



Cathy's Message

BAMMM...just like that November is here. I hear that winter will be much calmer than normal. Well, if you take weather forecasting advice from caterpillars. After the snow we had last week, I sure hope so. I don't think many of us were expecting to have 4 1/2 inches of snow in October.

We have partnered with Expedient, please take a moment and read over the article about them and our partnership.

As always; if there is something you would like to see or read about please let me know.

Please save **December 3rd** on your calendar. This is our **annual party**, there is more information about this in the newsletter.

We hope you have a great month and if there is anything we can do for you, please let us 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 everyone of you. Take care and have the best day ever. Cathy & David.

Tips For Good Smartphone Photography

1. Know your auto mode. Take time to learn when it uses high ISOs, when it uses long shutter speeds and adjust how you take photos accordingly.
2. Don't Zoom, Zooming before capturing does not allow you to reframe the image after the fact.
3. Light It Right. It's crucial that your photos are well lit.
4. Change Settings. Many smartphones record at 4K, will default to 1080p, changing the setting will lead to better quality videos.
5. Whatever you do, don't film a video vertically.

Cloud Computing And Your Company

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

Reduce your capital expenditures

Just what exactly is "the cloud"?

The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?

The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?

While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

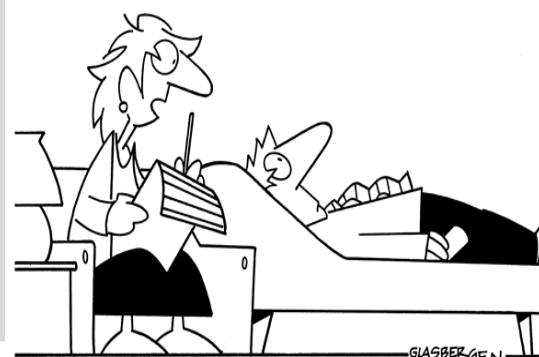
So, is the cloud for you?

There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at (814) 240-1454 x300

The Lighter Side: IT Fun Facts

Some interesting and disturbing facts that I have found.

1. According to news reports, a feral pig in Australia drank 18 cans of beer, brawled with a cow, and then passed out under a tree
2. On average cats sleep for 2/3 of their life. This would mean that a 9 year old cat has been asleep for 6 years.
3. The fear of being tickled by feathers is known as Pteronophobia
4. In New York City, approximately 1600 people are bitten by other humans every year.
5. A killer whales heart beats 30 times a minute under water, 60 times a minute on the surface
6. Astronauts cannot burp in space
7. At their closes point, the Russian and U.S. borders are less than two miles apart
8. An ounce of platinum can be stretched 10,000 feet
9. C3PO is the first character to speak in Star Wars
10. Astronauts get taller when they are in space.
11. A dime has 118 ridges around the edge, a quarter has 119



"Shut off your cell phone, GPS, iPod and Bluetooth headset, then let me know if you still hear the voices."

Shiny New Gadget Of The Month

Tossing Your Video Cam To The Wind



Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the **Lily flying camera**, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business. Shooting video from the air, hands-free, quite literally means the sky's the limit on what you can do. It also means you can **shoot great marketing videos** without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

New Partner

Szymanski's have partnered with **Expedient** for cloud solutions. **Expedient** provides a superior infrastructure experience and a clear economic and strategic value. Their work ethics and values are aligned with ours and we know you will be very pleased with them.

Like Szymanski Consulting, their core values are ethical conduct, innovation and customer focus. We looked at several options and felt **Expedient** was the perfect fit for us and our clients.

As you know the cloud offers businesses more scalability, more availability of internal resources and less hardware maintenance.

Searching for a cloud solution is trickier than you would suspect it to be. As the cloud storage revolution has exploded, a myriad of cloud computing providers have sprung into being, each offering services that vary greatly. This is another reason we have chosen **Expedient**, they will help you with a solution to match your unique needs.

Call Cathy today to set a meeting up to discuss what Expedient and Szymanski's can do for you. 814-240-1454 x300

Gently Used Laptops For Sale

We have recently 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 for more information.

17 'Internet Of Things' Facts Everyone Should Know

The Internet of Things is here and it's growing rapidly. Internet of Things (IoT) or Internet of Everything (IoE) refers to devices or objects that are connected to the Internet, like your smartwatch, Fitbit, or even your refrigerator. These devices are able to collect and transmit data via the Internet, contributing to our big data world.

Smart, connected devices are already transforming our world and the competitive forces in business. To demonstrate how fast this sector is growing and what an impact it will have on our lives and business, I've rounded up 17 of the most mind-boggling IoT numbers and stats that prove that the phenomenon is here and here to stay.

1. The majority of people (87%) have not heard of the term 'Internet of Things'.
2. ATMs are considered some of the first IoT objects, and went online as far back as 1974.
3. Back in 2008, there were already more objects connected to the Internet than people.
4. This year, we will have 4.9 billion connected things.
5. And some predict that by 2020, the number of Internet-connected things will reach or even exceed 50 billion.
6. In 2015, over 1.4 billion smart phones will be shipped and by 2020 we will have a staggering 6.1 billion smartphone users.
7. The IoT will connect many of the devices we have in our homes, from smart thermostats to smart fridges. Companies like Google and Samsung understand this. Google bought smart thermostat maker, Nest Labs, for \$3.2 billion, and Samsung purchased connected home company SmartThings for \$200 million.
8. By 2020, a quarter of a billion vehicles will be connected to the Internet, giving us completely new possibilities for in-vehicle services and automated driving.
9. In fact, we already have cars that can drive on their own – Google's self-driving cars currently average about 10,000 autonomous miles per week.
10. The global market for wearable devices has grown 223% in 2015, with Fitbit shipping 4.4 million devices and Apple selling 3.6 million Apple Watches.
11. And yes, Internet-connected clothing is coming. Estimates predict that 10.2 million units of smart clothing will ship by 2020, compared to a meagre 140K units in 2013.
12. Today, the market for Radio Frequency Identification (RFID) tags, used for transmitting data to identify and track objects, is worth \$11.1 billion. This is predicted to rise to \$21.9 billion in 2020.
13. Machine-to-machine (M2M) connections will grow from 5 billion at the beginning of this year to 27 billion by 2024, with China taking a 21% share and the U.S. 20%.
14. GE believes that the "Industrial Internet" (their term for IoT) will add \$10 to \$15 trillion to global GDP in the next 20 years.
15. According to estimations by the McKinsey Global Institute, the IoT will have a total economic impact of up to \$11 trillion by 2025.
16. Having a connected kitchen could save the food and beverage industry as much as 15% annually.
17. CISCO believes the IoT could generate \$4.6 trillion over the next ten years for the public sector, and \$14.4 trillion for the private sector.

The IoT is only going to grow. I believe that currently less than 0.1% of all the devices that could be connected to the Internet, are connected to the Internet. Just think of the tremendous potential and limitless opportunities this brings for business and society.

Bernard Marr is a best-selling author, keynote speaker and business consultant in big data, analytics and enterprise performance. His new books are 'Big Data' 'Key Business Analytics'

Outlook Tips To Increase Productivity

Outlook is considered one of the most powerful email platforms due to its ability to enable business users to manage emails, contacts, tasks, appointments, and so much more. But most people only use a small percentage of the features available in Outlook, without mastering the shortcuts and advanced features. We highlight two nifty tricks that will help you realize the full potential of Outlook and make the most of your email communications

- **Filter Emails:** We all get bombarded with new emails every day. Finding relevant emails and messages that you really need to re-read can be time-consuming, especially if you have to keep going back to old emails in a huge inbox. That's where the *Filter Email* option comes in. With this filter you can instantly sort your mailbox to show only certain types of emails, such as those with attachments and specific time periods. You can also type into the search box to drill down even further in your filtered view.
- **Write New Emails Instantly:** This shortcut is designed to save you time from switching back and forth between Outlook and other programs. Regardless of what you currently have on your screen, you can create new emails, appointments, meetings, contacts, and tasks easily. Simply right-click on the Outlook icon to open a list containing these direct shortcuts.

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 July and August. 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.

SAVE THE DATE

Szymanski's annual get together is scheduled for **December 3, 2015** at the Bayhawks Arena.

The game will begin at 7:10 PM, with gates opening at 6:00 PM. The Bayhawks will be taking on Iowa Energy. You will be getting your invitations soon. For now though we wanted you to save the date.



As always you and your family are invited to attend. We just need to know how many will attend so that we can have enough tickets, food and beverages.

As in the past we will have the sky boxes up top, to watch the game and enjoy each other's company. This is definitely a family oriented evening so we encourage you to plan on bringing your family with you.

We hope you will be able to make this fun enjoyable night out.

5 Smart Tips To Keep Smartphones Safe

For better or worse, we are practically "married" to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defenses.

So how do you protect your phone and yourself from vicious attack by these cybercriminals?

Here's a basic checklist to keep you and your "beloved" safe.

1. Keep your phone with you at all times. Remember, if somebody swipes it:

- It can be used to access your money, or steal your identity.
- Someone can pose as you on your social media accounts.
- A thief can use your SIM card to rack up phone bills.

2. Keep your phone secure.

- Set a secure entry password.
- Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
- Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
- Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.

3. Keep your data secure.

- Back up your data regularly.
- Don't save passwords or PINs on your phone.
- Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.

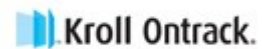
4. Use apps safely.

- Apps can transmit personal data. Select permissions carefully when you install them.
- Always source apps from trusted providers and check feedback from other users.
- If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

5. Be selective about how and where you use your phone.

- Stick with trusted web sites and apps when you download anything.
- Never download content from an unknown source or one you can't verify.
- Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
- Log out of web sites when you are done using them.
- Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.



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