

May 2009

Technology Management Solutions

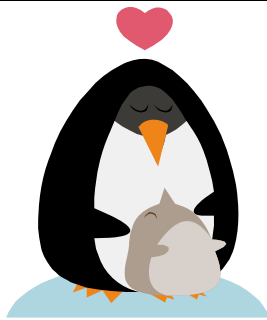
# Geek Speak

## Mama Mia!

Set aside the second Sunday in May to treat your mother like royalty on her special day. That's right folks, Mother's Day is here!

Go against the grain. Even though it's customary to give cards, flowers, and other gifts, make this year extra special. Take time to write a personal letter, make a photo album on Shutterfly or purchase something she has always wanted by pooling funds between family or friends.

Knock her socks off! Take a peek at these top picks for personalized Mother's Day gifts: painted family portraits, a birthstone pendant gift, or even a personalized laptop so your mother can keep in touch with all of her loved ones.



We Make The Net-Work

## Half-baked backup blunders that can cripple your businesses

*Lost data has serious consequences for any computer user, but businesses are especially vulnerable due to tax liability and information security issues.*

The intention with backup is to enable you to recover all of your data if everything is lost. Backup with consistency, no matter what type of backup mode you chose to implement. Keep in mind, the data recovery period after a tragic loss will only go as smoothly as your backup effort.

**Verify backups regularly.** If your backup is not working properly, it can cripple your business in the event of a disaster. All too often, backup checks slip through the cracks and are not categorized as a high priority by managers or employees until it is too late. How long has it been since your backup was verified? Are you sure it is still working properly?

If you don't have an answer or cannot think of an accurate timeframe since the last check, you may not be protected as the data may be damaged or incomplete and therefore, worthless.

**Relying on half-baked backup solutions can be more than a minor inconvenience.**

External drive, tape drive, CD, DVD, and Zip backups are notoriously failure-prone. They are vulnerable to heat, sunlight, humidity, liquid, dust. Tape drives are even sensitive to televisions, monitors and speakers, too. Not to mention common human mishandling like dropping, scratching, bending, cracking, misplacing or stolen drives. That's right, everything on this list is fairly common for people to encounter every day.

**Imagine with me, a day in the life of a tape drive...** Your business partner or office manager completes a backup each day. Then places the tape in his briefcase to take home with them so it is offsite in the event of a disaster at the office (very smart). Let's see where things go wrong.

1. On the way home, he drives in his new SUV with the windows down on the fine 80 degree spring day (heat and possibly humidity from the elements may damage the drive).

*(Continued on page 2)*

## How blogging can help you brand yourself as an expert and rope in new business

*Blogging for businesses is a relatively new concept for many business owners but is an effective tool for anyone in any trade. Like an unearthed jewel, blogs can help you shine. Take a look at these three easy steps to get started and the benefits of weekly blogging.*

**Why blog?** A common misconception is that blogs are only for socialites. Not true. Blogs are simply a web log of your thoughts. No matter what industry you are in, you cannot afford to close your eyes to the blogging communities online. According to Business

Week, blogging is simply the most explosive outbreak in the information world since the internet itself.

**A pool of 1,574,313,184 prospects you cannot get anywhere else.** Did you know by the end of 2008, the internet was said to have 23.5% of the global population dialed in? Blogging grew 68% just in 2008 and will inevitably continue growing at an astonishing rate this year too.

**How blogging can help you...** Through effective blogging, you can build your reputation as a

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## Half-baked backup blunders...

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2. Unfortunately, his iced mocha or bottled water spills on the seat and dribbles down into the bag on the floor with the tape drive (liquid can render the drive unreadable).



3. When arriving at home, he places his briefcase next to the television or speakers in the living room. Or he may even carry it into the kitchen and place it on the counter near a microwave so he doesn't forget to prepare for his morning appointments before leaving in the morning. (electromagnetic fields emitted from these household items may erase or damage the drive).

4. Then, in the morning, he pours his coffee and his daughter comes stumbling into the kitchen carrying the briefcase, kicking it every few steps. Or worse, the family dog chews on the tape like a bone (impacts and physical damage).

5. Finally, when he arrives back at the office, he passes the tape to his assistant who tosses it across to the technician in the next cubical for safe keeping. (mishandling).

**Proper storage is in a climate-controlled environment for any type of drive, period.** So, why settle for backups with high risks and minimal protection. Take a look at our automatic off-site backup solution today. We are proud to offer the only climate controlled, iced mocha repellent, entertainment center resistant, child and dog proof type of backup solution there is, <<enter your off-site solution name here>>.

Because we are serious about keeping your critical company information safe and secure, just in case you like your windows down in the spring, enjoy over indulging at Starbucks, have a home theater, or love playing with your children, or dogs (or love your dogs like children). We are here to help.

Give <<Tech Marketing Autopilot>> a call: (555) 545-55021

## Digital TV converter box program extended

Did you miss the deadline to purchase your digital TV converter box or have an expired coupon in hand that you never used?

Apparently, over 26 million coupons were redeemed before the deadline but there are 17 million that have not been used. If you are one of those 17 million, take advantage of the extension through June 12, 2009.

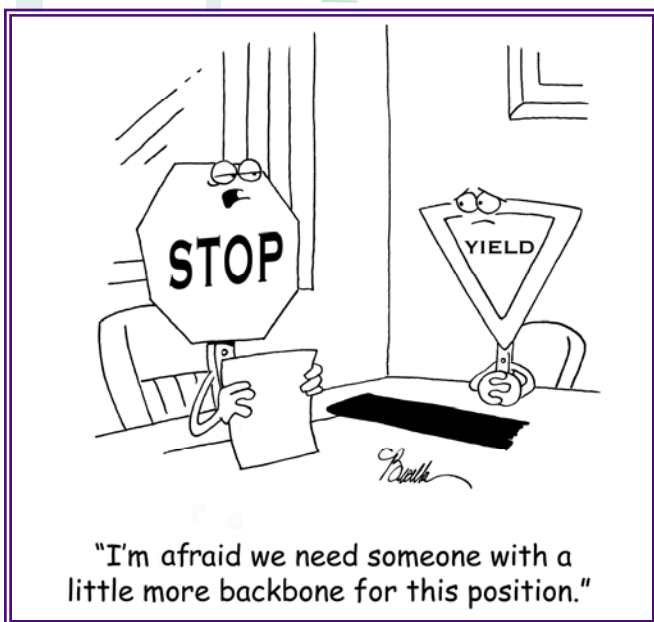
**With the recent stimulus package from the government,** the coupon program received more funding. The National Telecommunication and Information Administration (NTIA) is now giving households with an expired coupon another chance.

**The stimulus package includes the DTV Delay Act...** which, according to NTIA, extends the final date by which all full-power television stations in the country will be required to shut down analog broadcasts. However, 36% of all analog stations have already switched, so you may be in the dark already when flipping through the channels on an old analog set.

If you have already redeemed one coupon but have another one that expired or never got around to using your coupons, you may be eligible for the replacement coupon program. For more information visit [www.DTV2009.gov](http://www.DTV2009.gov).

**Or take a walk on the wild side and purchase a new television.** Flat screen TV's are becoming more reasonable in price. Just last week I saw a 42 inch flat panel television for just \$699. Also, you can generally hook a computer or laptop up to these new televisions easily.

This can be a great addition for your conference room or office, too. Wow prospects or clients with crystal clear presentations presented on the television, larger than life.



## Palm Pre makes its debut

*If you haven't seen it yet, this iPhone competitor will be available to you shortly. The Palm Pre was shown in the 2009 Consumer Electronics show and is slated to be out in the first half of 2009.*

Palm says its advantages over the iPhone include faster Web browsing, a better camera and the ability to run many applications at the same time. It's powered by the new Palm Web OS operating system. From the outside, the Pre looks a lot like other phones on the market. It's sleek, has rounded edges, a 3.1-inch diagonal screen and eight gigabytes of storage. But, surprise! It has a QWERTY keyboard that slides out from underneath.

**It's small, pocket size, and weighs just five ounces.** Palm says the Pre links your con-

tacts from different sources, giving you one place to find what you need. It delivers incoming messages in a subtle way, letting you react or respond however you want.

**They don't have large screens like a Kindle or a Reader,** but cell phones have the advantage of being with you all the time. You can download a book for as little as 99 cents from Apple's iTunes or Amazon's Kindle store. Some classics with no copyright protection can be downloaded free of charge.

At Random House, they say the mobile phone will become the most popular way to read digital books in the coming years.

## How blogging can help your business...

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leader in your industry, establish credibility as an expert in your field, brand yourself, your product and services while giving your readers a real human face to recognize your business. Blogging can help you boost business and profits by reaching out to potential customers.

**3 steps to get started.** To create a blog you will first have to settle on a method. Blogger and WordPress offer free blogs and customization options for you to setup your blog quickly. Blog sites offer a variety of features and functions for you to update your site and post with ease.

After you have your blog up and running online with just the right name, color combinations, and information about you or your business, the real work begins.

1. **Link your blog, it is your marketing billboard on the internet to encourage readers.** If you create a blog, make sure it is visible to internet users in as many areas of the web as possible. Make sure to add your blog's web address to search engines and business directory entries on the web immediately. Also, link to your website, other websites, and blogs as soon as possible. These listings and links will promote traffic, bringing readers to your page.
2. **Posting something worth reading.** Explore your angle. The fruit of your labor, your post-

ings, are the true bread and butter of blogging. Make sure you are not boring readers and discouraging positive comments. Offer something they can use in their lives or decision-making processes when considering your topic of discussion.

3. **Consider other mediums.** Touch your readers with a dose of reality. Give them audio files, pictures, or videos, too. Consider your blog an outlet for daily updates and simple distributions.

**Blogging doesn't translate into instant success.** However, it can help you become more visible to your target market. How you promote your blog, what you discuss, and the types of methods you use to get your point across will all become key factors in your blogging experience.

"Picture the blog world as the biggest coffeehouse on earth," says Business Week. So, create a blog today and take advantage of a few benefits that larger organizations flaunt; like large scale deployments of information, relationships with other companies, and a huge audience.





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## Inquiring Minds...

**Pickle Passion** *International Pickle Week is here!* International Pickle Week is sponsored by Pickle Packers International (PPI), who promote the idea that pickles are the world's funniest vegetable.

Actually, a pickle is truly unique in that it is both a fruit and a vegetable like a tomato. Maybe that explains why their location varies in every grocery store I visit.

Anyway, Pickle Week is the brain-child of Bill "The Dill" Moore of PPI in Chicago. Bill traveled the world promoting Pickle Power. He said, "Pickle Power is neither right-wing nor left-wing -- it's in the middle with the mustard."

If you would like to become a truly dedicated pickle week fan, celebrate Pickle Week by throwing a party and inviting friends to "bob for pickles" or enjoy a pickle buffet.

For those of you who do not see the appeal of a pickle party but, love a good pickle; indulge a little with individual pickle portions packaged by Mt. Olive. These handy snacks are much like a fruit cup and make a fantastic addition to complement roast beef, salami, or any kind of sandwich. So, next time you're shopping for treats to pack in your sack lunch for work, look for Pickle PAK's.

**Positive emotions can help during a recession.** Recessions always end, though it's difficult to realize that when you're in the middle of one. For business owners, survival strategy and cost-saving moves should be the order of the day.

Having a positive outlook, in spite of current conditions, will take you much farther than being driven by fear of the future. That can lead you to poor, shortsighted decisions.

If you want your company to be one of those that comes out of the recession even stronger than before, be careful about

which costs you cut and what kinds of deals you offer customers, advise the editors of INC. magazine.

Never reduce your selling efforts during a recession, and be sure not to cut back on the number of hours your business is open. Showing your positive outlook at meetings is important to keep the morale of your staff running high. Share positive client comments or ask staff members to tell about someone or something that made them feel more positive since your last meeting.



Another good move, this one recommended in Small Biz magazine: Have your people discuss the organization's larger purpose and their contributions. Sometimes, this can also result in cost-savings suggestions.

## Need a Translator To Shed Some Light on Your Computer Errors?

Do you ever feel like error messages on your computer are simply no help at all? Give us a call...we can help! Our technicians can answer your questions and help you prevent damage to your systems and data loss.

Our staff is available to translate your computer garble into a sensible plan of action. We will walk you through a full system evaluation and repair options, work with you to order the products you need and set an appointment for on-site services.

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