



Business Bits & Bytes



“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“As an organizational leader, I know you don’t have time to waste on technical and operational issues. That’s where we make *IT EZ!* Call us and put an end to your IT problems finally and forever!”

- Diana Spurgus, BSSI

Volume V, Issue I
January 2012
Central Ohio

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“Ummm.”

The Difference Between Backup ~vs.~ Disaster Recovery ~vs.~ Business Continuity!

You’ve heard me preach in the past about good backups. A backup is no good unless you can restore your data and get “back up” and running quickly. I’ve had organizations ask me about Disaster Recovery plans, but sometimes I’m not sure they really know what that means. “Data backup” and “disaster recovery” seem to be used interchangeably and “business continuity” just seems to add an additional level of confusion. Don’t feel alone if you are in this situation. Many organizational leaders make the mistake of not knowing the difference and end up paying the price when data is lost, a network goes down or a disaster prevents them from accessing their physical office and the server inside.

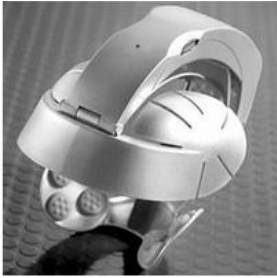


While we believe every organization needs a plan with all three components, we understand YOUR level of paranoia about your network and your willingness to pay will determine which one(s) you choose so it is important to understand all three.

Backup: This is the simplest and least expensive of the options. A backup is like a spare tire. It provides an extra copy of your data in case you delete a file by mistake, or some data becomes corrupted, or someone modifies a file and you need to get the original file back.

A backup may be created on tape, on a USB drive, or offsite over the Internet into the cloud. Tape backups are NOT for Disaster Recovery or Business continuity, since you can’t run applications from a tape. In addition, tape technology is outdated. It is not a question of if the tape media fails, it is a question of when. We have been actively moving clients to USB drives or network attached drives for backup, and in some cases backing up into the cloud

Shiny New Gadget Of The Month: USB Brain Massager



Some days the stress builds up so much you can physically feel it. Common therapy for stress is a foot massage or a neck massage to release some tension. But what about your brain? Isn't that what is *really* working overtime?

Now, for those times when your brain is overworked and needs a break, you can give it a massage. The USB Brain Massager relieves tension in your head by stimulating the thousands of nerve endings located on your scalp. It is convenient, easy to use, and provides different intensities of vibration.

This magic device has been known to improve your blood circulation, metabolism, immunity, and sleep quality, while also relieving pain and pressure and even enhancing your memory. You can get yours today for around \$40. www.kleargear.com

Disaster Recovery: Your server or main computer just crashed. It's no longer functional, and you can no longer get to your data. Disaster Recovery means getting you back up and running once the failed components are replaced. The quicker this takes place, the better. If you are using tape backup, it means reinstalling Windows and the backup software before a restore can take place. And if your backup system is configured to backup just data, then you need to find all your applications and reinstall them too. This process could take anywhere from 2-3 days, if you have access to all your application media.

Business Continuity: Business Continuity helps stop the bleeding and gets your business back up and running after a major disaster, such as a fire, tornado or earthquake. It involves not only your computers and data, but your actual workplace as well. This is obviously a much bigger deal than just restoring data or replacing a server. It means having access to a facility with computers and servers available to you. It means having procedures to communicate to your team about what to do and when.

Your customers are much less patient than they used to be 30 years ago. As soon as you stop providing services/products, your customers will stop paying and go to your competitors.

There are now cost effective solutions available to smaller organizations that were once **ONLY** available to the largest of corporations. These solutions include features that help with, both, disaster recovery and business continuity. Such a solution at a minimum needs to include two primary components: (1) The ability to bring up a "duplicate" server running your applications and up-to-date data as soon as possible and (2) The ability to access your applications and data from the Internet in case you can no longer access your facility.

What is the cost to your business if your computer system is down? How long can you afford to be down? Answer these questions and it will lead you towards the plan that is right for you.

If you need assistance and would like for us to conduct a Backup and Disaster Recovery Review, just call the office at 740-681-9753 or email us at info@BSSI.biz.

The Lighter Side... Kid Logic On Smart Buying And Careers



A little kid was looking at the large ripe watermelons growing in the gardener's melon patch. "I'll give you my twenty five cents for that watermelon," said the boy pointing to a beautiful, large, ripe fruit in the middle of the patch.

"No," said the gardener, "I get \$2 for a watermelon like that one." The little boy pointed to a tiny watermelon just beginning to grow nearby. "Will you take twenty five cents for that one?"

"Sure," replied the gardener, "I'll give you that one for twenty five cents."

"OK," said the little kid, sealing the deal by putting the coin in the gardener's hand, "I'll pick it up in about two weeks."

6-year-old Jimmy, a precocious kid, always told everyone he wanted to be a doctor when he grew up. One day as Jimmy was running through his house playing, he ran into the corner of a table and hurt his eye. Being a little kid, Jimmy cried for a while but also kept saying, "Oh no, now I can never be a doctor when I grow up."

Jimmy's mom trying to reassure him told Jimmy that he could still be a doctor but Jimmy kept insisting that he couldn't.

Finally she asked, "Why can't you be a doctor, Jimmy?"

Holding one hand over his injured eye, Jimmy said, "Because now I will have to be a pirate!"

How To (Finally) Hit Your Top 5 New Year's Resolutions Thanks To High-Tech

Thinking about setting the "usual" New Year's resolutions of losing weight, being more organized and getting out of debt, but have a feeling deep down you aren't going to follow through? We're here to help! Below are 5 common New Year's resolutions and simple techie ways to keep you on track.

#1: Be More Productive

If improving your time-management skills is one of your New Year's resolutions, this will be a BIG help: Turn off the automatic send and receive for your e-mail (I can almost hear the gasps of horror). Admit it, you're addicted to e-mail and if you're like most people, you're checking it *constantly*. In fact, there's a good chance it's the first thing you do in the morning and the last thing you do at night. If you want to stop the constant temptation to lose focus on your work, simply turn off the automatic send and receive function, forcing you to click on the "Send And Receive" button at set times. If that's too "cold turkey," you could at least turn off the sound and icon popup so you're not distracted by it while working.

#2: Save Time

After e-mail, checking social media sites can be another huge time suck. If you (and possibly your staff) are wasting a lot of time on Facebook, good content filtering software can keep you in check by preventing you from accessing these sites from your work PC. You can also allow certain people in your company access while blocking others; so if you have a web manager or marketing manager who needs to access these sites for work but find it too tempting for YOU, we can configure the system to assist you with that temptation.

#3: Get Out Of Debt And Start Saving More

If you feel like you can't get a handle on where your money goes, check out www.Mint.com. This site automatically compiles all your bank statements, retirement and credit card accounts to give you one snapshot of where you're spending money – and it's FREE! Best of all, you only need to set it up once and it will automatically update your finances and put them into easy-to-read graphical reports – and since Mint.com connects to almost every US banking and financial institution with internet banking capability, you won't have to manually enter your information over and over again. The site offers ways to save money, allows you to set financial goals and keeps track of those goals automatically.

#4: Lose Weight

Pearson's Law states that anything measured improves, and anything measured and reported upon improves exponentially; so if you want to lose weight, you might sign up for www.MyFoodDiary.com and start tracking everything you eat. This site allows you to set and track your weight loss goals by allowing you to post what you ate and then counting calories for you. If nothing else, it will help you think BEFORE you eat because you need to track the calories!

#5: Get Organized!

If you're like me, you've got a million things going on – from business, family and everything in between, it's easy to get overwhelmed and forget tiny (but important!) details. Using Evernote can help. Evernote allows you to capture and organize any files, notes, web sites, audio or hand written notes in one easy-to-learn interface. And with the mobile app, you can capture a to-do item or reminder at any time without the fear of losing it.

The Top 10 Technology Trends For 2012



During the Symposium ITxpo 2011, Gartner unveiled its prediction for the top technology trends in 2012.

Mobility and social media are taking a front seat for the ride into the future. Many of these technologies will drive the future of your business if they aren't already:

- 1) Media tablets and beyond
- 2) Mobile-centric applications and interfaces
- 3) Contextual and social user experience
- 4) Internet of Things
- 5) App stores and marketplaces
- 6) Next-generation analytics
- 7) Big Data
- 8) In-memory computing
- 9) Extreme low-energy servers
- 10) Cloud computing

Are you looking for that perfect gift for someone who is always verbally abusing you?.....

Now you can give it right back!

We've all been there, had a bad day or did something not quite right. All of a sudden, someone is giving you poop (there is another word for it but I chose to keep it out of here). "Why me, what did I do to deserve this?" But then our thoughts go to "How can I return the favor?" Don't say it, send it. Really! See the ad below. I got this from the internet (someone told me about it). I have yet to actually use it but you just never know. And the best part is you can send it anonymously.

I'd be curious to hear from anyone who has either used this site or been the recipient of such a gift!



Looking for a great gag gift? Has some one really pissed you off? Don't get mad, GET EVEN. Send that special some one a big stinky pile of poop.

GUARANTEED ANONYMOUS

We will send your friend or enemy a healthy helping of some of the nastiest, stinkiest, fresh poop packages you have ever seen. We have several varieties of poop that we can send, including a special poop of the month. Go to the [order page](#) to see what's on special this month.

The TOP TEN reasons to send some one a package of poop:

1. To your ex-husband/wife/boyfriend/girlfriend
2. Neighbors pet crapping on your lawn
3. For your mean boss
4. For a salesperson or mechanic that ripped you off
5. A Last minute gift for some one who has everything
6. A gag gift
7. For a rich gloating friend, to knock them down a peg
8. To the teacher that gave your son/daughter a D
9. Some one left you negative feedback on your auction
10. You just don't like them

Not NASTY Enough For You? Try the:

RAUNCHY VERSION



Who Else Wants To Win A \$25 Gift Card?

Take our monthly "Trivia Challenge" and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Mary Ann Richards of Fairfield Federal!** She was the first person to correctly answer our quiz question from last month: **On December 3rd, 1967, what medical breakthrough took place?** The choices were: a) The first successful Siamese twin separation b) Artificial insulin was first produced c) The first successful heart transplant occurred. The correct answer is c) The first successful heart transplant occurred! Congratulations Mary Ann Richards! You've won a \$25 Gift Card to Starbucks!

Now, here's this month's trivia question. The winner will receive a gift card to Starbucks!!

Which of these famous people has a birthday of January 1st?

- a) Betsy Ross b) Paul Revere c) J. Edgar Hoover d) All of the above

Call us right now with your answer! 740-681-9753

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