

Triangle Tech Times



PALLADIUM
NETWORKS

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

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"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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Could The Dog Days Of Summer Be A Threat To Your Business?

How To Ensure The Heat Doesn't Fry Your Server (And Your Profits!)

With the "dog days" of summer upon us, most business owners are looking for ways to keep their company's sales and profits HOT, while keeping their IT expenses COOL. But if proper attention is not given to your server and network equipment during the summer, all that heat outside can actually bring your company's growth to a grinding halt and increase your IT expenses significantly.

Excess heat can be a big problem for small to mid-sized business servers, since a server that becomes overheated usually costs more in energy, fails more often and is more likely to crash. For most companies, a server crash can mean hours or days of downtime, unproductive employees, HUGE amounts of stress and thousands of dollars in lost opportunity.

"7 Steps Every Business Owner Must Take To Prevent A Server Crash"

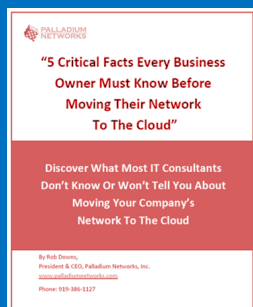
Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing this summer:

1. Tidy up the server room; a neater room will increase airflow.
2. Keep the doors to the server room closed and seal off the space.
3. Make sure cold air reaches all the equipment.
4. Have a redundant A/C that is specifically designed for computers.
5. Buy a rack enclosure where the cooling is built into the bottom of the rack.
6. Keep the temperature at no more than 77 degrees Fahrenheit.
7. Consider virtualization or cloud computing so that you are generating a lower amount of heat in the first place.

Protect your server and computer equipment from frying with our FREE "Beat The Heat" Network Audit. Schedule your "Beat The Heat" Audit today by calling our office at 919-386-1127. Offer Expires August 15th, 2014.

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

Free Report Download: If You Are Considering Cloud Computing For Your Company – Don't, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today:

5 Critical Facts You Need To Know Before Moving To The Cloud

How To Use Your Client/Prospect E-mail List To Significantly 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.

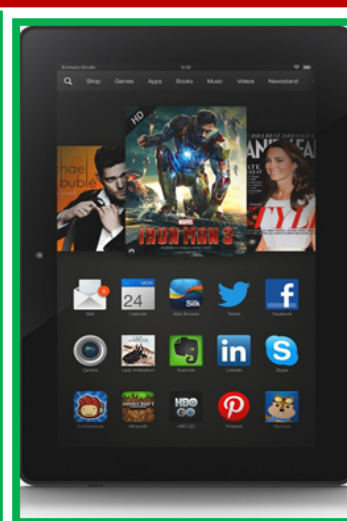
Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

To find out more about custom audiences and how to get started, simply Google "Facebook custom audiences" and you'll find all of the "how to" that you need.

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

Triangle Pediatric Center



January 1980 marked the opening for Triangle Pediatric Center in Cary North Carolina. Dr. Teresa Salter began her business as one of the first female pediatricians in the Triangle region. A few years ago Dr. Salter was honored as a notable Woman of Western Wake by Cary Magazine, which holds a special event annually to honor the most influential women of the area. Finding the appropriate amount of space initially was difficult for Dr. Salter, as she was originally set up to practice in downtown Cary on Academy Street. Growth of the practice allowed for a continual joining of new physicians to the Triangle Pediatric Center. A second addition of Dr. David Horowitz was followed closely by Dr. William Adams, Dr. Irene Chao, Dr. Samantha Baer and most recently Dr. Mary Elizabeth Capps.

As the practice grew so did the need for space that led the business to move to a larger location on South West Cary Parkway, which became home to the company for over 20 years. In 2012 the demand for larger accommodations led to the purchase of land only 2/10ths of a mile from the old office. The goal of a well thought out, larger and more modern office was realized in March of 2014. As the practice continues its upward movement and development, the addition of another Pediatric Nurse Practitioner is an intently desired ambition of Triangle Pediatric Center.

Outside of the everyday hustle and bustle of Triangle Pediatrics, fascinating and inspiring personalities emerge through unique hobbies and interests. Dr. Salter loves to go to the beach and kayak and is an amateur photographer. Dr. Samantha Baer is a musician and plays the bagpipes; she has also served our Country in the United States Air Force, and during her service was stationed in Turkey. Dr. Bill Adams was born in Virginia and followed in his fathers footsteps, whom is a physician as well. Although he has reached an age over 90, Dr. Adams has loyal patients who will only see him for their care. Other than the business being medical in nature, daily necessary operations at Triangle Pediatrics would not be possible without the contributions of the excellent administrative staff. As the Practice Administrator, Sharon Ahearn loves to travel; having visited over 40 countries she has a love for reading British novels and watching British TV. Most of the team at Tri Peds lives in Cary and takes pride in supporting the local community and trades by attending concerts or giving business to the city's restaurants and the local farmers markets.

Triangle Pediatric Center is most proud to continually provide care for the many generations of Triangle families that have chosen Tri Peds for their children's nurturing, treatments, health and support. A recent office visit brought in 4 loyal generations of women – A great grandmother, the grandmother who in years past brought her daughter to Triangle Pediatrics for care, her daughter who was once Dr. Salter's patient and the newest member of the family that Triangle Pediatrics will be taking care of - a newborn baby girl!

Be On The Look Out...

No, "Juice-Jacking" is not some steroidal enhancement for your favorite juices... Instead, Juice-Jacking poses what could be a much larger threat to those with sensitive information to be kept under lock and key.

Do you travel for business? How about pleasure? Have you ever found convenience in using the electronics power stations provided for free in many airports and even aircrafts? If so, you may unknowingly be passing confidential or privileged information into the wrong hands.

This is especially important to those that own or operate within the higher more enigmatic end of a business. "Juice-Jacking" as it is known, is a new threat that allows a hijacker access to your most personal data through what seems to be a harmless charging station. Most basic power or charging cords that you place into your home outlets to give life to your electronics contain 4 internal electric cords, 2 for power transmission and 2 for data transmission between collaborating entities. This is particularly critical in any who use an iPhone or various other Apple devices. Apple products have an automatic command to sync information and data when plugged into a data feeding or gathering source. If you have an Apple device, you know what I'm talking about, when you plug into your computer the device begins to add any newly downloaded data to your computer or gain any new data present in iTunes, for example.

Since this has become a recent threat and awareness, companies are beginning to create devices that block such interaction between elements and allow for the simple carrying over of only the electric charge to your device. Stay weary when traveling and look into bringing one of these devices with you if you plan on using anything but an electric outlet when juicing.

!!Security Briefing!!

P.F. Chang's



Have you found yourself at P.F. Chang's China Bistro within the past 9 months, salivating over the Crispy Honey Chicken and Spicy Dynamite Shrimp? Well you may have got much more than you bargained for from an enjoyable night on the town.

There has been a recent announcement of a Credit Card Breach at P.F. Chang's China Bistro. This breach in question appears to have been going on over at least the past nine months. New information settles that the start of the breach at this well known restaurant chain began on or around Sept. 18, 2013, and didn't end until June 11, 2014 which was one day after the news broke out that such a breach had been uncovered.

While P.F. Chang's will not release further information on whether or not the time frame is in fact accurate or if all chains of the restaurant were affected, assumptions indicate that an estimated 7 million cards could have been exposed within that time.

If you have purchased from P.F. Chang's around this period, we advise that you speak with your Credit Card holding company immediately to question whether there is a possibility that you are amongst those affected.

Did You Know That Palladium Networks Offers...



PALLADIUM VOICE

**Whether your needs are hosted or on-site Voice Over Internet Protocol,
we at Palladium Networks can accommodate.**

A hosted VOIP system allows users to have fully functional business phones within their office area without the need for extra hardware other than the phones themselves. This is a great option for smaller companies that would rather not have the need for extra set-up onsite, potentially creating extra costs for supplies in excess of what is needed. A hosted system will leave all of the so-called "heavy lifting" to the off-site VOIP provider that will deliver the calls to your in office phones.

An on-site VOIP system on the other hand is a great option for larger companies that are in need of a greater amount of extensions or lines. This can cut costs that hosted services can charge for having the need for the additional lines. Having an on-site VOIP system allows the company its own IP based private branch for receiving and sending call data. This can have benefits of greater call clarity and allow for a higher volume of calls to be tended to at any one given point in time.

Would you like to know which system type would best fit in your office?

Schedule your FREE VoIP assessment and plan of action today by:

Visiting us [HERE](#)



If the hosted system meets your needs.

We offer hosted VOIP services through Cytracom.

Get a new advanced phone system with no hardware costs and less than \$25 per month per phone. This includes unlimited local and long distance calling.



If you find the on-site system is best for you.

We offer on premise VOIP services through 3CX.

The on-premise varies in price depending on the size requirements of your system. Sign up for your FREE VoIP assessment today and receive a no-obligation quote.

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

THE TOP 5 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.

MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business make-over expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit <http://www.mikemichalowicz.com/>

**Shiny New Gadget
Of The Month:****Inflatable Movie Screen**

This 120-inch-diagonal air blown 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 fund-raising 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.

The Lighter Side: 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 ARRRRRR!

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

A: SUNDAY!

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 AveraIF.** 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 supercool 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!

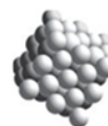
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