

ThinkTech
You have enough to think about

tech-ade

Turn your technology lemons into lemonade

November 2009

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Attention Business Owners: 3 Simple Steps That May Save You From A Devastating Disaster

Though the ghosts and goblins of the Halloween season can be pretty scary, they are nothing compared to the true horror that can happen if a disaster were to strike your business. Whether it is a natural disaster, fire, flood, theft, or human error, these type of events can be debilitating to your business if you are not properly prepared for them. Fortunately, there are three easy steps you can take to protect your business from the downtime and data loss that can result from a disastrous event.

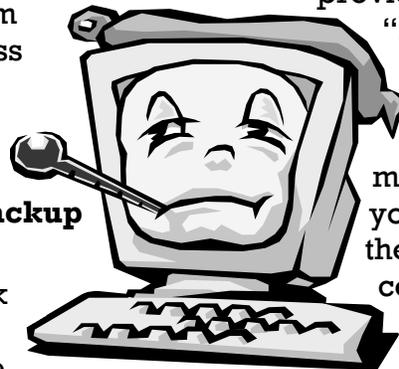
(1) Choose The Right Backup Provider

Make sure that you work with a technology company that can provide you with both offsite and onsite backup, preferably with an option to be back up and running within 24-48 hours. The backup solution they provide should not only protect your data, but should also give you a backup of your programs and

network settings so your business operations can return to normal as quickly as possible. Also, be sure that the provider offers security, support, and monitoring on the backup solution so they can head off any potential problems with your disaster recovery plan.

(2) Conduct A "Fire-Drill"

You also want to be sure that your provider does a periodic "fire-drill" with your backup where they are testing your recovery process to make sure everything you need is there. This is the only way to know for certain that your backup will work when you need it.



(3) Keep Your Backup Current

Finally, whenever you add computers, new software, or new services to your network, be sure your backup solution reflects those changes. This will ensure that you are backing up everything you need.

FREE Backup & Disaster Recovery Audit & Report

Contact us before November 30th to get our Backup & Disaster Recovery Audit (a \$540 value) FREE. We'll examine where your potential downtime and data loss risks are currently and provide you with a detailed report on the steps you can take to prevent disaster from affecting your business. Call NOW to schedule yours. 508-992-2541

If You Plug Your Computer Into A Surge Protector Put Our Emergency Number On Speed Dial. You'll Be Needing It Sooner Than You Think.

The electricity your computer needs to run can also destroy it. In a flash, you could lose your computer along with all that data you've spent hours entering. The makers of inexpensive surge protectors have bamboozled the public into thinking their computers and data are safe if they simply plug in to a "power strip". In truth, a few thunderstorms turn that surge protector strip into a fancy extension cord. The lighting and electrical surge can actually fry the surge protector's components.

Plus, surge protectors don't protect against brownouts and blackouts.

Basically, when the power goes out, it is an extremely traumatic event for your computer—one that it often doesn't recover from. The US Department of Energy advises you to protect your computers because "power disruptions can result in data corruption, burned circuit boards, component damage, file corruption and lost customers." Even Microsoft warns that if a computer can't boot up after a power failure, it generally cannot be repaired. So, if a surge protector isn't actually protecting your computer then what are you supposed to do?

The simple & inexpensive solution is the battery backup, a.k.a. Uninterruptable Power Supply (UPS).

A properly installed UPS will switch to battery power whenever any type of electrical problem or surge is detected and, once the electricity returns to normal, it will automatically switch back. If a blackout lasts longer than the battery can handle, your computer is safely and automatically shut down then turned back on when power returns. No destroyed computer, no lost data, and no need for that emergency call.

50% Off Battery Backup Installation

Contact us before November 30th to install battery backups on each of your workstations and servers and we'll knock 50% off the installation.

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 Delphic Associates, Inc, Congratulations you have won a \$50 Gift Certificate to their favorite restaurant of your choice. ***You might be my next Client Of The Month...watch for your name and picture here!***



Can Computers Prevent The Flu?

Two things you can do with your technology that may prevent the flu pandemic from affecting your company's productivity.

The CDC predicts that 1/3 of the US population will catch the flu this year, with the average employee missing between two and four weeks of work. This pandemic will cripple many small- to medium-sized businesses according to disaster recovery experts. But believe it or not, how you deal with your computers can actually prevent the flu from affecting your employees and ultimately, your business productivity.

#1 Do Everything You Can To Slow The Spread Of The Flu.

The flu spreads through personal contact like shaking hands, touching a keyboard or mouse used by an infected coworker and through the air by coughing and sneezing. So watch who you touch and use disinfectant wipes to clean your workspace including the keyboard and mouse before and after you use them. You can also reduce the amount of people who need to touch your computer equipment by using a program like the Network Headache Eliminator plan, where the engineer can work on your system remotely.

#2 Prepare For Employee Absence With Remote Access

No matter how hard you try to prevent it, you may still have some of your staff out sick at the same time. While no one with the flu is going to do much besides lie in bed, *many employees will work part time from home if they have access to their office computer.* Some doctors believe this could actually hasten their recovery by eliminating boredom. So, setting up a way that your employees can remote into their computer from home helps you both.

FREE REPORT: The Ultimate Small Business Guide To Setting Up A 'Work From Home' Or Remote Network Access System For Your Staff

Critical Facts And Insider Secrets Every Business Owner Must Know Before Installing A 'Virtual Network' To Allow Employees To Work From Home, On The Road, Or From A Remote Office

Call us before November 30th and we will send you this useful FREE report. You can also download it at www.thinktechonline.com/free_vpn

More "Friends" Might Equal More \$

With social media sites like LinkedIn and Facebook changing the way we keep in touch with business associates and personal contacts, almost every person you meet can lead to an invitation for a "friendship" on one of these sites.

While this connection may not seem significant, big companies are finding otherwise, according to Business Week. In recent research studies, these companies began looking at how employees relationships on social networking sites can actually speed the flow of knowledge and increase

profitable ideas coming into their business.



Advertisers are also looking to

these "friendships" as a tool to learn more about their customers. They are finding, for example, that if you buy something, there's a better-than-average chance that your "friends" on social media websites will buy it too; leading to targeted messaging and advertisements. Ultimately, companies will use this information to sell more products and drive more revenue. Just another added bonus to having lots of "friends."

**Love doesn't make
the world go round.
Love makes the
ride worthwhile.**

Franklin P. Jones

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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

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 November 30th.

Just Say The Magic Word

1. Which American city is mentioned in the witch doctor's spell in the 1958 song "Witch Doctor"? a-Walla Walla, b-Newport News, c-Punxsutawney, d-Des Moines.
2. Sesame Street's resident magician, the Amazing Mumford, refers to which food item when he casts his spells? a-Macaroni and cheese, b-Dill pickle, c-Sauerkraut, d-Peanut butter sandwiches.
3. What Dutch rock group had a top 10 hit in 1971 with the instrumental "Hocus Pocus"? a-Focus, b-Solution, c-Brainbox, d-Blue Suede.
4. In which movie does a young girl named Sarah inadvertently speak the magic words that call on the Goblin King to kidnap her baby brother, Toby? a-Willow, b-The Golden Compass, c-Labyrinth, d-Stardust.

October's Answers: 1B 2A 3D 4B

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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"He's out throwing money at problems. Can I take a message?"