



Business Bites & 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

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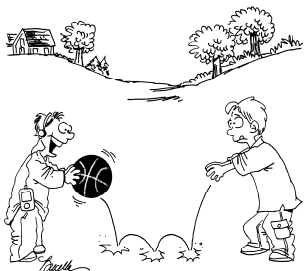
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“Cool! How long does it hold a charge?”

Disaster Recovery: The Most Critical Part To Data Backups That Most Companies Overlook

A few months back tornados ripped through Joplin, MO and Tuscaloosa, Alabama causing massive devastation. If you were fortunate, you only had to suffer through minor interruptions of utility services, with others paying a far steeper price. In fact, a colleague of mine who also offers IT services had his office in Joplin reduced to a pile of rubble (see top photo). (As a side note, the only piece of paper that made it through as seen in the second picture is a mailer that has my picture on the upper right corner!) This got me thinking about how important disaster recovery planning is to any business. No one expects terrible things to happen, but when they do, having that plan in place can really save your bacon. And one of the MOST important aspects of this is the **recovery** part – how are you going to get that data back onto a working platform that allows you to continue serving your customers and operating your business. The shocker for most organizational leaders is that simply having a copy of the data does NOT guarantee a fast recovery. Let me give you an analogy to help you understand...



Let’s suppose we put a disaster recovery plan together for your home. Your house would represent the server and platform, and all your furniture and personal items would be the data. Now let’s suppose we could make a backup of your home by making an exact copy of everything that’s in your house (all your furniture, appliances, clothing, etc.) and storing it in a “backup” shed. Then the unthinkable happens: your house gets leveled by a tornado, flood or fire and everything is gone (or a critical part of it is damaged and needs to be replaced). You would think, “Well, at least I have a copy!” True, but the first thing you would need to do is replace the home itself (remember, that’s the platform that everything resides on). Next you would have to “reinstall” the services like gas, electricity and water (let’s call that the software). Then you would have to haul everything from the shed back to the house and “reformat” it by arranging it into the house. Depending on the extent of the damage done to your house, that could take days or weeks; chances are you’d have to find a hotel to live out of in the meantime. In addition, there’s the time and cost of moving everything back in and re-arranging and restoring everything to its proper place.

Plus, the above *assumes* you have a recent, working copy of your entire home and everything in it. If you failed to make a copy – or if the shed where you were storing everything had a water leak that destroyed everything inside due to mold – then you’re really out of luck.

Of course, this is a simple analogy – and there are ways to back up your data and network so that recovery can happen inexpensively in a matter of hours versus days or weeks. But if you simply think having a tape backup is...

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Shiny New Gadget Of The Month: EVERNOTE



Organizers unite! If you have a lot of “stuff” to organize – pictures, notes, reminders, and more – and want an easy way to capture and organize all of it, you should take a look at EVERNOTE.

This cloud application allows you to type text notes, make lists, record voice notes, store photos, screen shots, travel receipts, itineraries and practically any other item you can think of.

Everything you capture is automatically processed, indexed, and made searchable. If you like, you can add tags or organize notes into different notebooks.

Populating EVERNOTE with content is simple. You can Tweet a note and have it stored, log in and type yourself a note, take a photo of a favorite wine you’re drinking and upload it or clip web sites and upload them.

Best of all, as your “stuff” grows you can easily search and keep track of everything in one simple place: Christmas lists, to-do lists, good ideas you want to remember, grocery lists, pictures of things you want to purchase and much, much more!

...going to be your saving grace, you might be unpleasantly surprised. I can’t tell you the number of businesses who ended up losing incredibly valuable, irreplaceable data because they didn’t think through the RECOVERY part of the backup equation.

So what do you need to think about? First, the way you backup your data should be based on how important your data is and how fast you would need to be back up and running in the event of a disaster. If losing your data would only be a mild inconvenience and you could stand to be down for a couple of days, then tape backups may be okay. If that’s not an option for you and there are certain critical functions that need to happen to keep you from getting into hot water with your customers and to prevent you losing a LOT of cash, then you want something more reliable than tape drives.

The BEST thing to do is contact our office to schedule a strategy meeting to go over your needs and expectations for what should happen in the event of downtime or an outright disaster. That way you know for sure what to expect and – more importantly – how to accurately prepare for a disaster.

New Facebook App Lets You Leave Messages To Loved Ones (And Enemies!) When You Die

I suppose it was only a matter of time before someone came up with the idea of a Facebook application that allows you to record a message that will be shared with your friends and family after you die. While the concept isn’t a new one, putting it on a social media site certainly is.

This new application called, “If I Die,” allows you to record a video message directly from your webcam (you can also draft a letter if you prefer). After recording, you are prompted to select three trustees that will be appointed to hold your message. It takes all three of those trustees to say that you are actually dead before the message is released to all friends and family via your Facebook page. Not too surprisingly, some of the videos being recorded aren’t very nice.



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The Lighter Side...

Caught...

By A Gravy Ladle?

Once upon a time, there was a retired father and a grown son. The father had been a widower for quite some time and the son, with his own family, lived out of state.

The son, who was traveling on business, was going to be in his father's city so he called and made arrangements to visit his father.

While visiting with his father and enjoying dinner at his home, the son was surprised to find that his father had hired a live-in - shapely and lovely younger - housekeeper. In his heart he wondered if there was more between his father and housekeeper.

Emboldened, the son asked his father if in fact, there was something going on between he and the housekeeper. The father told the son that everything was purely professional... that she was the housekeeper and cook and that was that.

About a week later the housekeeper came to the father and said, "I have not been able to find the beautiful silver gravy ladle since your son visited for dinner. I know this seems strange, but you don't suppose he took it, do you?" The father said, "Well, I doubt it but I'll send him a note."

So he sat down and drafted an email. He wrote, "Dear Son, I'm not saying you did take the gravy ladle and I'm not saying you did not take the gravy ladle. But the fact remains that it has been missing since you were here for dinner. Do you have any idea what happened to it?"

The Son received the email and answered it as follows: "Dear Father, I'm not saying that you do sleep with the housekeeper and I'm not saying that you do not sleep with the housekeeper. But I do know for sure that if you slept in your own bed you would have found the gravy ladle."

3 Easy Ways To Go GREEN (And Get A FREE Logitech Webcam)

Here are 3 simple ways your office can not only cut down on waste and environmental pollution, but also save you money on utilities, overhead and IT services.

1. **Go Virtual!** Desktop virtualization (sometimes called client virtualization) is a process of replacing your expensive, power-sucking computer workstations with a less expensive "thin-client" option. This not only cuts down on the power needed (and your electric bill), but also reduces hardware and maintenance costs because these systems are much easier to maintain. Best of all, you won't notice any difference in how you use your PC!
2. **Go Paperless!** Why keep printing, filing and shuffling all of those paper documents around when document management systems are so easy and inexpensive to implement? Not only does going paperless cut down on paper and ink (saving you money while cutting down on waste), but it's also far easier to file, find and share documents. Plus the chances of an important document getting lost or stolen are greatly reduced.
3. **Go Remote!** Working from home, even a day a week, will cut down on gas and emissions. Some businesses are moving to a complete remote workplace where everyone is working from home, saving them a ton of money on rent, utilities and overhead. In fact, most of our computer repair and support is delivered to our clients remotely thanks to our ITEZ Care programs.

Want to know how we can save your business some green by going green? Be one of the first 10 people to call and schedule a consultation about any of these services and we'll give you a FREE Logitech web cam – no strings attached and no obligation to buy anything! This webcam will allow you to hold "greener" meetings by eliminating drive time to meet in person.

How To Get A FREE Logitech Webcam!

Be one of the first 10 people to contact us about any of the "green" services we offer (or just about outsourcing your IT support to us) and we'll give you a FREE Logitech webcam (\$50 value) absolutely FREE so you can hold "greener" virtual meetings. You are not obligated to buy anything; just be one of the first 10 people to schedule a free consultation about how we can help you cut IT costs and make all of your computer problems a thing of the past.

Call us today at 740-681-9753 to schedule. Offer Expires 9/30/11.

Client Spotlight: Dr. Scott R. Baker - Old School House Family Practice

BSSI had the recent honor of assisting the Old School House Family Practice with its data and computer networking needs. We are very blessed and proud to have Dr. Baker as a client. Thank you Dr. Baker for placing your trust in our organization. That is a responsibility that we do not take lightly!

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We know this is a very trying time for the medical industry as it faces many challenges including EMR and HIPAA to name a few. If you are a medical practice and would like a free consultation, please do not hesitate to contact us at 740-681-9753.

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Steve Jobs Is Building A Spaceship On Earth (Cupertino City, CA To Be Exact)

Steve Jobs is "selling" Apple again – only this time he's pitching the Cupertino City Council on allowing him to develop a 150-acre plot of land to build, "The best office building in the world." This building will be home to a new Apple Campus – and without a doubt it's a very ambitious plan.

This giant building would hold 12,000 people. But that's not what makes this project so interesting – it's the circular design that gives it a spaceship appearance. In fact, there won't be a single straight piece of glass on the outside.

During his presentation, it was reported that Steve Jobs wasn't in his normal "pitch mode" we're use to seeing on stage at Apple keynotes and events. During this presentation he was reported as being much more low-key because he knows the city council can say "No" to his project if they want to. He was still salesy, but didn't use words like "magical" or "insanely great."

And yet you can still see a tough streak in his proposal. When a council member asked if Apple plans to give the city free Wi-Fi, he replied, "We're the largest taxpayers in Cupertino, so we'd like to continue to stay here and pay taxes." Obviously that can be both a benefit and threat that Apple would pack up its bags and leave if not granted this request. Other highlights about the campus:

- The building would use its own natural gas generator as its primary source of power and the city's power grid only as a backup.
- The building includes an auditorium for conferences giving them the ability to hold their events there instead of San Fran.
- Apple wants to break ground next year, and move in by 2015.

Groupon: Good Idea Or Invitation To Price Shoppers?

Groupon, launched in November 2008 in Chicago, is a highly successful online marketing venue for businesses looking to gain more customers and for consumers looking for great deals on things they already buy. Here's how it works: Businesses wanting to reach more customers sign up for a "daily deal" promotion where they offer some product or service at half off the normal costs. Groupon then sends that offer out to a list of users who have signed up to receive these daily deals. But here's the "catch" (or the brilliance depending on how you look at it): in order for the deal to be "on," a certain number of people must buy the deal – otherwise it's off.

What this does is it fuels people who WANT the deal to pass it on to friends and family to try and pump up the offer so they can get in on it. In doing so, Groupon naturally gets more users to sign up for their daily deal and keeps a hefty percentage of the sale. Also, the deal is only good for that day, building in an automatic urgency to buy. Clearly this is a good deal for consumers who get to buy products and services at deep discounts – but is it a good deal for the businesses that are using this as an advertising media?

Some say yes because it allows a new startup business to attract actual buyers to their store or web site at a break even or loss. And if you are providing a service that people really like, chances are they'll come back and tell their friends. However, some say it only attracts price shoppers who have zero loyalty; and no business wants that type of customer, especially when you have to deliver the products and services at a break even or loss. So how do you find out whether or not it will work for you? The best idea is to run a test and track the results. Obviously if you offer a great service that begs repeat business, it makes sense to advertise using Groupon because the upfront loss will be more than made up from in long-term repeat business and referrals. But if you have a problem with customer retention and loyalty, Groupon might not be the best place for you to advertise. To learn more on how to become a featured business on Groupon, visit www.grouponworks.com

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

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Susan Secoy of Fairfield MHA!! She was the first person to correctly answer our quiz question from last month:

What inventor averaged one patent for every three weeks of his life?

a) Thomas Edison b) Benjamin Franklin c) Alexander Graham Bell

The correct answer is a) Thomas Edison. Congratulations, Susan, you've won a \$25 Gift Card!

Now, here's this month's trivia question. The winner will receive a gift card to Starbucks! **Prince Charles once said, "Diana only married me so that she could..." what?** a) Be a Princess b) Live in a palace c) Wear the family jewelry d) Go through red lights

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

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