

February 2010

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*Turn your technology lemons into lemonade*

## “It’s Time To Break Up With Your Old Tape Drive”

They say breaking up is hard to do; but when it comes to choosing between your old familiar tape drive or risking your company’s data, it should be a no-brainer. Tape drives are notorious for failure – and if you are still swapping out tapes as your only backup source, here are 4 reasons you need to break it off:

### 1. Your tape drive is a cheater.

Here you are, faithfully swapping tapes and taking them home every day (at least you do most of the time), feeling secure that your data is safe and that you could be back up and running again fast in the event of a disaster, right? Wrong.

Your tape drive only backs up your data – the information you have physically typed in; but your software programs, network settings, printer and Internet configurations are NOT getting backed up and cannot be recovered from the tape. That means if your server were to go up in flames (or simply fails) you would have to find all your software disks and authentication codes and REBUILD your server.

That task could take several days, costing you a lot of money and lost time. But thanks to vast improvements in backup technology, you can actually have a system that automatically backs up your entire

server through a process called “mirroring” which simply means it backs up an exact replica of your server. You benefit because if your server failed, a replacement server could be set up and delivered in hours AND would retain all your settings and software. Plus, no more swapping tapes – everything happens automatically.

### 2. You could lose an entire day’s worth of work.

Ever lose an hour’s worth of work or a document because Word crashed?

Now imagine losing an ENTIRE DAY’S worth of work.

Frustrating, huh? Since tape drives can’t perform open file OR continuous backups, if your system crashes at the end of the day, all the documents, entries and work you (and your entire staff) completed that day is toast. And if Murphy’s Law applies, that would be the day you hammered through a grueling 30-page report.



Newer virtual backup systems will take a snapshot of your server every 30 minutes, saving your work from going into Never-Neverland. Plus, if you leave files open at night when you

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leave for the day (and we all do that occasionally), it will back up those files too.

**3. Your tape drive will abandon you when you need it most.** You can only retrieve the data from your tape with a compatible tape drive. If you have had your tape drive more than 2 years, it may be a phased out model, no longer available to order. This could mean that when you need to recover your data, you are unable to, even if the data is *there*.

**4. You can't trust a tape drive.** Tapes have an average failure rate of 100% -- they all fail, it's just a matter of when. Plus, you have to remember to swap out tapes every day, which leaves room for human error.

**The bottom line is this:** Tape drives are antiquated and an incredibly unpredictable way of backing up your company's data. That's why we urge all our clients to "break up" with their old tape drives and upgrade to our

#### Backup Solution.

Not only is it very affordable, but it will continuously back up your entire server – including open documents - every 15 minutes so you don't have to lose a day's worth of work. Then every night it will automatically backup a snapshot of your entire server offsite to a military-grade data center where it will be kept safe and secure until you need it.

No more swapping tapes, unpleasant surprises that your backups weren't working, and no risk of being down for days trying to recover data from old tape drives. Plus you'll gain the peace of mind that your data could be recovered fast in the event of a server meltdown or disaster.

Don't delay! Call us for a free estimate on switching over to a backup system that you can actually fall in love with:

**508-992-2541**



### Shiny New Gadget: PDA Keyboard

If your thumb muscles are sore from editing documents or sending lengthy e-mails on your PDA, relief is on the way. Thanks to Bluetooth technology (ak.a. "wireless"), you can now get a special full-sized keyboard that will work with your Smartphone or PDA. Just set your phone in the attached PDA stand and... viola...you have an instant office. There's no PC needed, either. Just download the software right to your phone.



Wondering how or why you'd lug around a big keyboard for your miniphone? They thought of that too. Weighing in around 6oz and folding to the size of a cup of coffee, these keyboards come with a small carrying case. With many manufacturers now on the PDA keyboard bandwagon, you can get your hands on one online for under \$80 through almost any technology reseller.

## Can We "Bribe" You To Do Us A Favor With Some Chocolatey, Melt-In-Your-Mouth Cookies?

We are very fortunate to have some of the best clients anyone could ask for and, quite honestly, we wish we had more! So instead of just wishing, we've decided to hold a special "refer-a-friend" Valentine's Day event. Simply refer one or more of your vendors, friends or business colleagues to us and we'll send you a special Valentine's Day Box containing the most delicious cookies you've ever tasted from Black Tie Cookies.

#### Everybody Wins!

You'll get a whole box of chewy, chocolatey, treats to share (or keep to yourself), and we'll give the folks you refer a FREE Network Health Check (\$297 Value) to troubleshoot a technical problem, review their backups, run a security scan, and address the computer problem they're struggling with the most. Whether it's one of your vendors or maybe your business owner friends, referring someone to us gets you BOTH a sweet treat!

#### So What Are You Waiting For?

Call us at 508-992-2541 or send an e-mail to [jessica@thinktechnonline.com](mailto:jessica@thinktechnonline.com)

with the name and contact information of any of your business friends who are looking for a good, reliable IT support company...and get "paid" in cookies!

# The “Four Letter Word” Business Owners Are Using To Make Their Computer Frustrations Disappear



Admit it. When your computer is behaving badly, a few choice four letter words have been known to come out of your mouth. While these mini-outbursts may provide temporary relief from your computer frustration, there is one four letter word that offers a more permanent solution. The word is “HaaS”.

“HaaS” is an acronym for “hardware as a service,” a new way business owners can gain financial benefits and peace of mind when purchasing computers, servers, and network equipment. Like businesses who lease their computer equipment, HaaS customers also pay monthly for their infrastructure. This allows them to keep more cash in their pocket and gives them the tax advantage of converting a typical capital expense into an operational expense. But unlike leasing, HaaS can also alleviate computer headaches in these three ways:

**1. No More Expensive Surprise Upgrades.** If your computers or server don’t meet the minimum hardware requirements when your line of business software releases an upgrade, you could be forced to lay thousands of dollars that weren’t in your budget. With HaaS, your computers are automatically replaced with new ones every 3-4 years, ensuring compatibility with almost any software refresh.

**2. Dealing With Warranties Are A Thing of The Past.** With a HaaS program, you get your equipment AND the service included in the monthly cost. Anything that goes wrong with the computer (like the inevitable computer crash just days after your warranty expires) is the provider’s problem to resolve. Plus, since HaaS computers are replaced regularly by your provider, you don’t have to settle for refurbished parts or old computers for very long.

**3. Finally...One Easy To Understand Invoice.** For those of you who already pay for your computer support on a monthly basis, you know how much easier that is to manage versus receiving dozens of confusing hourly invoices. HaaS makes it even easier by eliminating the need for most hardware and even some software invoices, giving you a truer budget number for IT related expenses.

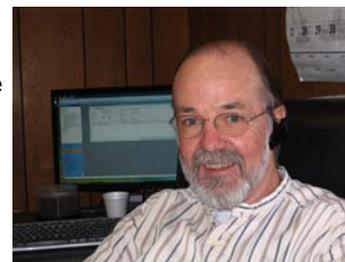
Think of it like this: Purchasing your computers with a HaaS program is like having a condo. You get control of what goes in it, yet you don’t have to worry about maintenance, building code issues, or updating the façade. Plus all your services and amenities are included in just one monthly fee.

**Want To Find Out If HaaS Is Right For You? Call us at 508-992-2541 or send us an e-mail: [support@thinktechonline.com](mailto:support@thinktechonline.com)**

## 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 American Equipment & Fabricating Corp. 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!***



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“You have enough to think about”

## 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

## Did You Know?

Massachusetts became the 6th state in the U.S. on February 6, 1788. Happy 222nd Birthday, Massachusetts!

## Monthly Contest

This month's raffle winner gets a gift certificate to a local restaurant. To enter, submit your company contact information to [jessica@thinktechonline.com](mailto:jessica@thinktechonline.com). Be sure to include your name and phone number! The deadline for the raffle is February 28th.

## Love Is In The Air!

1. **How many U.S. marriage licenses are taken out every year but never used?**  
a) none    b) 500    c) 9,000    d) 120,000
2. **What percentage of cards are romantic, not funny?**  
a) 50%    b) 35%    c) 95%    d) 75%
3. **What is the God of Love in Roman mythology called?**  
a) Aphrodite    b) Cupid    c) Eros    d) Venus
4. **Which celebrity has had the most marriages?**  
a) Zsa Zsa Gabor    b) Elizabeth Taylor    c) Larry King    d) Richard Pryor

## 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.

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“I think I'm going to watch this in Grog's cave. His cave drawings are in HD.”