ThinkTech
You have enough to think about

tech-ade
Turn your technology lemons into lemonade

Happy Holidays

4 "Techie" Reasons Small Business Owners Can Be Thankful This Season

1. Cyber Thieves Keep A Knockin' But They Can't Come In

A study presented at the International Conference on Dependable Systems and Networks showed that small business networks are attacked every 39 seconds by some type of hacker or malicious software. Thankfully, having the proper firewall and Internet security software tools can prevent even the most determined hacker from getting his hands on your network.

2. Downtime Can Be A Thing Of The Past

Thanks to new 24/7 remote monitoring tools, most reputable computer companies can now actually notice when things go awry and prevent your computers from having issues. Hot fixes, patches and security updates are generally items that, when maintained on a regular basis, keep a network healthy and up and running.

If, for some reason, your network still does have some kind of downtime, remote management software allows your IT professional to access your system from anywhere, getting you up and running more quickly than ever before.

3. If Disaster Strikes, You Can Be Back Up & Running In 24hrs

In addition to lost data, many businesses' operations would be completely down for days, weeks, or even months if a major disaster like fire, flood, or theft ever occurred. Here's where Backup & Disaster Recovery solutions (BDR) can help you feel very thankful indeed.

Most BDR solutions include a "virtualization" component, which means an exact "picture" of your server is taken and then typically stored offsite. If you ever need to get back up and running, your IT company simply puts the offsite copy on to a new server...and you're back in business.
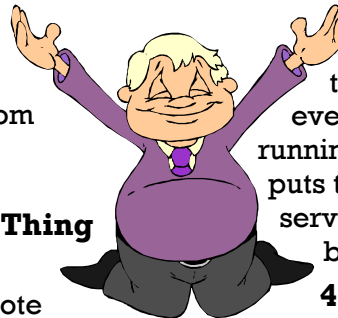
4. You Don't Have To Wait

Though some computer techs are amazingly unreliable (when you call them for help, you always end up talking to their voice mail) ... when you finally get them on the phone, they make you wait days before they can respond to your needs), the most savvy IT companies can now provide new support plans with guaranteed response times as part of their service offerings.

Want to Feel Thankful Instead of Frustrated With Your Computers?

Call us before December 31st for a **FREE 27-Point Problem Prevention Network Audit (A $540Value)** that will help eliminate problems on your network and give you peace of mind.

CALL 508-992-2541 NOW!

How To Get Paid $817 Every Year For "Going Green"

While Kermit the Frog may disagree, it turns out that it IS easy being green. For many small businesses, going Green is a way to cut costs with the added benefit of helping the environment. Follow these three simple steps to be on your way to greener, more cost effective computer systems...and put about $817 bucks back in your pocket.

1. Buy Green Equipment.
When it's time to purchase new computers, monitors, or printers, consider asking your computer company for "Energy Star" rated equipment. According to Energy Star's website, using electronics with the Energy Star seal of approval can save you as much as 60% in electricity costs over non-rated equipment. For the average small business with just 5 computers, this would represent a savings of over $442 per year, based on average computer electricity usage and costs.

2. Implement Green Processes.
Maybe your work orders are still hand-written, or company memos are printed and passed around, or perhaps you have a paper component to your invoicing. New hardware or software can solve most of these non-eco-friendly communications and save you a few hundred dollars a year in ink and paper costs. In addition, many IT companies will do research to find cost-effective and specialized solutions, such as giving sales people on the road the ability to electronically enter information into your system. The total financial benefit of these kinds of services is hard to measure, but small businesses can expect to see significant results from implementing any electronic processes, since in a smaller organization, updating even one process makes a huge difference.

3. Use Green Power.
Certain power settings on your computers can give you huge savings in terms of electricity costs. "Hibernate" and "stand-by" settings, for example, were found to save most businesses an average of $375 per year. There are also important battery backup decisions to consider, since those can affect your power usage as well.

Want To Find Out How You Can Improve Processes, Save Money & Save the Earth?
Sign up before December 31st and get our "Go Green" Network Audit (a $397 Value) for only $47!

Call 508-992-2541

Meet Our New Client Of The Month!

Every month I choose one very special person to be my Client Of The Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.

This month's Client Of The Month is Nameplates for Industry, Inc. Congratulations! You have won a $50 Gift Certificate to your favorite restaurant. *You might be my next Client Of The Month...watch for your **name and picture here!***

3 Time-Saving Reasons To Use Windows 7

Just recently, Microsoft released their new operating system, Windows 7, and many business owners want to know if they should upgrade. To help determine why you might upgrade, here are three reasons Windows 7 can add a little productivity to your day.

Reason #1– Viewing Two Documents Is a Snap

If you've ever tried to set up two windows on your screen so you could easily view them both at the same time (working on one and referencing the other or comparing two sheets), then this feature could easily save you 10 minutes a week. Instead of having to drag each window around, manipulate the size and shape of the window, and line up the other document to match, the "snap" feature allows you to split the screen exactly in the middle and display two documents at once with just one click.

Reason #2– It Just Runs Faster

Compared to its more resource-intense predecessor, Vista, Windows 7 is fairly light in terms of what it needs to run. As you click through things on a computer with Windows 7, you'll notice that it responds quickly and opens programs up more rapidly. It also starts up faster, saving you lots of productivity time.

Reason #3–You Can Give It A Good "Shake"

Another time-saving feature included with Windows 7 is the "shake." It's the ability to completely clear your screen of all the programs and clutter you may have collected by simply vigorously shaking your mouse.

Find Out If Windows 7 is Right For You…

FREE Windows 7 Compatibility Audit ($197 Value)
Call 508-992-2541 or e-mail
support@thinktechonline.com

How Manufacturers Have Increased Productivity 5.5% Despite The Recession

History tells us that productivity declines during a recession; apparently, manufacturers didn't get that memo.

According to the U.S. Department of Labor, manufacturer productivity rose by 5.5 percent in the second quarter of 2009. Why? Computers, of course.

Economist, Brian Bethune, of IHS Global Insight, says information technology helped manufacturers discover drops in customer demand early. This helped many companies to avoid over-production and cash flow issues. Also, using computerized point of sale records, web surfing habits, social networking sites and online purchases helped them understand which products at what quantity to manufacture, where to invest their marketing dollars and what retail outlets to focus on.

The lesson? Make sure you're using technology to stay ahead of the curve and as a strategy to "recession-proof" your business.

Most conversations are simply monologues delivered in the presence of witnesses.

Margaret Miller

Services We Offer:

- IT Consulting Services
- Network Design & Repair
- Disaster Recovery & Backup Solutions
- Virus/Spyware Protection & Removal
- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

Monthly Contest

This month's raffle winner gets a gift certificate to a local restaurant. Submit your company contact information by email to jessica@thinktechonline.com. Be sure to Include your name and phone number! The deadline for the raffle is December 31st.

Television Initials

1. On what TV series did magician George Oscar Bluth prefer to be known by his initials G.O.B.? a-Arrested Development, b-It's Always Sunny in Philadelphia, c-8 Simple Rules, d-Curb Your Enthusiasm.
2. Who returned to TV with B.L. Stryker, playing an ex-cop from New Orleans who returns home to Palm Beach to retire and live in an old houseboat? a-Burt Reynolds, b-Hal Holbrook, c-Ernest Borgnine, d-David Caruso.
3. What star of the TV shows P.S. I Luv U and B.J. and the Bear also sang the theme songs for the shows? a-Paul Reiser, b-Paul Shaffer, c-Claude Akins, d-Greg Evigan.
4. What was the first name of B.J. Hunnicutt's wife on M*A*S*H? a-Maggie, b-Peg, c-Carole, d-Connie.

November's Contest Answers: 1A 2D 3A 4C

I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

508 992 2541

jessica@thinktechonline.com

TEXTERS ANONYMOUS

"My name is Roy and it's been six months since I've communicated with my friends by using my thumbs."