ThinkTech
You have enough to think about

tech-ade

Turn your technology lemons into lemonade

5 Ways To "Go Green" (And Save Money Too!)

Whether your motivation is to save the planet or save some money, going "green" with your office IT is a smart move. After all, who doesn't want to save a little money, especially when it's SO incredibly easy!

5 Painless Ways To Go Green And Save Green

1. Go paperless! The concept of the paperless office was introduced years ago with the invention of document imaging. However, one look around your office will surely prove that was a bit of a pipedream. There are a lot of really smart reasons why you should consider converting some portion of your paper documents to electronic format IN ADDITION TO the fact that going paperless is a much greener solution. First off, finding documents will be so much easier and faster, and you won't run the risk of important documents being misplaced, misfiled or damaged (who hasn't spilled coffee on a critical document). If that doesn't grab you, maybe the cost savings on paper, ink, and storage will or the fact that employees working remotely can access contracts or other paper documents in seconds, any time, day or night, from any location.

2. Power down your network at night. The computers in your office are the largest drain on electricity in your office; and considering you're only using them for approximately 9-10 hours a day, that means you're paying for 14-15 hours of unnecessary power. For our Network Headache Eliminator clients, we can automatically power down the office overnight and bring it back up again in the morning without any interruption or interference with your systems' performance. This alone can save thousands on electricity. And if there is any maintenance to be done, we can take care of that remotely and power them down after we're done.

3. Go virtual! Virtualization allows you to "run" multiple computers or servers on one "super computer." Sometimes this is accomplished by replacing your complex, power-sucking, expensive workstations with much less expensive "thin-client" machines that require very little power or maintenance to operate.

Thousands of businesses are rapidly trading in their overblown, traditional networks for virtualization because of the incredible cost savings in hardware, software and maintenance. Plus it

offers instant disaster recovery, the ability to securely work from home or the road AND it drastically reduces the amount of power needed, making it far more environmentally friendly.

4. Allow employees to work from home. More and more businesses are creating virtual workspaces for several reasons. First, allowing employees to work from home perpetually or for a couple of days a week cuts down on gas and emissions. It's also a great retention strategy for your rock star employees. Additionally, allowing employees to work from home reduces the amount of office space needed, lowering or eliminating rent costs and utility bills. Finally, it's a great disaster preparedness plan. In the event of a fire or natural disaster, employees can keep the doors open by working remotely.

5. Dispose of old electronics responsibly. Your computer is made with a wide variety of components, many of which are toxic. When old computers are disposed of improperly, these substances can enter the environment, causing pollution and associated plant and animal death, along with birth defects. Many of these components are also produced in unsustainable ways, causing even more environmental harm. Because these components can be recovered and recycled,

throwing out an old computer is simply irresponsible. If you have old equipment, you can often donate it to a charity for a tax break. Not only will that solve the disposal problem, but you'll save a little money too!

Want To "Green Up" Your Office?

If you want to discover how we can help you save money while being more environmentally friendly, call us for a "Going Green" audit. We'll come onsite to review your office environment and present you with multiple ways to cut costs while going green. In many cases we can show you how to:

- Drastically reduce your power usage and electric bill.
- Cut your IT hardware, software and support costs by 40% to 50% through virtualization.
- Cut your paper usage and all the costs around printing, storing, filing and managing all that paper.
- Introduce you to more environmentally friendly choices in hardware, printers, scanners, and other devices.
- Give you peace of mind that your network could be back up and running in the event of a disaster with greener and more efficient backup solutions.

Schedule Your FREE "Going Green" Audit:
508-992-2541

Meet Our New Client Of The Month!

Every month we choose one very special person to be my "Client Of The Month." It's our 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 **Cunningham Woodland, 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!***

Bruce Cunningham,
Cunningham Woodland, Inc.

Shiny New Gadget Of The Month

Flip Slide*HD*™

Why are so many people "flipping out" over the Flip Video camera? Because it's small, super easy to use and lets you upload videos to your computer in seconds. What could be better? So glad you asked! The makers of the Flip Video have just introduced the Flip Slide HD.

This newest addition to the Cisco Flip family features a pop-up, three-inch screen and "touch screen" capability. With double the record time of the original Flip, it supports 4 hours of video footage. It holds up to 12 hours of compressed videos, snapshots, movies, and Flip Channels with its 16GB storage capacity. If you want to get really fancy, you can personalize your Flip Slide HD with your own images, patterns or designs.

But the biggest reason this device has taken off is because of its simplicity and ease of use. You won't find complicated buttons and options – just a simple push-button recording. Plus the images and audio recording are fantastic, making it practically fool-proof. More information about the Flip Slide HD can be found at www.theflip.com.

How To Quickly Add Facebook And LinkedIn Contacts To Outlook

With social media becoming a widely spread way of finding and connecting with customers, prospects and business partners, it's about time someone came up with a way to pull all these contacts together in one spot.

Xobni is an Outlook plug-in that pulls contact information from several sources including LinkedIn profiles, Facebook, Twitter, Salesforce, Hoovers and Yahoo mail. It also organizes your e-mails into threaded conversations and makes searching for documents and e-mails much easier.

If there is a phone number, address or company name in an e-mail, that person's information profile will be automatically populated. It's the same thing if one of your contact's e-mail addresses matches a profile on Facebook, Yahoo or LinkedIn.

Company information is automatically pulled from Hoovers.

Another cool feature is the contact statistics, which gives you a graph showing what times people tend to send you e-mail so you can quickly identify the most likely times you'll be able to reach that person. Additionally, it ranks that person with regards to the number of e-mails exchanged and displays the balance between sent and received e-mails. Xobni Actions supplies you with quick templates for asking a contact for their phone number or to schedule a meeting. Icons for LinkedIn, Facebook, and Hoovers allow you to quickly pull information from these sites including Facebook updates.

While there is a free version you can download, the paid version only costs $30 and gives you advanced search capabilities.

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"You have enough to think about"

Services We Offer:

- IT Consulting Services
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- PC and Server Maintenance & Support
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- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

An Urgent Warning To All Business Owners: Failure To Comply With New MA Data Security Law Could Cost You THOUSANDS

On March 1, 2010, Massachusetts began enforcing 201 CMR 17.00, the most stringent data privacy law in the country. Nearly EVERY business of EVERY type and size that has ANY customers or employees in Massachusetts, including companies whose headquarters are out of the state, MUST comply or risk hefty fines and penalties.

How can you protect your business from being subject to these penalties? Get the whole scoop on what to do before it's too late...

Download the recording of our FREE Informational Webinar to find out:

"What Every Business Owner MUST Know About The Massachusetts Data Security Regulations To Protect Their Business From Hefty Fines, Public Embarrassment, And Enormous Hassle"

Download For FREE Now At:
www.madatasecuritylaw.com

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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"Must have been an old can of alphabet soup. No spell checker."