

Triangle Tech Times

*"Insider Tips To Make Your Business
Run Faster, Easier, And More Profitably"*

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Rob Downs
President & CEO
Managed IT Solutions

"As a business owner, I know 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!"

A Peek Inside!

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

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 919-848-3259 or via e-mail at info@managedits.com to schedule a time to discuss your particular situation and what solutions are available to you.

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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!**

Free Report Download:

What Every Small Business Owner
Must Know About Protecting And
Preserving Their Company's Critical
Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network 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.

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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?

Fare Thee Well, Ted!



After a wonderful and dedicated 12 years with Managed IT Solutions, the original PC Guy himself, Ted Creekmore will be retiring! You know him as our founding father and former owner, who started it all in 2003 as Call the PC Guy, later rebranding in 2012 as Managed IT Solutions.

We'll be throwing him a farewell open house on **Friday, June 26th, 2015**. Join us for some great food, drink, and maybe a beer or two to wish Ted a happy retirement! Come armed with your favorite Ted encounter and we'll swap stories! It'll be an all-day open house from 8:30 am. – 5:30 pm. Stop by anytime during these hours to wish him farewell.

Please RSVP by June 10th so we can plan for your attendance. See you then!
Call 919-848-3259 to RSVP

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MITS Featured Client Of The Month

Barefoot & Associates

North Carolina is renowned for its breathtaking scenery and impeccable landscapes. The landscape and turf service industry is alive and well here! One company stands out amid the turf wars – Barefoot & Associates in Smithfield. With over 40 years' experience in agronomy and horticulture, the company's commitment to customer service singles them out from the herd, giving the client that 'WOW' experience with a customizable service plan.



Scott Reeder
President & CEO

President and CEO Scott Reeder rose from the ranks to make partner in 1993, one year after he began.

Former owner James "Bo" Barefoot recognized Scott's vision for the company and in 2009, passed him the baton and gave him majority ownership.

Today Scott rests his laurels on the company's significant growth and its expansion into hardscape design featuring custom patios, retaining walls and fire pits, to mention a few. Victory may have been hard-won, having weathered Barefoot and Associates' growing pains – growing faster than its financial machinery. To control their growth, Scott has become selectively savvy about their client base, going for the long haul, nurturing clients for life.

When you set foot at Barefoot & Associates, (no pun intended!) know that you're also in State territory, for they love their Wolfpack! The company is home to numerous NC State University alumni, Scott included. Co-partner Eugene Foushee came aboard after graduating from NC State. Barefoot & Associates built most of the turf grass research plots and research greens at the university's Turfgrass Field Research Center and the practice links for the NCSU Golf Team.

It's not all turf for the landscape gurus, however; there's also some surf involved. On occasion, the company has chartered a boat to do some deep-sea fishing. As for the quintessential family man, Scott devotes his spare time to his wife, Jennifer, and daughter, Darby. Both Jennifer and Scott can often be found cheering Darby on at a pageant or a dance competition.

Security Briefing — *Don't Forget To Spring Clean Your Personal Information*

May is here already! While transitioning from spring cleaning your home keep in mind that it is important to do the same with your information security, both at home and work. Here are a few tips on how to do it properly:

- When clearing out unnecessary papers from your file cabinets or wallets/purses, make sure you don't just throw them out. Shred any documents that have your Personally Identifiable Information (PII), like your bank and credit card statements, insurance mailings and old tax returns.
- Double-check your computer, smartphone and tablet. Ensure your device has an anti-virus solution running and that the virus definitions are up to date. Check your operating system to ensure it has all patches installed. Remove any unneeded programs or apps. Defragment if you have an older PC or keep a lot of files stored. You can even download a free vulnerability scanner, like *Nessus*, to check for any unseen vulnerabilities.
- You may also want to take this time and get rid of reused, old or weak passwords. Use a password manager to create stronger passwords and store them for each of your online accounts.
- If you plan on replacing or upgrading your computer and getting rid of the old one, remove the hard drive first to protect all your previous online data. Options include: 1 Wiping the hard drive and reusing as extra storage – This makes it harder (not completely impossible) for someone to obtain your old data. 2 Hard drive shredders – Very expensive; however you can contact a professional (cheaper) such as *Shred It* or *Iron Mountain* (these can also shred your personal documents mentioned earlier). 3 Electromagnet or degauss – Not as expensive as hard drive shredders, but not always easily accessible. 4 Physical destruction of the hard drive - You can do this yourself with drills, hammers, blow-torches or guns. But, please, keep in mind your safety and the safety of others with these methods, as they are at the extreme end of hard drive destruction.
- Go through all your online accounts, including shopping, social media and other email subscriptions. Deactivate any that are obsolete.
- Empty your personal and professional inboxes of emails that are no longer needed or outdated. This will help clear space on the servers (especially at work), allowing them to run faster without issues.

Source Taken From Solutionary.com

Did You Know That Managed IT Solutions Offers...



CLOUD SOLUTION

Let us shoulder the burden of dealing with technology

You depend on software like Exchange, SharePoint or Quickbooks to keep your business running smoothly. But what if you could outsource all the stress this technology creates and enjoy only the benefits? With Cloud Services, that's exactly what you get.

Because your software and applications are hosted by the experts at Managed IT Solutions, you'll never have to worry about the management, maintenance or equipment that keeps them running smoothly – so you can focus on running your business.

With Cloud Services from Managed IT Solutions, you get:

- 🔗 **Application Hosting** - customized support for your unique business needs
- 🔗 **Hosted Exchange** - stop spam and store your emails safely
- 🔗 **Hosted SharePoint** - for more efficient collaboration



Cloud Services from Managed IT Solutions let you experience the advantages of Microsoft and other technologies that can take your business to the next level, along with a team of experts to manage it all. Check Out More on our [Move To The Cloud page](#)

Cloud Services from Managed IT Solutions allow your business to harness the power of the Internet in order to better leverage your investment in technology. We can modernize your business with improved security, organization, collaboration and communication.

THE PICK-UP LINE

In the world of dating, a successful **"pickup line"** can make or break any chance of getting to strike up a conversation with someone you would like to meet. Below are a few examples of what some people thought were great **"pickup lines."**

"I'm not a photographer, but I can picture me and you together."

"Can I have directions?" "To where?" "To your heart."

"I thought happiness started with an H. Why does mine start with U?"

"Is there an airport nearby or is that just my heart taking off?"

"You're so beautiful that you made me forget my pickup line."

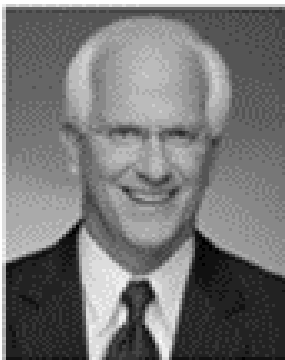
You are probably wondering why I am addressing dating **"pickup lines"** in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every **consumer buying encounter**. Probably one of the most famous **business pickup lines**, which added instant profits to their bottom line, was by the fast-food chain McDonald's: **"Would you like fries with that?"** I have read where some experts have stated that McDonald's added an additional \$20 million in profits just by asking that one simple question.

Is your company leaving potential profits on the table, just waiting to be scooped up, if only your employees were trained in asking an additional, simple, not pushy question ... that could possibly entice your customer to spend more money? I believe there are thousands of companies today doing just that. It is your job to exploit every sales channel to its fullest potential; but you need to do so by thinking like your customers. How would they like to be served better? What else could they possibly need, that they may have forgotten? Sometimes just planting the seed (*suggestion*) can lead to additional sales.

What else do your customers need? How can you best serve them? As long as your **"pickup line"** doesn't alienate customers, you should take advantage of the current selling transaction; the **"pickup line"** technique can add a considerable amount to your bottom line. I fly a lot, and in every Hudson Newsstand in the airports, they ask me if I want water, candy or gum when I am buying anything in there; they do it **EVERY** time. Southwest Airlines upsells better seating on planes so customers can get early boarding and be assured of overhead space for their bags. Waiters can ask if you want an appetizer, salad or bread with your meal ... and then after your meal ask if you want another dessert, coffee or glass of wine.

The retail marketing giant Amazon says the cross-selling suggestions on its website account for 35% of its sales; they fully take advantage of every opportunity they can to sell more merchandise ... DO YOU? If you want to add additional profits to your bottom line, start perfecting your **"pickup lines."**

One thing is for certain ... if you don't ask for it, you certainly won't get it.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Shiny New Gadget Of The Month:



SaneBox

SaneBox

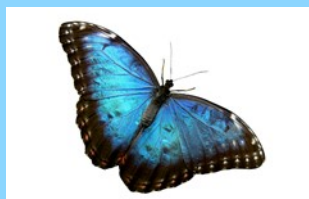
Have you ever felt overwhelmed or even drowning with the number of emails in your inbox?

Then SaneBox could be your answer. This month's gadget is a cloud-based software application that helps you manage your email. SaneBox analyzes your email behavior on all your devices. Then, based on which emails you let slide and which ones you open right away, SaneBox creates rules about sorting your email for you. The result? Your inbox only has emails you need to attend to now. All other emails go to your SaneLater folder. You can drag and drop emails from that folder to your inbox, and from then on, those emails will display in your inbox.

SaneBox keeps you focused on high-priority emails. There's nothing to download. There are additional productivity features to manage tasks, your calendar, and your attachments. And the SaneBlackhole is the fastest way to unsubscribe from emails. See www.sanebox.com.

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The Lighter Side: 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.

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.

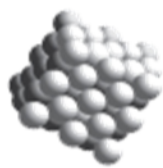
There are many companies who use telecommuting practices very successfully. They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx and Campfire chat by 37signals to do just that. They support these tools with products such 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.

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