Technology Times



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

May 2015



"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!"

David Downs, Owner

Inside This Issue...



Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

Do I Need To Back Up Data That's Already In The Cloud?

The computing world is forever changing.

Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems,

SalesForce, Google Apps and Microsoft

365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really



need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?

Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups ... but are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, SalesForce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to SalesForce and pay a minimum of \$10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at 816-229-2290 or via e-mail at ddowns@pcsiweb.com to schedule a time to discuss your particular situation and what solutions are available to you.

Refer Us And Receive Up To \$75!



In Need And Reap Rewards For Yourself!

- Send in your referral information by either calling our office at 816-229-2290, emailing us at referral@pcsiweb.com, or visiting our page, www.pcsiweb.com/referral.
- We will pay you \$25 for anyone that you refer to us with whom we get an appointment.
- If your referral becomes a client, we will pay you an additional \$50 AND we will give your referral \$100 off their purchase.
- So, if you have a friend or an associate in need, please contact us and we

Is Google The Computer From Star Trek?

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea...Earl Grey... hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example **Google's Public Data Explorer**. This site allows you to search specifically on public statistics.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "translate (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google **Flight Search**. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare**.

Submit a Quick Survey for a Chance to WIN a \$100 Amazon Gift Card

We are looking for your help to improve this newsletter so that it is more timely, more relevant, and offers the technology content that small business owners and leaders are most interested to see. The survey has just 7 quick questions to answer, and can be submitted via email, fax or you can take the survey online at

http://PcsiSurvey.com

That's it! Spend less than 2 minutes providing a bit of feedback and you could be the recipient of our \$100 Amazon Gift Card Give-Away!

Yahoo Is Shutting Off Telecommuting – Should You?

The recent decision by Yahoo CEO Marissa Mayer to stop telecommuting has cast a negative light on this practice. After checking the company's VPN log to see how many remote employees were logging in, she didn't like what she saw. Effective June 2015, telecommuting is no longer an acceptable practice at Yahoo. The media excitement added fuel to the fire for those who think that employees working at home aren't putting in an honest day's work.

Mayer's now-public memo talked about communication and collaboration. She thought the best way to make that happen is for people to be in one place. But that's just one opinion.

There are many companies who use telecommuting practices very successfully. They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx and Campfire chat by 37signals to do just that. They support these tools with products such as Google's Gmail and Calendar apps for business and Asana's task management software, to name a few.

Telecommuters are often employees who live in other parts of the country or even in other countries, and other time zones. After trying several techniques to work with a remote team member, David Bloom, the CEO of tech start-up Ordr.in, now uses Google Hangout for daily virtual meetings. He says, "We have five employees, and four of us are in the same place, but we all log on separately. This allows us to have a face-to-face meeting where everyone's equal. It's not the four of us sitting in one place, with our colleague sitting somewhere else." He finds this arrangement keeps everyone accountable for their work.

Josh Siler, CTO of HiringThing, a virtual company, says it's all about your company culture. "We're trust-based, and we don't micromanage our employees. We judge everyone based on their output. Anyone can make their schedule flexible, as long as they meet their commitments to their coworkers," he says. "Our employees know that their performance is what matters, and we talk about it on a regular basis."

Bloom and Siler would tell you that telecommuting is successful when you have a culture of accountability and trust.

Shiny New Gadget Of The Month



Have you ever felt overwhelmed or even drowning with the number of emails in your inbox?

Then SaneBox could be your answer. This month's gadget is a cloud-based software application that helps you manage your email. SaneBox analyzes your email behavior on all your devices. Then, based on which emails you let slide and which ones you open right away, SaneBox creates rules about sorting your email for you. The result? Your inbox only has emails you need to attend to now. All other emails go to your SaneLater folder. You can drag and drop emails from that folder to your inbox, and from then on, those emails will display in your inbox.

SaneBox keeps you focused on highpriority emails. There's nothing to download. There are additional productivity features to manage tasks, your calendar, and your attachments. And the SaneBlackhole is the fastest way to unsubscribe from emails. See

www.sanebox.com.

A Brief Conversation with Mr. Wonderful

David got a chance to speak briefly with Shark Tank's Kevin O'Leary, a.k.a. "Mr. Wonderful" at an Information Technology Business conference in April. If you haven't seen this show on ABC, it's definitely worth taking a peek. Now in its 8th season, Shark Tank is a reality tv show

where business entrepreneurs get about 30 seconds to pitch their idea to the show's cast of real-life venture capital investors. If one of them likes your idea, vou could get tens-ofthousands in start-up venture capital. If more than one "shark"



likes your idea, they might even compete for your attention. A few entrepreneurs don't attract any venture capital at all —that's part of what makes the show so interesting.

But even those who do not receive the money they are seeking do walk away with a big prize. Airing across the nation on prime time television ALWAYS floods the company with new orders. In all cases, business owners think they have accounted for the large influx of web traffic, and in every case, the show overwhelms web servers — it is very difficult to be instantly ready for the huge influx of new business that the show will bring.

The primary goal of the show, of course, is to entertain. But perhaps the most interesting thing about ABC's Shark Tank is that it's #1 audience is girls and young women ages 9-23. Asked why this is, O'Leary said he really was not sure, but postulated that we might start seeing more women starting new business ventures in the coming years.

Who Wants To Win A \$10 Gift Card For AMC Movie Theater?

This month's trivia challenge: What is a petaflop?

a) your dog after a long walk b) the latest toy for kids c) a measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations per second (FLOPS)

Call us right now with your answer!

816-229-2290



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