

TECHNOLOGY TIMES

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

Disaster Recovery: The Most Critical Part To Data Backups That Most Companies Overlook

Last October Super Storm Sandy ripped through New Jersey causing massive devastation. If you were fortunate, you only had to suffer through minor interruptions of utility services, with others paying a far steeper price. In fact, a colleague of mine who also offers IT services had his office in Joplin reduced to a pile of rubble by an EF5 tornado in 2011. This got me thinking about how important disaster recovery planning is to any business. No one expects terrible things to happen, but when they do, having that plan in place can really save your bacon. And one of the MOST important aspects of this is the recovery part – how are you going to get that data back onto a working platform that allows you to continue serving your customers and operating your business. The shocker for most business owners is that simply having a copy of the data does NOT guarantee a fast recovery. Let me give you an analogy to help you understand...

Let's suppose we put a disaster recovery plan for your home. Your house would represent the server and platform, and all your furniture and personal items would be the data. Now let's suppose we could make a backup of your home by making an exact copy of everything that's in your house (all your furniture, appliances, clothing, etc.) and storing it in a "backup" shed. Then the unthinkable happens: your house gets leveled by a tornado, flood or fire and everything is gone (or a critical part of it is damaged and needs to be replaced). You would think, "Well, at least I have a copy!" True, but the first thing you would need to do is replace the home itself (remember, that's the platform that everything resides on). Next you would have to "reinstall" the services like gas, electricity and water (let's call that the software). Then you would have to haul everything from the shed back to the house and "reformat" it by arranging it into the house. Depending on the extent of the damage done to your house, that could take days or weeks; chances are you'd have to find a hotel to live out of in the meantime. In addition, there's the time and cost of moving everything back in and re-arranging and restoring everything to its proper place... (Continued on page 3)



“As a business owner, 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!”

- Bob Michie, MetroMSP

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A New Favorite Way Hackers Are Gaining Access To Your PC

Do you have Java turned on in your web browser? If your answer is "Yes" or "I'm not sure" then it's time to take action to find out. Why? The biggest threat to your computer systems in 2013 (and beyond) is no longer Microsoft Windows - it is Oracle Java.

After 20+ years as the poster child for insecure software, Microsoft's newest operating systems (Windows 7 and 8) have gotten their act together. Cybercriminals like to get the greatest bang for their buck and therefore they're attacking the Java platform because of its huge market share and because it's an easier platform to hack than the Microsoft operating system. Java is now installed in over 1.1 billion desktops and 3 billion mobile phones. That's a big target that is very attractive to hackers. Hackers also love that Java is multi-platform, which means it's capable of corrupting PCs running Windows, Mac OS X or Linux.



And since many Mac users don't have anti-virus, hackers were able to infect over 600,000 Macs with serious malware via the Java software installed on their machines.

Right now, cybercriminals are aware and exploiting any security flaws in Java that could lead to infections on your computer. There are even automated kits now available to capitalize on any security hole found within days, if not hours of them becoming known. It's not unusual to see hackers use Java as a first attack to weaken the defenses before serving up an Operating System specific attack. Even the Department of Homeland Security suggested that "To defend against future Java vulnerabilities, their users should consider disabling Java in web browsers."

Here are 3 steps you can take today to minimize your risk:

1. Disable or uninstall Java wherever you can. If you don't need it, remove it.
2. Where Java is necessary, use a separate web browser only used for Java based websites and be sure to patch Java regularly.
3. Have your staff report the first signs of slowness, possible infections and web browser popups to your IT guy as soon as they happen.

Free Report Download: The Ultimate Guide To Setting Up A "Work From Home" System For Your Staff



Secrets Every Business Owner Must Know Before Installing A "Virtual Network" To Allow Employees To Work From Home, On The Road, Or From A Remote Office

On The Road, Or From A Remote Office

If you are thinking about implementing a "work from home" program for your employees, or if you want to install a virtual network to allow your key employees to work seamlessly on the road or from a remote office, DON'T - until you read this eye-opening guide first!

Download your FREE copy today at <http://www.metromsp.com/home> or call our office at 973-404-0190.

Shiny New Gadget Of The Month:



IFI (I Found It)

This day and age we have so many electronics to keep up with. Now there's a simple way to track where you've left them and keep them from getting stolen.

The iFi Systems Smart Tags work like a two way pager between you and your valuables. The iFi utilizes a Bluetooth connection through an app on your iPhone or Droid device. It can easily be attached to a handbag, camera case, or just about anything else you'd like to protect. These Smart Tags can also act as a handy reminder that you've forgotten something or, worse, that your valuables are walking off with an opportunistic thief!

You can attach multiple tags to multiple items and check the status of each one directly from the home screen. You can customize the names and the alert sounds for each item individually, and you can even monitor battery life via your smartphone. Can't find the phone you say? Simply use your tag to track it. The communication system works both ways.

iFi Systems Smart Tags come in both iOS and Android models and the associated app can monitor up to 6 different items at a time. It gives a Google map of where a tag was at the time of separation. You can also set up safe zones, like when you're at your office, so you do not have to endure alerts every time you walk to the water cooler. Get yours at www.amazon.com

Disaster Recovery: The Most Critical Part To Data Backups That Most Companies Overlook (cont.)

Plus, the above assumes you have a recent, working copy of your entire home and everything in it. If you failed to make a copy – or if the shed where you were storing everything had a water leak that destroyed everything inside due to mold – then you're really out of luck.

Of course, this is a simple analogy – and there are ways to back up your data and network so that recovery can happen inexpensively in a matter of hours versus days or weeks. But if you simply think having a tape backup is going to be your saving grace, you might be unpleasantly surprised. I can't tell you the number of businesses who ended up losing incredibly valuable, irreplaceable data because they didn't think through the RECOVERY part of the backup equation.

So what do you need to think about? First, the way you backup your data should be based on how important your data is and how fast you would need to be back up and running in the event of a disaster. If losing your data would only be a mild inconvenience and you could stand to be down for a couple of days, then tape backups may be okay. If that's not an option for you and there are certain critical functions that need to happen to keep you from getting into hot water with your customers and to prevent you losing a LOT of cash, then you want something more reliable than tape drives.

Don't Risk Losing Everything You've Worked So Hard To Achieve

Creating a Disaster Recovery Plan is not difficult or expensive, but since most businesses don't have a clue where to start, we'd like to offer you a **FREE Disaster Readiness Assessment and Consultation** (\$397 value). At no cost or obligation, we'll come to your office to conduct an audit of your IT systems (security, backup and business continuity systems) that will determine your "Risk Score" and identify loopholes in your IT system's security, backup and business protection.

This Assessment will go beyond simply looking at your backups (although that will be part of it). We'll also assess a number of common risk factors and known weaknesses that could put you OUT of business in an instant if disaster strikes.

Like the old saying goes, "If you fail to plan, you plan to fail." By allowing us to do the hard work of putting together an IT-specific Disaster Recovery Plan, you'll greatly reduce the chances of losing everything you've worked so hard to build in your business to a sudden, unplanned event that would be detrimental to your company's growth, profitability, reputation or survival.

How To Implement And Profit From A Customer Appreciation Schedule

While it's rare to find a marketing plan for most businesses, it's even MORE rare to find a customer *nurturing* schedule. And given that most people walk around grossly underappreciated, developing a plan to thank and show appreciations for your customers is actually an easy way to stand out. Of course, this shouldn't replace good old fashioned customer service. If you don't deliver extreme value to your customers and treat them as you would like to be treated, then no amount of "nurturing" in the form of gifts, newsletters or other client appreciation will make up for it, right?

So... provided you're already delivering "extreme value," here's a model for you to layer on a customer appreciation plan:

STEP 1: Divide your clients into 2 or 3 levels. Naturally you should invest more into the clients that are most profitable for you (don't forget to include referrals, connections, assisting you with ideas, etc. in this evaluation). STEP 2: Create a budget for this. I recommend 2-6% of what they are spending. If you're worried about the extra cost, just build it into your price. Besides, this cost will come back in multiples. STEP 3: Create a schedule of every other month to deliver something new. Ideally this something would be unique to you and your client and not just a random gift. FREQUENCY: You might plan on sending all your "A" clients a gift 6 times a year, "B" clients a gift 4 times a year and "C" clients once a year.

Who Else Wants To Win A \$25 Gift Card?

Here's this month's trivia question. The third person to call with the correct answer will receive a gift card to Starbucks

Which musician died in August of 1977, leaving behind a huge following of fans who still adore him to this day?

a) Jerry Garcia b) Jim Morrison c) John Lennon d) Elvis Presley

Call us right now with your answer!
973-404-0190

The Lighter Side:

Did You Know?



- ❖ A can of diet coke will float to the top of water, but a regular coke will sink to the bottom. (Try it.)
- ❖ The fourth richest man in the world (Warren Buffett) still lives in the house he bought for \$31,500 in 1958.
- ❖ The Munich Technical University has a 3-story slide used for students to get to class faster. (See photo above.)
- ❖ The "I'm Feeling Lucky" button costs Google \$110 million each year.
- ❖ There are already more than 250 cryopreserved (frozen) in the hope that someday technology will be invented to revive them to extend their lives.
- ❖ Peanut butter, under high (very, very high) pressure has the probability to turn into a diamond.