

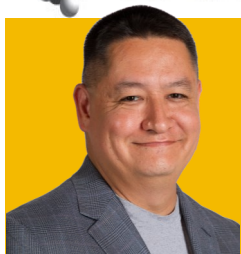
# Triangle Tech Times



PALLADIUM  
NETWORKS

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

◆ ISSUE 11  
◆ NOV  
◆ 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

*A Peek Inside!*

Save Money and Update! .....	Page 1
Determine Size of Market.....	Page 2
Is Your Company's Critical Data Safe .....	Page 2
Client of the Month .....	Page 3
Security Briefing .....	Page 3
Service of the Month .....	Page 4
Pebble Steel.....	Page 5
Barn Movers.....	Page 5
EOL Server 2003.....	Page 6
Balloons Teach Teamwork.....	Page 6



## Here's A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes While Updating Outdated Computer Equipment, But You Have To Act FAST...

Please forgive me for the headline if it seems a bit "sensational," but I really needed a way to get your attention about a perfectly legal way to save quite a bit of money on taxes while updating outdated computer equipment that is going to quickly pass you by if you don't act soon.

Thanks to the **recently updated** tax deduction titled "Section 179 election" (see [www.section179.org](http://www.section179.org) for details), the Federal Government allows you to buy **up to \$25,000** in machinery, computers, software, office furniture, vehicles or other tangible goods and take the full expense deduction in the current year, thereby **REDUCING** your taxable income on your **current year's tax return**.

It's important to note that this is significantly less than the 2013 deduction allowances, but is still real money in your pocket! But you have to act now, as once the clock strikes midnight on December 31st, Section 179 can't help your 2014 profits anymore.

## But Here's How I'm Going To "Sweeten The Pot" And Help You Save Even MORE Money

In the spirit of saving you money, I've decided to "sweeten the pot" and make the following offer to anyone looking to take advantage of this end-of-year deduction. Call us before December 15, 2014, to discuss potential hardware purchases in your business, and not only will we provide you with a full action plan to implement your new technology before December 31st, we will also send you a **FREE** copy of the book *1001 Deductions And Tax Breaks 2014: Your Complete Guide To Everything Deductible* – a smart business owner is always looking for more ways to save money!

Get More Free Tips, Tools, and Services at [www.palladiumnetworks.com](http://www.palladiumnetworks.com)

## Free Report Download:

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!

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.

Download your FREE copy  
today at

[www.palladiumnetworks.com/protect](http://www.palladiumnetworks.com/protect)

Or call our office at

(919) 386-1127

## Two Basic Ways to Determine the Size of Your Market

Understanding the size of a potential market is all-important. If a market is too small, you can't make money, no matter how innovative your products or competitive the pricing. That's where a market analysis comes in. Here are two basic methods:

**Top-down analysis:** Determine the total size of the market and then estimate your share of that market. Here's how a typical top-down analysis might go: "Let's see. I will sell a widget everyone can use, and since there are at least 3 billion potential users, even if I only manage to land 1% of that market I'll sell 30 million widgets!"

Sound optimistic? That's how a top-down analysis usually sounds; it's like the stereotypical "2% of a \$1 billion market is \$20 million!" sales forecast made in hundreds of pitch meetings every year.

**Bottom-up analysis:** Estimate potential sales to determine a total sales figure. A bottom-up analysis evaluates where products can be sold, the sales of comparable products and the portion of sales you can gain. While it takes a lot more effort, the result is usually much more accurate.

Here's a quick example. Say you just developed a new external hard drive and want to determine if there is a profitable market that will sustain a real business.

1. Where are external hard drives typically sold? You decide to focus on specialty computer stores, at least at first, since landing shelf space at Wal-Mart isn't particularly likely.
2. How many specialty stores are in the US? You determine there are approximately 5,000 (a number we just made up).
3. How many of those stores will be willing to stock your drives? Talk to as many as you can to see if they would be willing to carry your product. If you talk to 100 and 30 claim they will, be conservative and cut that number in half. If 15% of stores actually carry your product, that's 750 stores.
4. How many drives does a shop sell over the course of a year? Say the stores average 200 total drives a year. Every shop carries a variety of drives, so assume you can sell 30 drives a year to each shop.

The final math is easy: 750 shops times 30 drives per shop equals 22,500 drives a year.

The key to sizing up your market is to stay objective and make an honest and unbiased evaluation of how viable your product or service will be. Always go into business with realistic expectations — that way the only surprises, at least where sales are concerned, will be pleasant ones.

Did you have a great experience in hiring Palladium Networks for your IT solutions? We want to hear about it!

Write us a personal testimonial and we will reward your time with a \$5 Starbucks gift card!



Want to make \$25-\$500 In easy money?!

Refer us to a company with 10 or more computers and you will get a \$25 VISA Gift Card after we have an appointment with them!

If your referral becomes a client, we will reward you with an additional \$50-\$500!

Call us today for more information!

**(919)386-1127**



Get More Free Tips, Tools, and Services at [www.palladiumnetworks.com](http://www.palladiumnetworks.com)

## PALLADIUM'S Featured Client of the Month



# Lights Unlimited, Inc.

Established 1985

Where Ideas Come To Light .....

Switching the lights on to a brighter future, Lights Unlimited Inc. opened its business in April of 1985. Upon opening their first location, Lights Unlimited featured a simple yet stylish lighting and ceiling fan showroom. As of year 2002, they have grown into 3 large locations, Garner being the main location, Apex and the newest one in Wake Forest / Youngsville North Carolina. They focus on providing the chicest choices of lighting and ceiling fans for contractors and homeowners. In startup of their business, Lights Unlimited had difficulties growing and keeping up with the monthly costs of running the showroom as well as appeasing their clients in the process. Like most successful businesses with future goals, Lights Unlimited aspires to continue on their path of growth along side the expanding Triangle area of North Carolina while providing great service and lighting needs to builders and clients alike. They strive to stay on top of the latest trends and modern interpretations for lighting and take pride in their attention to detail. As stated by the company itself, "Lights Unlimited, Inc. contributes all of its success to customer satisfaction. We know that keeping the client happy is the most important thing we can do." With this, Lights Unlimited is most proud of staying in touch with the trends of the lighting business and knowing that the builders and customers are ultimately satisfied with the selections offered and services provided. In staying up to date with the lighting market, those that work to keep Lights Unlimited the choice in lighting needs, can find stresses in the career at times while trying to preserve a leading reputation in the field. Lights Unlimited likes to offer fun downtime to its employees in the form of much needed rest and relaxation on trips to the coast. They are a member of the Home Builders Association and attend golfing events and activities to network with the local community as well as have an opportunity to introduce themselves to new builders in the area.



## Security Briefing



Do you often use web conferencing systems like WebEx to keep in touch with other companies, contacts or for online meetings? We would like to add a cautionary note to the use of these programs, specifically WebEx, which is a set of online conferencing tools run by Cisco Systems. In early October, it became known to Cisco that some users were not securing their online meetings with a password for entry, thus allowing anyone to enter the meeting without prior clearance. Among those discovered to not have password security for their meetings were fairly well known companies, Charles Schwab, CSC, CBS, CVS, The U.S. Department of Energy, Fannie Mae, Jones Day, Orbitz, Paychex Services, and Union Pacific. This is a very scary thought! Without password protection or security clearance to enter a meeting, just about anyone could be listening in on very important and private information. Think about some past meetings that you may have attended through an online conferencing system, what did you discuss? Was there any sensitive information disclosed? Clients profiles? Passwords or information for entry into your company network? If the wrong person had entry to your meeting, they very well could dig out knowledge that you otherwise wouldn't know you were giving away. Please be very aware when using these types of online services and know that cyber crime is a steadily growing black market specialty. Always protect your meetings in one way or another. With passwords or invites to only specific people that receive a set of special instructions to enter the meeting. As always, if you ever think you may have unwittingly invited an intruder into your network, be sure to contact your IT provider immediately to disperse the damage that they WILL cause to your system.



# Did You Know That Palladium Networks Offers...



**PALLADIUM**  
**360°**

**Complete Computer Network  
Maintenance and IT Management  
Support for Businesses**

## More Commonly Known As Managed Services

Is Your Technology Unreliable And Slow? Why can't I get IT support that doesn't cost a fortune? Have you ever thought this about your technology?

If the answer is yes, Palladium Networks can give you the IT Support and IT Management to stabilize your technology.

### **Managed Services from Palladium Networks means we will:**

- Spend the time necessary to fully know your business, your budget and exactly what you expect, so we can deliver the IT Support Services YOU want, NOT what we want.
- Provide computer support that will prevent disastrous data loss and down time from happening, instead of reactively dousing the fire.
- Back up all the Technology Services we recommend, by producing 100% satisfaction guaranteed results.

Palladium Networks provides the technology you need to get ahead of the competition. Our strategic computer network maintenance solutions and IT Management can help you get the highest return on your technology investment.

Whether your business is in need of network consulting and systems management services, network maintenance services, IT support, computer wireless networking installation, network and server support, remote & on-site support, or IT management services, you can count on us.

As experts in the technology industry, we can help you optimize your IT investment, reduce technology-related stress and bring your focus back to your core business. When you don't have to think about computer network maintenance and IT Support, you can concentrate on achieving your goals.

**To Learn more about our Managed Services or to sign up for a FREE Network Assessment,**

**Call us at 919-386-1127 and mention our newsletter  
Or visit us at [www.palladiumnetworks.com/services](http://www.palladiumnetworks.com/services)**



## Barn Movers

In 1981 Donna and Herman Ostry bought a farm in the small town of Bruno, Nebraska, about 60 miles outside of Omaha. The farm came with a big barn that had been built back in the 1920s and also had a nice little creek that flowed through their property. The creek was both a blessing and a problem for the Ostrys. It was great to have readily available water for their farm animals but it also flooded a lot during heavy rains. The barn floor seemed to always be wet and muddy, and then in 1988 they had a huge flood where the water rose about 30 inches up the side of the barn walls.

The Ostrys desperately needed to move the barn to higher ground, but the cost to contract with a company that has both the capability and equipment to move a barn of this size was prohibitive. One night, sitting around the dinner table, Herman Ostry commented that if he had enough people he could pick the barn up and move it to higher ground. Everyone laughed off the comment as silly ... everyone except his son Mike.

I wonder if “young” Mike knew that people scoffed at the idea of traveling 30 miles per hour on a railroad car. People actually thought that traveling that fast would stop the circulation of the blood. I wonder if “young” Mike knew that Eli Whitney was laughed at when he showed his first cotton gin, that Thomas Edison had to install his electric light free of charge in an office building before anyone would look at it or that Samuel Morse had to plead before 10 Congresses before they would even look at his telegraph (*which revolutionized communication*). Maybe “young” Mike just thought ... **WHY NOT** ... and then he set out to figure out a way to make his Dad’s statement a reality.

**Young, inexperienced, doesn’t-know-any-better** Mike did some calculations and figured out that the barn weighed about 17,000 pounds. He then figured out that he could design a steel grid system that he could place under the barn that would weigh another 3,000 pounds. So, the total weight that would need to be lifted was 10 tons. “Young” Mike figured if he could gather up about 350 people, they would all need to only be able to lift approximately 50 pounds each.

Mike presented his calculations to his dad, and they both thought it would work. Mike and his dad got a little lucky on the timing when they presented their idea to their small town. Nebraska was getting ready to celebrate its centennial, and the town of Bruno had put together a committee of townspeople to decide on different things to do for the celebration. Mike and his dad convinced the town to make the barn moving a part of the celebration. The word got out and over 4,000 people from 11 states witnessed the event.

A little before 11 a.m. on July 30th, 1988, in front of the local television cameras, 344 people moved the barn 143 feet up a gentle slope to its new foundation. **All in all**, it took 3 minutes to move the barn. So, the next time somebody hits you with an idea that you think is silly or maybe even impossible ... think again, and never discount the POWER of TEAMWORK.

Relive this idea again in your head. Someone in a meeting says, ***“Let’s move a 17,000-pound barn 143 feet up a slope, and do it in less than 3 minutes, using no machinery.”*** Now, that idea sounds pretty nuts, ridiculous, stupid, impossible and far-fetched to me. But a need, a desire, a creative mind, a well-designed plan and a giant team, **all working together**, made it happen.



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/](http://www.robertstevenson.org/)

## Shiny New Gadget Of The Month:



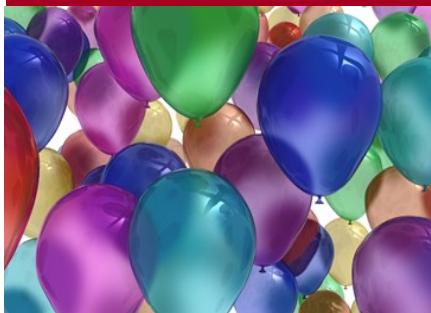
## Pebble Steel

Pebble Steel does more than just tell the time — this smart watch displays e-mail, text messages, caller ID and other notifications from your favorite apps, reading them straight from your iPhone or Android phone. Pebble cleverly vibrates on your wrist to alert you of incoming calls, meeting reminders or approved notifications. Leave your phone in your pocket as you go about your day-to-day activities.

The long-lasting battery life and the easy-to-use design makes this watch both stylish and necessary in this day and age, and its e-Paper screen makes it easy to see in both direct sunlight and even underwater.

Pebble Steel is available on Amazon.com for \$149.99. With this gadget, whose battery can go for a week without charging, the integration of technology in your life will be smoother and much more hands-free.

## The Lighter Side: *How Balloons Teach Teamwork*



Once, in a seminar of about 50 people, the speaker decided to change his presentation to prove a point. He decided to do a group activity. He gave each person a balloon and asked them to write their names on it with a marker.

All the balloons were gathered up and put into a small room. The attendees were all let into the balloon-filled room and were asked to find the balloon with their own name on it within 5 minutes. As expected, everyone was frantically searching for their name, colliding with each other, pushing around others and creating utter chaos.

At the end of the 5 minutes, no one had found their own balloon.

The presenter then asked the attendees to randomly pick up one balloon and give it to the person whose name was written on it.

Within minutes, everyone had their own balloon.

"This is what is happening in our lives," the presenter explained. "Everyone is looking frantically for their own happiness, not knowing where it is."

Our happiness lies in the happiness of others. Give happiness to other people, and you shall find your own.

This is the purpose of human life.

## Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber-security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

- **No further updates or security patches released.** 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- **Loss of compliance.** Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- **Increased security risks.** Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.

### Free Server 2003 Migration Plan Gets You Started

As your preferred Microsoft Registered Partner, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at 919-386-1127 or go online to: [www.palladiumnetworks.com/server2003](http://www.palladiumnetworks.com/server2003).



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