to give your employees the ability to access company data and systems with mobile devices—**DON'T** ...until you've read this free executive report.



In this Free Executive Report, You'll discover:

- What specific business policy every employee in your company must agree to before they ever access company data on their mobile device
- The four minimum security requirements for every cellphone or laptop in your company
- Two critical steps to ensure that your company data doesn't end up in criminal hands
- How to be 100% certain that a lost cellphone results in zero lost company data.

To Get your FREE COPY Today! Call our office at 814-240-1454 or visit <http://www.szy.com/7critical/>



## Five Tips To Keep Your Data Safe

Data breaches occur every day, even to the most secured firms and well-known financial institutions - and it could happen to your company as well. How can you be sure that your network is completely protected from hackers? As a business owner you can't afford to face a data breach, since it could cost you the two things that matter most to your company - clients and reputation. But employing even the most basic security measures can discourage many hackers enough for them to abandon their malicious attempts. Here are some tips to safeguard your corporate data.

### Get rid of passwords

We are all accustomed to setting passwords to our online accounts, and the tip is always the same - set strong passwords, and change them regularly. But according to Verizon, a global communications and technology leader, a quarter of data breaches analyzed in this year's report could've been stopped if the victimized company had applied more than a password in its defenses. The problem is that passwords can be used with any computer, which is why companies like Facebook and Google have replaced passwords with USB tokens. Tokens, when plugged into a company's computer, act as a verification device and an extra layer of security.

### Encrypt all data

Encryption is a great obstruction to hackers, since it scrambles and descrambles data each time someone tries to read it. Encryption also causes compatibility issues if the data is not being accessed via the company's own network systems. While applying encryption can be costly, it is certainly well worth the money if it can protect your business data from leaking into the wrong hands.

### Keep systems up-to-date

The technology world is moving at a fast pace. Hackers are always upgrading their tools to take advantage of outdated security systems, and so companies should do likewise to protect their valuable resources. Yet many companies who use software don't install updates immediately. If the update intends to close security loopholes, delaying an update exposes you to external attacks. So install software updates as soon as they come out in order to give hackers no reason to penetrate your systems.

### Back up frequently

Although you've implemented several security layers to your data, sometimes hackers can find their way in. This is why you need to back up data frequently, whether it's on-site, off-site or by way of cloud backups. In the worst-case scenario if your systems do get infiltrated, you can restore lost data from those backups and quickly strengthen security.

### Monitor connectivity

Many businesses have no idea how many computers they have, so it's very hard to keep track of which computers are online. Sometimes a company's computers and servers are online when they don't need to be, making them a tempting target for attackers. With that in mind, it's advisable to configure business servers properly, ensuring that only necessary machines are online and that they're well-protected.

It's much more expensive to fix a data breach than to prevent one. If you're looking to check your business IT systems for potential threats, contact us today and we can help.

## Yahoo Is Shutting Off Telecommuting-Should You?

The recent decision by Yahoo CEO Marissa Mayer to stop telecommuting has cast a negative light on this practice. After checking the company's VPN log to see how many remote employees were logging in, she didn't like what she saw. Effective June 2015, telecommuting is no longer an acceptable practice at Yahoo. The media excitement added fuel to the fire for those who think that employees working at home aren't putting in an honest day's work.

Mayer's now-public memo talked about communication and collaboration. She thought the best way to make that happen is for people to be in one place. But that's just one opinion.

There are many companies who use telecommuting practices very successfully. They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx and Campfire chat by 37signals to do just that. They support these tools with products such as Google's [Gmail and Calendar apps for business](#) and Asana's task management software, to name a few.

Telecommuters are often employees who live in other parts of the country or even in other countries, and other time zones. After trying several techniques to work with a remote team member, David Bloom, the CEO of tech start-up Ordr.in, now uses Google Hangout for daily virtual meetings. He says, "We have five employees, and four of us are in the same place, but we all log on separately. This allows us to have a face-to-face meeting where everyone's equal. It's not the four of us sitting in one place, with our colleague sitting somewhere else." He finds this arrangement keeps everyone accountable for their work.

Josh Siler, CTO of HiringThing, a virtual company, says it's all about your company culture. "We're trust-based, and we don't micromanage our employees. We judge everyone based on their output. Anyone can make their schedule flexible, as long as they meet their commitments to their coworkers," he says. "Our employees know that their performance is what matters, and we talk about it on a regular basis."

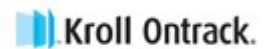
Bloom and Siler would tell you that telecommuting is successful when you have a culture of accountability and trust.

## 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 during the month of May.



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.



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