

Triangle Tech Times



**PALLADIUM
NETWORKS**

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

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◆ 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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Urgent Message For Anyone Not On Our Palladium Continuum Solution

If you are not on our #1 preferred backup solution, please take 2 minutes to read this article as it contains a very important message regarding your company's backup and your ability to be up and running fast in the event of a data-erasing natural disaster, server failure, virus attack or other "digital crisis." And since September is National Disaster Preparedness Month, I felt this was an appropriate time to remind you about this.

4 years ago, we discovered a tremendous backup and disaster recovery system. When we first found this solution, I was skeptical that it could deliver protection and security for an incredibly low price. But after doing a ton of research and testing, we found that this is by far an absolute necessity for all companies concerned at all about securing their computer data.

While many backup systems are "good," there are a lot of problems with many older, inferior systems. Problems such as:

- Not backing up ALL of your critical data off-site.
- If a problem were to disable your server(s), it could cost thousands to restore and would take a few days (minimum) to get you back up and running.
- It may not do open files or continuous backups; that means you could lose an entire day's worth of work if something goes wrong.
- You have to do something manually in the process, leaving room for human error.

That's why I want to make the switchover a no-brainer for you. **When you replace your old backup system with this one by October 15, 2014, we will:**

1. Waive the setup fee (normally \$400 – \$1,000, depending on how many servers you have).
2. AND give you your first 30 days of Palladium Continuum FREE. Considering this off-site backup is already much cheaper than most, you're going to save a ton of money.

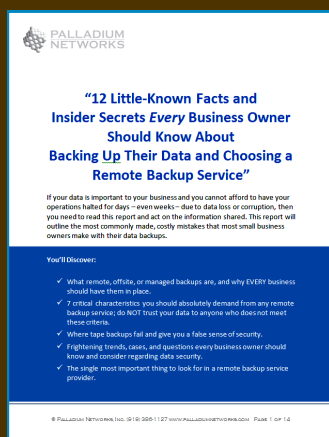
This is not about us making money – it's about YOU having the right backup in place to make sure you never have to deal with the costs and devastation of being "out of business" and without your data.

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



"JUST THINK OF IT AS IF YOU'RE READING
A LONG TEXT-MESSAGE."

If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.



You will learn:

- 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 off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today
HERE

Are You Using Videos To Onboard New Employees?

Most small businesses give new team members an Employee Handbook that outlines (in approximately 43 mind-numbing pages) everything anyone needs to know about the company. We expect our new hires to read this brick and be ready to pick an insurance plan, a 401K choice, know the company dress code, code of conduct and even what they can and cannot do online. We often include a boring video for safety or sensitivity training.

Many companies are now fast-tracking onboarding into a series of short videos that go through everything they need to know. It's revolutionizing the new-hire onboarding process, and here's why it's such a great idea:

1. **Your employees are already watching videos:** Many spend 95% of their time at work in front of a computer, and even outside work, they're still staring at their smartphone or watching YouTube videos. People are used to getting information in this format, so why not use it?
2. **It works for employees of all trades:** Even if your employees aren't at a computer all day, videos are still a viable solution. You can e-mail the video to them so they can watch it on their smartphones or at home. Companies like GuideSpark, who create training videos for employees, let you know that the videos were opened. You can't guarantee that your 43-page booklet has ever been cracked, much less read.
3. **It makes participation easier:** Training videos should be short...3-5 minutes at the most. You probably have more than 5 minutes of content, so break it up into chunks. It's a lot easier for someone to read 2 pages and watch a 5-minute video than to read 43 pages, attend a class and watch a 30-minute 1970s training video.
4. **It makes delivery of information easier:** Companies that are changing their insurance coverage, adding a rule or changing their dress codes may want to think about sending out a video e-mail with the explanations. Recent studies suggest two-thirds of employees would prefer to watch a video rather than go to a live meeting explaining the change.
5. **It cuts your orientation time:** By cutting the time of your orientation with short videos that they can watch on their phone or laptop, you could save yourself some money and have the new employees you just hired out and doing their jobs much faster.

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

Palladium's Featured Client Of The Month

Spotless Clean and Carpet Care



March is the time of year that marks a well known trend, "Spring Cleaning." No better month could have been the introduction to the new commercial and residential cleaning company, Spotless Clean & Carpet Care. Started by Joey Strong in March of 2005, Spotless Clean & Carpet Care has grown significantly over the past 9 years through much hard work and effort of a man who truly takes pride in his occupation. When asked "What is it like working in your profession?" Joey responds, "I love what I do. This business can be very competitive at times, but I put in a lot of time and hard work to make sure we're able to compete with everyone in our industry year in and year out." Without fail, one of the hardest things Joey experienced in his startup became building a solid marketing operation to develop a fresh faced clientele base. As his business progression flourished from year to year, Joey's success was displayed significantly in the continuous effort put forth by him and his team, to show their customers true satisfaction in any and all services rendered. Whether serving a large corporation or an individual needing a spotless carpet, Joey and his team endeavor to bring out the best in customer service. Looking toward an optimistic future, Joey sees the same rate of growth since the company began which drives him to add to his company in more ways than one. He recruits impassioned team members that are eager to invest in the vision of the company and make Spotless Clean & Carpet Care "The Most Complete Professional Cleaning Company", while expanding upon the services his company currently offers. Over this summer of 2014, Spotless Clean & Carpet Care rivaled another stepping stone in the path of their future and was awarded the contract for the carpet cleaning of all Chatham County NC Schools. In his personal time, Joey is found coaching high school football and spending quality time with his wife and children. With the recent addition of his now 1 year old, Joey has little down time whether on or off the job.



!!Security Briefing!!

Tech Support Scammers

We have decided to write about a very serious situation that seems to be gaining in popularity again as of late. We here at Palladium have recently experienced two very real life situations that were directly related to this exact scam. Initially taken up around the year 2008, this scam gained in popularity as it widely spread through successfully gleaning money from unsuspecting, unprotected and innocent victims. This is the Tech Support Call Scam. This scam begins with two separate but most often used tactics. You are vulnerable to become a victim of either. We will first introduce the virus scam. With this tactic, you will receive a pop-up notification through your computer stating that you have been infected with a virus and need to call the provided tech support number in order to get rid of the computer infection. Upon calling the number they provide you, you are directed to a phony tech support consultant that will immediately ask you for valuable information such as access to your computer through a screen sharing program or to specifically give over your Credit Card information to pay the one time charge (usually not expensive) to remove the virus. Once you give them this information, they will have access to all of your personal files and not to mention to your CC information directly, since you handed it over. Initiating the call to you is a second popular tactic that these Tech Support Scammers use. Once receiving the call from a bogus technician claiming to be with an accredited company, they begin by explaining to you that they have been receiving erratic notifications from your computer that are caused by an imbedded virus, malware or spam in your system and if you would like to fix this issue you are instructed to follow a series of prompts that allows them direct access to your computer. Once you begin the process, the technician will send you to corrupt look-a-like website in which you will be instructed to begin a download that in turn implants a virus on your computer. They can also request your Credit Card information to pay a lifetime support fee so you will no longer have to worry about technical support issues and will be braced if another issue arises. Again, in doing this or following their instruction, you are opening yourself and your personal information up for illegal use by these technological cyber criminals. One important thing to note, when these scammers call, they claim to be from very well known companies such as Microsoft, Comcast, Time Warner Cable, AOL, MacAfee, Dell or Symantec. In this we find confidence that there is truth in what these Tech Scammers are doing, however that is just the weak point they prey upon. Please be very careful if you ever discover any of these situations happening to you. If you find yourself experiencing these or possibly a similar scam, tell the tech support agent on the other line that you will call the company's direct line and ask them if the claims of a virus are valid. Do not trust any number they give you to call because chances are that it is fake. You can find real tech support numbers on the websites of these major companies and that should be the only one you trust after you have verified their legitimacy. For more information on this or other security concerns, please contact us today at

(919) 386-1127

Did You Know That Palladium Networks Offers...

PagePack And eConcierge Managed Print Services Through Xerox



Similar to mobile phones with a pay-as-you-go option, or an all-in contract with regular payments. PagePack Managed Print Services from Xerox offers peace of mind to customers with:

- a single contract that covers pages printed, maintenance, services and all consumables for networked printers and multifunction systems.
- a fixed cost per page, black and white and color, whatever the print coverage.
- 1, 3, 4 and 5 year contracts, tailored to meet high, medium or low usage customers.
- a direct relationship between us, Palladium, as your Xerox partner and you as our client.
- all after sales service & maintenance is delivered by Xerox qualified engineers.

However, customers can still choose the traditional option of buying supplies as and when they need them.

Free Printer Service For Life With Xerox eConcierge™

The free Xerox eConcierge program is easy to install and use.

It allows you to order supplies for all of your eligible equipment (Xerox, HP, Samsung, Lexmark, Brother) with just a few clicks. As long as you continue ordering supplies through Xerox eConcierge, the service coverage will be provided free **For The Life Of Your Xerox Hardware.**



**For your FREE Printer Network Assessment or to get set up with our
Xerox Managed Print Services Give us a call today at (919) 386-1127**

Or visit us at [HERE](#)

Dress For Success

Among the first things people notice about you is the way you dress and the way you groom yourself. Many highly creative people effect a casual indifference toward their personal appearance, but in reality, they are making a purposeful statement. They are saying, in effect, "I'm so good at what I do that I don't have to dress for success."

Henry David Thoreau was such a person. "Beware of all enterprises that require new clothes," he wrote.

If you plan to spend your life in the seclusion of a place like Walden Pond, follow Thoreau's advice. If you want to make it on Wall Street or Main Street, pay careful attention to the clothes you wear and the visual impact you have on others.

When dressing for the business world, follow the standard advice: Dress for inclusion. Look at what the people one or two steps up the corporate ladder from you are wearing and be guided by their tastes.

That's about the closest thing to universal advice that can be given in the realm of dress. Fads and fashions come and go, and what's in today may be passé tomorrow. And the fabric of American culture is quite varied. String ties and cowboy boots for men may be perfectly acceptable business attire in Fort Worth, but they would mark you as eccentric in Boston. Three-piece pinstripes may be the uniform of the day on Wall Street, but may be considered a bit stuffy on Hollywood Boulevard. And if that's true of America, it's even more true of other parts of the world. Wherever you are — in London or Sydney, in Singapore or Luxembourg — follow the fashion lead of the successful people in your business.

The perennial choice for the businessman in the industrialized nations is the gray or blue suit, with lighter shades in warm weather, darker ones in cool weather. Muted pinstripes seem never to go out of style. Brown suits are generally regarded as less authoritative than blue or gray ones.

Women have greater latitude for individuality in fashions, but the general rule still applies. In most businesses, it's best to avoid extremes. Seductive or coquettish outfits may draw admiring stares, but they won't enhance your reputation as a businesswoman.

Solid colors in women's clothing convey a message of seriousness and character. Plaids and prints are more whimsical. In the business office, successful women may be seen wearing suits, dresses, coordinates and skirts with blazers. Different colors flatter different women. Find your best colors and stick with them.

Shoes should always be shined and in good repair. Adlai Stevenson, the American statesman, may be remembered for the famous photograph showing the hole in the sole of his shoe. But he is also remembered as the loser of two presidential elections.

For men, beards are a matter of taste. Make up your mind whether you want one. Don't go around looking as if you've forgotten to shave for the past couple of days. It may work for a Hollywood actor or the leader of a stateless people, but not for a sales and marketing professional. If you choose to wear a beard, keep it neatly trimmed.

Both men and women should avoid extremes of hairstyle. Again, use the look cultivated by the most successful people in your field as a guide, and adapt it to your own physical features.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

Shiny New Gadget Of The Month:



Jawbone UP

UP is a system, wristband + mobile app that tracks how you sleep, move and eat so you can know yourself better, make smarter choices and feel your best. Jawbone UP (and UP24, for those who like Bluetooth capabilities and real-time syncing with the app) helps you understand how you sleep, move and eat so you can make smarter choices; this little wristband keeps you in touch with your body and on top of your health.

The new app displays movement and sleep, details and delivers insights, celebrates milestones and challenges you to make each day better. You can even team up with your friends in the UP app and share your accomplishments!

Because you can achieve anything when you take it one day at a time, the UP Insight Engine suggests daily goals based on your unique patterns. Go further, stay hydrated and sleep better for a sense of accomplishment each and every day. Get your Jawbone UP at www.jawbone.com/up for \$129.99.

The Lighter Side: These Are Just Plain Funny



- Two anglers were having a discussion and opened quite a can of worms.
- Confucius say: Many men bite, but Fu Man Chu.
- If we don't conserve water, we could go from one ex-stream to another.
- Confucius say: Man who want pretty nurse must be patient.
- War doesn't determine who is right, it determines who is left.
- Confucius say: Man who keep feet firmly on the ground have trouble putting on pants.
- Men who leap off cliffs often jump to conclusions.
- Confucius say: Man who run in front of car get tired.
- The general started bowling before his aide had entered his name on the score sheet. He had launched a preemptive strike.
- Confucius say: He who sneezes without a handkerchief takes matters into his own hands.
- A library should have several floors because it is a multi-story building.

How To Stop Cyber-Bullying

When I went to school, the biggest threat on the playground was getting roughed up by the class bully who was twice as big and twice as hairy as every other kid on the block. (What WERE his parents feeding him?) But cyberbullying is something very different.

Cyberbullying is when a child, preteen or teen is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another child, preteen or teen using the Internet, interactive and digital technologies or mobile phones. It has to have a minor on both sides because once adults become involved, it is plain and simple cyber-harassment or cyber-stalking.

Turns out digital devices and the web make it much easier for a bully to harass someone; the anonymity and use of social-media sites often make them bolder than they would be in a face-to-face confrontation, and give them more opportunities to badger their target. As a parent, this is just another good reason why you should be monitoring your child's PC and cell phone, as well as their Facebook, Twitter, SnapChat and other social-media site usage. Most social-media sites have a way for you to report this type of abuse and get violators and hateful commentary taken down from their sites.

If your child becomes the target, you can try to get your school involved, but many schools have been shot down, even sued, for trying to interfere. If the abuse becomes physical, sexual or threatens physical or sexual harm, call the police. The schools aren't equipped to handle that level of abuse. The police are.

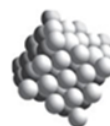
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