

Turn your technology lemons into lemonade



December 2010

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"Growing Good Corn"

I know, I know. You're probably thinking "What in the world does growing corn have to do with my business?". Read on, and you'll see...

There once was an old farmer who grew award-winning corn. Every year he entered his corn into the state fair and won the blue ribbon.

One year, after winning yet another competition, a young newspaper reporter requested an interview with the farmer to try and uncover the farmer's secrets to his prize-winning corn.

Although he expected to be turned down, the farmer welcomed the interview. He asked the old farmer several questions about his techniques and then discovered something interesting about how he grew it: the reporter discovered that the farmer shared his seed corn with his neighbors!

"How can you afford to share your best seed corn with your neighbors when they are entering their corn into the same competition with yours every year?" the reporter asked. "Why sir," said the farmer, "didn't you know? I can't afford not to! The

wind picks up pollen from the ripening corn and swirls it around from field to field. If my neighbors grow inferior corn, cross-pollination will steadily degrade the quality of my corn. If I am to grow good corn, I must help my neighbors grow good corn as well. It's one of my secrets to success."



The moral of the story is simple: If we are to grow "good corn" in our businesses, we must be willing to help our fellow business owners grow "good corn" too. When times are tough, it affects us all. That's why we've decided to offer a FREE "Network Tune Up" to any business during the month of December.

At no charge, we'll send our technician onsite to conduct a complete 27-point audit of your computer network to make sure your data is secure, protected from hackers and viruses and being backed up properly. We'll also look for ways to cut costs and save you money on hardware, software and services.

While this may not make a huge difference in any one company's



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success, it's our way of helping our neighbors "grow good corn." To request this service, simply call or e-mail our office and ask for the "good corn" offer. There is zero cost or obligation; and if you know of

someone who could use a little technical support during these tough economic times, please forward this on to them!

(508)992-2541

4,000 Raving Fan Customers With Only 5 Employees

This VP of Operations reveals how her team of 5 gets it all done...



Do you "run the show?" Then little emergencies, keeping clients happy, and driving company projects to completion are just three of the big rocks you deal with daily. But what if you had to do all that with only 5 people?

Nicole Rodgers, VP of Operations at Technology Marketing Toolkit, Inc., has to do just that. Under the direction of business owner, Robin Robins, Nicole and her team manage over 4,000 customers, have grown their business every year since its inception, and have implemented two brand new offerings to their clients...all with less than half a dozen folks.

So, How Does She Do It?

Technology & efficiency. "We are constantly looking at our current processes and asking ourselves: where is the bottleneck? When we see those problems, we get to work figuring out how to resolve them." For example, Nicole and her team recently launched a new "Dashboard" web portal for their clients as a way to provide exceptional customer service, without having to hire additional staff. They also implemented an online software for managing customer & prospect activities, eliminating the need for manual payment entries. "This ONE investment will take a huge workload off one of our employees and make 20% growth possible with our *current* team."

The Vision

Nicole also shares how she pushes forward on such projects, even when the task seems daunting. "You just have to make a commitment to move forward little by little, consistently." Since some projects can take months of years to fully implement, the Ops VP says it helps to keep her company's vision in mind. "I know that what we do really matters and has a ripple effect. If we are not around, our customers would have no help with their marketing and our vendors would have less opportunity." Well said, Nicole.

Shiny New Gadget Of The Month: PC On A Stick Technology

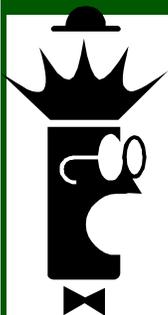
Road warriors know that packing light on business trips is a must; but one of the things you just can't leave behind is your laptop – until now...

Thanks to new "PC On A Stick" technologies, you can carry your desktop around on a simple USB device. Simply plug this specially equipped USB device into any PC and you're instantly working on what appears to be your own desktop. Unplug it, and all traces of your data vanish! Here are the top 3 options:

MojoPac: This is a free software option that enables you to "clone" or copy your desktop applications and files to a virtualized machine that will work with any USB device, be it a pen drive, iPod or external hard drive. However, it will only work with Windows XP computers and lacks encryption capabilities.

Ceedo Personal: This inexpensive software product will give you a near-perfect facsimile of your desktop on any USB device. At \$39, you'll get Windows 7 compatibility and integration with secure TrueCrypt devices.

CheckPoint Abra: Out of the three mentioned here, this is the most secure. You'll pay a bit more (\$140 to \$210) but it will give you security encrypted access to your cloned desktop.



The Shocking State Of Data Security In Small Business: Are YOU Making These Terrible Mistakes?

According to a survey of 2,100 businesses conducted by Applied Research and commissioned by Symantec, the vast majority of businesses are frequent victims of cyber attacks, data loss and non-existent backup and recovery systems. Here are just a few of the shocking facts discovered:

- 74% of the businesses surveyed were affected by cyber attacks – including hackers, viruses, worms, etc. – in the past 12 months.
- 62% had lost at least one mobile device in the last 12 months, and 100% admitted they had no password protection on these devices.
- Less than 1/3 of the devices lost had a way to wipe these lost devices clean to prevent unauthorized access to confidential data.
- 42% of businesses have lost confidential data in the last 12 months and 40% reported a direct financial loss because of this.
- 47% of those surveyed said they STILL do NOT backup their data!

To be perfectly blunt, this is just plain stupid and irresponsible behavior on the part of businesses who allow these attacks to happen. Even worse, it's a black eye on their PR if the confidential information is CLIENT data, such as credit card numbers, bank account information, medical records or other important identity information like social security numbers, birth dates, passwords, etc.

ALL businesses know of the threats to their computer network, be it viruses, hackers or internal employees; not taking some simple measures to protect against theft and loss of confidential data is completely foolish – not to mention expensive!

If you have any doubt whatsoever about whether you're backing up your data properly, protecting mobile devices and maintaining up-to-date firewall, patches and security updates, NOW is the time to get this fixed! Call us for a free, no-obligation consultation, and we'll be happy to review your current network security and backups to see if you truly ARE protected, or if you're more likely to end up another statistic.

(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 **Audette, Bazar, Cordeiro & Grasso, 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!***



Audette, Bazar, Cordeiro & Grasso, Inc.

ThinkTech Computers, Inc.

4 Welby Rd
New Bedford, MA 02745
www.thinktechonline.com

Phone: 508 992 2541

Fax: 508 984 1512

**“You have enough to
think about”**

Services We Offer:

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- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

Unified Threat Management: The “Swiss Army Knife” Of Security



With all the talk about security in this issue, we wanted to let all of our clients and subscribers know about a new, more effective and lower-cost way to have a complete “do it all” security system for their networks.

The techie term is “UTM” or “unified threat management.” That’s simply a fancy word for an all-in-one security device that does the work of your firewall, anti-virus, spam filtering and web content filter.

There are several advantages to going this route. First, simplification. Instead of having to monitor and maintain several different types of security and software, you only have one device. That makes the entire process of maintaining, managing and even updating your security far easier. You also won’t have the problem of conflicts between various hardware and software devices.

If you’re about to upgrade, install or add to your current line of security systems (spam, anti-virus, firewall, etc.) contact us for a free consultation on how a UTM solution may be a better option!

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



“That’s mistletoe. We like to give every passenger a chance to kiss their luggage good-bye.”