



Enjoy a cup or cone!

July 2013

AXICOM

Networks • Computers • Security • Service

Computer Network Solutions and Management Services

AxiNews

Inside AxiNews

- p1: Cloud Computing
- p1: Log Me In Pro
- p3: Online Video Streaming,
Managing Your Day
- p4: Inquiring Minds

Jake Nonnemaker
CEO & Chief Geek
AXICOM

July is National Ice Cream Month!

In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90 percent of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."



Tech Briefing: Cloud Computing—Misconception #1

Moving some of your business computing services to the cloud may save you money and simplify your computer infrastructure. But, cloud computing is a new trend and with it there are many misconceptions. These misconceptions will be clarified in a series of articles in future newsletters.

Misconception #1 - If I use the cloud, I will always have access to my servers, applications and data.

Although you are moving some of your business functions to the cloud such as your email, accounting system or customer relationship database, the cloud won't always be on or available.

Granted your cloud provider has redundant network, storage and server systems at their data center, but when one system fails over to another, the remaining systems may be overwhelmed with traffic which may cause them to shut down. This type of incident occurred with Google mail in 2011 when some of their network switches were upgraded with bad firmware causing the group of

switches to go offline. Traffic was then diverted to a group of good switches but those switches were soon inundated with traffic causing an abrupt halt.

A more recent example is when an Amazon datacenter in Virginia was impacted by recent storms. Although Amazon's data center was online with backup power generators, people still couldn't access their cloud servers. On your end of the network, like most businesses, you have one router, one firewall, and one network switch so there is no redundancy. If one device fails, then your cloud access is down.

Also consider your Internet service provider. If they have a problem at their local central office with power or their network equipment, then your Internet will go down and you won't be able to access your cloud provider.

Even though "the cloud" is a term with much ambiguity and has the allure the Wizard of Oz ("Ignore the man behind the curtain!"), the fact remains that the cloud has a very real physical

(Continued on page 2)

Did You Know About LogMeIn Pro?

Yes, AxiGuard protects your computer 24/7 but it also provides some additional bonus features such as LogMeIn Pro.

Every computer protected by AxiGuard includes LogMeIn Pro (LMI) remote access software? LMI provides two very power features. First, it allows you to access your PC or note-

book from any remote location much like GoToMyPC. For example, you can remotely access on your work PC from home or on the road, access all your work applications and data, and even print back to your home printer. Because this feature is included with AxiGuard, you can save yourself \$20 per month for similar remote access services such as GoToMyPC.

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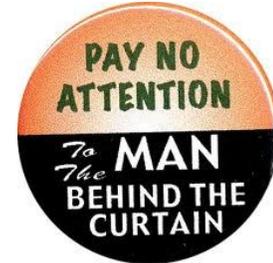
Cloud Computing



(Continued from page 1)
 presence, running on actual server hardware, built somewhere on actual land in an actual building, connected by data lines and power cables. Many cloud provider are very secretive as to the whereabouts of their data centers and like to keep it that way.

But perhaps the customers should know more about what their data is actually running on, where is it located, and what kind of security

and redundancy is in place. Don't let the Wizard of Oz make your business decisions!



Log Me In Pro ...

(Continued from page 1)
The second powerful feature of LogMeIn Pro is that you can invite your customers and prospects to remotely view your computer desktop. You can use this feature to show a prospect a PowerPoint sales presentation or demonstrating how to record a transaction in Quickbooks. This desktop sharing feature can

also be used to train customers, show them how to use an application running on your PC or how to access your website.

And the best part is that LogMeIn Pro is included with AxiGuard at no extra charge. If you are an interested in our AxiGuard PC maintenance and security service, please email or call Jake at jake@axicom.net or (818) 865-9865.



Fun Facts About Ice Cream!

- * Americans eat more ice cream than any other country in the world, averaging 48 pints per person. Vanilla is the favorite ice cream flavor and chocolate syrup is the favorite ice cream topping.
- * The ice cream cone was supposedly invented at the 1904 World's Fair in St. Louis when a Syrian waffle-maker helped out an ice cream vendor who had run out of dishes.
- * The biggest ice cream sundae in history was made in Edmonton, Alberta, Canada, in 1988, and weighed in at over 24 tons.



Online Video Streaming

Among the many of the field, there are four major vendors of online video streaming—Netflix, Amazon, Apple TV and Hulu. So, how do they stack up?

Netflix Netflix has been in the business of online video streaming for a while now. And, of the three vendors, Netflix certainly has the most advanced option menu with the ability to browse by category. Netflix has a monthly subscription service which allows for delivery of videos by mail along with the online video streaming. Their selection of online videos is quite extensive although the most recent and the more popular movies are still usually only available by mail.

Amazon Amazon was quick to join to online video streaming, seeing it as a strong source of revenue. Online videos are available to purchase per video. For Amazon Prime members, some videos are available for free as part of the Amazon Prime membership.

Hulu The first website to legally offer a wide array of free TV shows, Hulu was founded by NBC and offers dozens of free TV series, both current and off-air broadcasts. Some of the TV shows offered includes: The Simpsons, Family Guy, It's Always Sunny in Philadelphia, Bones, Buffy the Vampire Slayer, and The Office. Unfortunately, Fox and some other broadcasters have pulled some free shows from the list forcing you to upgrade to a paid version.

In addition to offering TV shows, Hulu also has a catalog of movies available to watch, including such popular shows as: Spy Game, Liar Liar, Ghostbusters, Men in Black, and The Karate Kid.

Apple TV Apple TV has a different model from that of Netflix and Amazon. With Apple TV, there is no subscription or all-you-can-eat menu. Everything needs to be purchased separately. But, Apple TV has the most extensive options including Netflix and Hulu Plus. And, you can stream content from your iPad, iPhone or iTouch onto your TV.

Managing Your Day

Productivity is a tricky issue. You want to get the most out of your day. But, how do you do it? Is it good to have “down time”? When do you reach a point of diminishing returns? How do you avoid distractions. What's the best way to tackle big projects?

Here are a few tips to help you.

1. Take one day and record what you do. Indicate thoughts, conversations or actions. Evaluate whether those thoughts, conversations, and actions relate to your goals.
2. Avoid social media, Facebook and even emails if you want to concentrate on a specific project. In fact, schedule a block of time where you don't have any technical or phone distractions such as 9 to 11 in the morning, for example, if you feel your most productive hours are in the morning. And, then schedule a time when you can respond to emails, return phone calls or engage in social media.
3. Spend 30 minutes at the beginning of each day to plan your day. Have specific goals helps you to focus on achieving those ends.

Of course, there are numerous people who have studied time management, creativity and productivity. Scott Belsky, an author and expert on creativity and time management believes that people need to be unplugged to get the best out of themselves. All the connectivity depletes our creative reserves. So, he advocates taking time to ponder, maybe an hour long walk or 15 minutes of meditation. Jeff Bezos, CEO of Amazon, believes in long-term goals, of even 10 years out and he is known to take unstructured days just to ponder and roam the company halls. There are also masters of systems such as David Allen of Get Things Done. In this system, large projects are broken down into smaller tasks.

So take some time to evaluate your productivity, time management and creativity. Are you getting the most out of your day?



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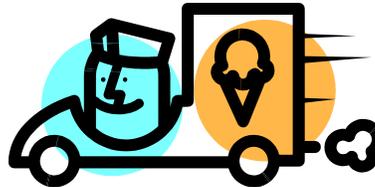
31352 Via Colinas #104
Westlake Village, CA 91362
(818) 865-9865

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*Ask us about our fixed price service agreements and kick off the
new year with computer support at a flat monthly fee you can
budget for just like rent!*

AxiGuard



Inquiring Minds...

Favorite California Ice Cream Parlors If you plan to travel in California this summer, why not stop at one of the ice cream parlors which have achieved fame or popularity over the years?

Farrell's Ice Cream Parlors—With locations in Southern California and Northern California, you can experience the Pig Trough, the Zoo or the Gibson Girl just as you remembered from your childhood or introduce someone to all that Farrell's has to offer including the old-time



Famous Pig Trough

candy store, the uniforms, and the music. <http://www.farrellsusa.com/>

Fosselman's - Located in Alhambra, CA, this old-style ice cream parlor has been dishing out favorites since 1919. Currently offers 40 different flavors along with sorbets and frozen yogurts. <http://www.fosselmans.com>

Mashti Malone's—Located in Hollywood, CA, this establishment sells ice cream and sorbets featuring exotic flavors including Rosewater Ice Cream, Pomegranate Sorbet and Orange Blossom with Pistachios. A favorite with the celebrity crowd as well as ice cream aficionados. <http://www.mashtimalone.com>

Dewar's—Should you find yourself in Bakersfield, a stop at Dewar's is a must. An old style soda fountain and ice cream parlor along with a candy shoppe featuring Dewar's family recipes, this place has been delighting children for many years. There are three locations in Bakersfield. <http://www.dewarscandy.com/>

Don't Forget to Send in Your Summer Photos!!!

AXICOM is running a photo contest for summer photos! Send in photos of scenes from your summer, whether from your backyard or from another part of the world! We will award prizes, too! 1st place gets a \$15 Starbucks gift card, 2nd place a \$10 Starbucks gift card and third place a \$5 Starbucks gift card. Send photos by email to Christa Nonnemaker at christa@axicom.net. Entries due by Friday, August 16, 2013.



“Life is like an ice-cream cone, you have to lick it one day at a time.”

-Charles M. Schulz