

Triangle Tech Times



PALLADIUM
NETWORKS

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

◆ ISSUE 8
◆ AUG.
◆ 2014



“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!”

—Rob Downs, Palladium Networks

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3 Expensive Missteps You’re Probably Making With Your Data Backups

I want to share with you 3 common missteps companies tend to make with data backup, could be happening to you as you read this...

- 1. Not Doing A Reverse Backup.** If you use any line of business application in the cloud to store data – including accounting records, client files and the like – you should be backing up ALL of that data to your location on a regular basis. How frequently? That depends on how much you are willing to lose. If you could lose a week of data, then back up weekly. If the thought of losing a week puts you into fits, then back up daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don’t risk it!
- 2. Depending On Employees To Save Data To Your Server.** Many offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being backed up; and if you’re depending on them to remember to do it, you’re asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone’s memory.
- 3. Having A Single Point Of Failure.** If you’re still using outdated tape drives (and we hope you’re NOT) you might discover that nobody can remember the password to access the data on it. Or there may be only one person in the organization who knows where your data is being backed up and how to access it. A smart move would be to walk through a couple of “what if” scenarios to see if you actually have what you need to recover your data.

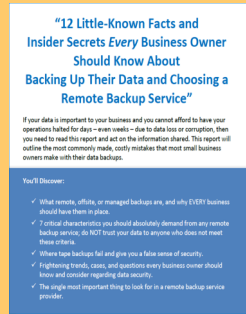
Having a good, reliable backup and disaster recovery plan is essential for every business, and it should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want the cheapest parachute strapped to your back? Of course not – and that doesn’t mean you need to spend an arm and a leg for the most expensive one either.

If you’re not on our Palladium Continuum solution and you’re using a cheap offsite backup like Mozy or Carbonite, OR if you’re using outdated tape to back up your data, then give us a call IMMEDIATELY at **919-386-1127** to find out how we can let you sleep easier at night with a far more reliable data backup. Don’t wait; call us today for a FREE Business Continuity Assessment to find out how to protect yourself from data loss, corruption or extended downtime.

Get More Free Tips, Tools, and Services at www.palladiumnetworks.com

FREE Report

12 Little Known Facts Every Business Owner Must Know About Data Backup



If you are a business owner relying on tape drives, external hard drives or USB devices to backup your data, you probably think you're safe? Download our business whitepaper for FREE.

You'll learn what most IT consultants don't know or won't tell you about making sure your company's critical data is safe from loss, corruption, cyber criminals, natural disasters and employee sabotage, in addition to this:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place
- 7 critical characteristics you should absolutely demand from any offsite backup service; do NOT trust your data to any company that does not meet these criteria
- Where tape backups fail and give you a false sense of security
- The #1 cause of data loss that most business don't even think about until their data is erased

Download your FREE Report Today

www.palladiumnetworks.com/bdr/

Student Laptop Buyer's Guide: Use These 6 Tips When Buying Your Student's New Laptop This Fall

School is almost back in session. If you're in the market for purchasing a new laptop for one of your children (it seems like anyone from elementary schoolchildren to college graduates need a laptop these days, right?), here are 7 tips to get the most out of your laptop purchase.

Tip #1: Bigger is NOT necessarily better when it comes to laptops. If your student is on the go, smaller laptops are going to be your best bet. Go for less than 4 lbs. and either 11" or 13" screen size. The SurfacePro, UltraBook or MacBook Airs are all solid options for most students.

Tip #2: Pay for a good design. A student will be using their laptop day in and day out. Choose sleek over clunky. Also opt for a design that is made to protect the display and resist wear and tear over the next few years of use.

Tip #3: Buy for the long haul. Think about how long you want your student's computer to last. Make the mistake of saving a few bucks now for a cheaper processor, lower memory or smaller hard drive and you'll be regretting that decision when you're buying another laptop in 2 years instead of 3 or 4.

Tip #4: Go for long battery life... your student will use it! Six hours of battery life is the MINIMUM spec you should purchase. If you can get 10+ hours of battery life in your budget, go for it.

Tip #5: Consider touch screen hybrids. Many Windows 8 devices such as the SurfacePro allow you to use the device as sort of a tablet/laptop hybrid. For kids that grew up on tablets and smartphones, these hybrids make them feel right at home with their new computer and actually make them more efficient.

Tip #6: Mac versus PC. This decision is really up to you and your preferences. Software choices these days allow your student to do just fine with either choice. Choose whichever operating system your student is used to using and they'll do just fine.

Still unsure what to buy? Don't hesitate to give us a call and we'll be happy to guide you in the right direction. We're here to help.

Would you like to get a Kindle Fire HDX 8.9 FOR FREE?!

From May 1st through August 31st Palladium Networks will be running a referral contest to win this device. Whomever brings us the most referrals between May 1st, 2014 and August 31st, 2014 will win the Kindle Fire HDX 8.9. In order to qualify as a referral, this company must have 10 or more computers, have central operations within the greater Triangle and Triad areas, as well as, they must know that we will be contacting them to set up a time to give them a Free Network Assessment. For more details:

Please call us today at 919-386-1127



Get More Free Tips, Tools, and Services at www.palladiumnetworks.com

Palladium's Featured Client Of The Month

Hamilton Point Investment Advisors, LLC



Andrew Burns, David Stephan, Martha Ford, Rick Woods, and Nathan Byrd

Andrew Burns and Rick Woods co-founded Hamilton Point Investment Advisors, LLC in June 2007. Andy, who had served as President and Chief Investment Officer for another investment firm in New York, was looking to return to North Carolina with his family and to start his own investment advisory firm. Rick, living in Atlanta at the time, was a long-time acquaintance of Andy's and was looking to get his family back to North Carolina and to find an entrepreneurial opportunity where he could apply his years of experience in finance and investments. With that background and a combined 40+ years of experience in investments, it made sense to "join forces" and open Hamilton Point in Chapel Hill.

The challenges of starting a new business were many – finding office space, developing legal documents, complying with Securities and Exchange Commission regulations, installing IT and communications systems, hiring personnel – and all had to be done before they could move along to the actual business of managing money for clients. Nonetheless, with persistence and good partners that could be relied on to help get things off the ground, the firm successfully grew over the last 7 years and now includes 5 employees managing over \$225 million in investments for high-net worth individuals and non-profit organizations.

With the pressure of that initial "start-up" phase in the rear-view mirror, Hamilton Point now aspires to maintain the "boutique" feel and high level of service, even as the Hamilton Point family grows to include more clients and presumably more staff to serve them. As Rick stated, "We enjoy the challenge of thinking long-term in a world that seems to be focused increasingly on the immediate future. We particularly enjoy being trusted partners to our clients that they rely on for advice on all matters financial. Those relationships with clients built over years, and eventually decades, are a unique part of this business that is particularly special."

Hamilton Point's growth has also included an increased presence in the community, of which they are particularly proud. Andy Burns commented, "We feel fortunate that we were able to build this business in the Triangle, which is such a thriving place to be. One way we seek to further contribute to the success of the region is to be partners with Triangle Community Foundation, NC Center for Nonprofits, Habitat for Humanity, Ronald McDonald House, Methodist Home for Children and Rotary, among other organizations we support. Organizations like these ultimately help every business in our region; we look forward to seeing what our firm and the community becomes in the next 7 years and beyond."

!!Security Briefing!!

Goodwill Industries International

Do you find yourself at the occasional thrift shop looking for the best bargains? Have you ever shopped at a Goodwill? How about in recent months? Goodwill Industries released information on Friday, July 18 about a possible incident of stolen payment and card numbers. The organization said it has not yet confirmed a breach, but they are working with federal authorities to investigate the matter. In an email sent by the company, Goodwill Industries states...

"Goodwill Industries International was contacted last Friday afternoon by a payment card industry fraud investigative unit and federal authorities informing us that select U.S. store locations may have been the victims of possible theft of payment card numbers. Investigators are currently reviewing available information. At this point, no breach has been confirmed but an investigation is underway. Goodwill across the country take the data of consumers seriously and their community well-being is our number one concern. Goodwill Industries International is working with industry contacts and the federal authorities on the investigation. We will remain apprised of the situation and will work proactively with any individual local Goodwill involved taking appropriate actions if a data compromise is uncovered."

It remains unclear how many Goodwill locations may have been impacted, but sources say they have traced a pattern of fraud on cards that were all previously used at Goodwill stores across at least 21 states, including Arkansas, California, Colorado, Florida, Georgia, Iowa, Illinois, Louisiana, Maryland, Minnesota, Mississippi, Missouri, New Jersey, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, Virginia, Washington and Wisconsin. It is also not known at this time how long ago this apparent breach may have begun, but those same financial industry sources say the breach could extend back to the middle of 2013.

Did You Know That Palladium Networks Offers...



PALLADIUM
CONTINUUM

Business Continuity And Disaster Planning

With hurricane season coming in full force this next couple months, do you know, if disaster were to strike your business today would you be able to survive it? "I don't feel truly protected with the data backup solution I have now, but I don't know how to change it." Do you worry about things like this?

With strategic Disaster Recovery solutions from Palladium Continuum, you can rest assured your business and your Computer Hard Drive Backup system are safe and sound.

With Palladium Networks behind you for Disaster Recovery and Business Continuity Planning, you can rely on our experts to:

- Calm your fears about the disasters you can't control, with Data Backup solutions from Palladium Continuum, to safeguard you from all that's out there.
- Decrease downtime in the case of a disaster, with Recovery and Back Up strategies that will have your business running smoothly again in no time.
- Say goodbye to error-prone tape backups, with comprehensive Business Continuity plans that continually back you up.

We can give you the power to stop worrying about your irreplaceable business data and focus on running your business.

Want To Know For Sure If Your Current Backups Are Truly Keeping Your Data Secure?

Our Free Security Analysis Will Reveal the Truth...

At no charge, a security specialist will come on site and...

- Audit your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data's security.
- Review procedures for storage and transportation of data. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backup to make sure they are accurately backing up all of the critical files and information you would NEVER want to lose.
- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.
- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

6 THINGS LEADERS FORGET TO DO THAT PUT THEM AT RISK

There's much to remember to be a successful leader. Sometimes leaders get so busy and engrossed with day-to-day operations that they forget some critical activities. Here are 6 items that need to be on your leadership agenda:

1. Grow a replacement. Your employer can't promote you until they have someone to replace you. You can't move up in the organization if you're the only one who can do that job where you're at right now. And if you're the top boss, you can't let succession planning languish or the fate of your entire organization hangs in the balance.

2. Anticipate problems. Most problems simmer on the back burner before they start to boil over. Like a professional pilot, you've got to be scanning all your instruments and the horizon to make sure you don't get slammed by a potential problem (or at least be completely ready for the problems you can't avoid).

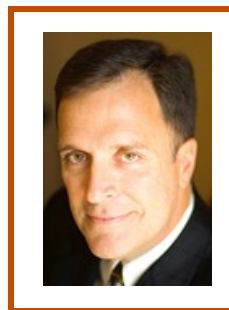
3. Exploit opportunities. Most leaders know what (and who) is wrong, but they become oblivious to opportunities. Who are the star performers who need recognition and development? What are the great opportunities just waiting to be seized? It isn't simply positive/negative thinking: it is about being as focused on the good and opportunistic as you are on the bad and problematic.

4. Change before it is necessary. We all know about the power of disruption and its potential to ruin us. Why do we wait until the last moment to change? Why not preempt? Staying successful isn't based on your ability to change: it is based on your ability to change faster than your competitors, the needs of your customers and the demands of the marketplace. If you have to change just to keep up, you've lost whatever competitive advantage you could have enjoyed by changing sooner.

5. Stay relevant. What does it even mean to be relevant? Relevancy is about being closely connected: your colleagues, your customer and vendors, and your marketplace. You are deemed relevant when others believe you affect them and their success, and that therefore you and your work matter. In business, customers make the evaluation as to a firm's relevance. What are you doing to stay up-to-date and salient about what matters most to those you lead and serve?

6. Take care of themselves. "Taking care of yourself" seems selfish, doesn't it? Maybe that's why so many leaders neglect to do so. Consider: if you're going to model the energy you expect from others, give support and lead the way, you need to be at the top of your game, mentally, emotionally and physically. Burned-out leaders burn out followers. The right diet, exercise and rest aren't luxuries but very real necessities for successful leadership.

With so much to do, you need to keep a clear and up-to-date agenda of the truly important things you consistently need to do. To work without an agenda—and to forget to do the 6 things above—puts you at risk as a leader.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com

Shiny New Gadget Of The Month:

Don't you
sometimes wish you
had a
teleprompter?

CuePrompter Online Teleprompter

CuePrompter is a free teleprompter/autocue service. Your browser works like a teleprompter—no extra software needed! You can use it for free in both commercial and non-commercial settings!

Videos are a great way to get clients to hear what you have to say, whether you post your video on Facebook, LinkedIn or Google+, or whether you e-mail it out to your clients. CuePrompter makes creating those videos so much easier—now you don't have to look down at your notes or memorize your three-minute speech, and the best part of this neat web site? It's totally free.

CuePrompter works well with most operating systems and browsers and allows you to make the text as big as you need it to be. It's easy to control the speed settings as well as reverse and fast-forward as needed.

This handy gadget can be found for FREE at www.CuePrompter.com. Just type in what you want to say, and you're in business. Now go out and make a video!

The Lighter Side: Silly Summer Stories

How to Grow Strawberries:



Farmer Evans was driving his John Deere tractor along the road with a trailer load of fertilizer. Tim, a little boy of 8, was playing in his yard when he saw the farmer and asked, "What've you got in your trailer?" "Manure," Farmer Evans replied. "What are you going to do with it?" asked Tim. "Put it on my strawberries," answered the farmer. Tim replied, "You ought to come and eat with us, we put ice cream on our strawberries."

Young Entrepreneur:



Robert, who was 6 years old, was looking at the ripe red tomatoes growing in Farmer White's garden. "I'll give you my 2 pennies for that tomato," said Robert, pointing to a beautiful, large, ripe fruit hanging on the vine. "No, I can't do that," replied Farmer White. "I can get a dime for a tomato like that one." So Robert pointed to a smaller green tomato: "Will you take 2 pennies for that one?" "Oh, yes," answered the farmer, "I'll give you that one for 2 cents." "Okay," said Robert smiling, sealing the deal by putting the coins in the Farmer White's hand, "I'll collect it in a week's time."

Warning: If You Are Using WordPress For Your Company Website, There Is A 73% Chance Your Site Is Vulnerable To Be Hacked

Hackers are crazy busy right now, and WordPress websites are their favorite target! So far this year, hackers have broken every record to date. In 2012, there were roughly 192,000 WordPress sites worldwide. In March 2014 alone, a single hacker used 162,000 hacked WordPress websites in just one single attack.

A recent study by EnableSecurity concluded that 73% of the 40,000 most popular websites that use WordPress software are vulnerable to attack. WordPress is the most popular blogging and content management system in the world and powers 1 out of every 5 websites.

The main culprit in these vulnerabilities is violating the first rule of WordPress security - not running the most up to date version of WordPress. In fact, if you're not running the very latest version of WordPress, then the chances that your site is vulnerable to any hackers using simple, free automated tools.

Here are 5 quick tips on keeping your WordPress website secure:

1. Always run the very latest version of WordPress.
2. Be conservative in your selection of plugins and themes (and run the latest versions of these).
3. Make sure every user has their own strong password.
4. Put a Web Application Firewall (WAF) in front of your website.
5. Force logins and admin access to use HTTPS.

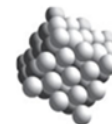
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