"As a business owner , I know you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems forever."

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Inside this issue:

Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you've heard all of the commotion around cloud computing and know that it's the "Next Big Thing" in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help their business. "What are my options?" and "What is right for me?" are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1. **Pure Cloud:** This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet.

2. **Hybrid Cloud**: Although "pure" cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

3. **Point Solutions**: Another option would be simply to put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.

4. **Public Cloud vs. Private Cloud**: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don't want their data held in a public environment.

Keep in mind that there is no "perfect" one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company's needs and business requirements.

Shiny Gadget Of The Month:

IFI (I Found It)

This day and age we have so many electronics to keep up with. Now there's a simple way to track where you've left them and keep them from getting stolen.

The iFi Systems Smart Tags work like a two way pager between you and your valuables. The iFi utilizes a Bluetooth connection through an app on your iPhone or Droid device. It can easily be attached to a handbag, camera case, or just about anything else you'd like to protect. These Smart Tags can also act as a handy reminder that you've forgotten something or, worse, that your valuables are walking off with an opportunistic thief!

You can attach multiple tags to multiple items and check the status of each one directly from the home screen. You can customize the names and the alert sounds for each item individually, and you can even monitor battery life via your smartphone. Can't find the phone you say? Simply use your tag to track it. The communication system works both ways.

iFi Systems Smart Tags come in both iOS and Android models and the app can monitor up to 6 different items at a time. It gives a Google map of where a tag was at the time of separation. You can also set up safe zones, like when you're at your office, so you do not have to endure alerts every time you walk to the water cooler. Get yours at www.amazon.com

A New Favourite Way Hackers Are Gaining Access To Your PC

Do you have Java turned on in your web browser? If your answer is "Yes" or "I'm not sure" then it's time to take action to find out. Why? The biggest threat to your computer systems in 2013 (and beyond) is no longer Microsoft Windows - it is Oracle Java.

After 20+ years as the poster child for insecure software, Microsoft's newest operating systems (Windows 7 and 8) have gotten their act together. Cybercriminals like to get the greatest bang for their buck and therefore they're attacking the Java platform because of its huge market share and because it's an easier platform to hack than the Microsoft operating system. Java is now installed in over 1.1 billion desktops and 3 billion mobile phones. That's a big target that is very attractive to hackers. Hackers also love that Java is multi- platform, which means it's capable of corrupting PCs running Windows, Mac OS X or Linux. And since many Mac users don't have anti-virus, hackers were able to infect over 600,000 Macs with serious malware via the Java software installed on their machines.

Right now, cybercriminals are aware and exploiting any security flaws in Java that could lead to infections on your computer. There are even automated kits now available to capitalize on any security hole found within days, if not hours of them becoming known. It's not unusual to see hackers use Java as a first attack to weaken the defenses before serving up an Operating System specific attack. Even the Department of Homeland Security suggested that "To defend against future Java vulnerabilities, their users should consider disabling Java in web browsers."

Here are 3 steps you can take today to minimize your risk:

1. Disable or uninstall Java wherever you can. If you don't need it, remove it.
2. Where Java is necessary, use a separate web browser only used for Java based websites and be sure to patch Java regularly.
3. Have your staff report the first signs of slowness, possible infections and web browser popups to your IT guy as soon as they happen.

Don't Be A Domino Pusher

You can line up DOMINOS in a beautiful pattern and spend hours doing it … but all you have to do to knock them all down is PUSH over the first one (the lead domino) and the rest will follow. The same is true about a business. You can spend years and years building up a great business with a super reputation and one employee can cause a customer to never do business with you again. One employee can PUSH a customer the wrong way and run them off … in other words … they knocked down one DOMINO. But, could that one upset customer cause other customers to follow them? In today's society of instant global communication, one upset customer can put the story out over the internet of your RIP-OFF … AWFUL SERVICE … UNFAIR TREATMENT … and seriously hurt your business. PUSHING the one DOMINO can sometimes cause a whole lot of DOMINOS to fall ... maybe all of them.

We found out today the appliance repairman who works for the company that has done ALL of our warranty work tried to pull a fast one on us; a $2,964.00 fast one. Before I spend that kind of money, I think a second opinion is in order. So, we got the name of a really talented repairman who had done work for our neighbor and had him diagnose the problem. He said it would only cost $74.96 to fix the problem. He had it fixed in less than one hour.

We had purchased ALL our appliances for our home from the first repairman's company and they had done ALL the previous small repairs for warranty work … but out of warranty … BANG! … time to soak the stupid consumer who has no idea what is wrong. That repairman is right. I don't know about appliances, but I do know how to dial a phone. I do know how to go online and get other opinions. I do have neighbors who may have had similar problems.

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Now, what damage has been done by the first repairman? TRUST has been destroyed. CONFIDENCE in what the first repairman (and his company) says is now a thing of the past. Will I ever do business with them again? No! There are a lot of other companies who sell and service appliances. Will I tell my friends about what happened? You bet I will. Will they believe me? They sure will. More customers will be lost because of what happened to just one customer.

Every single day companies PUSH over dominos (customers) not realizing the potential damage that might be caused. I would suggest you start handling every customer like they are that Lead Domino who can possibly knock them all down. If you handle your customers with the care and honesty they deserve, then you won't have to worry about other dominos falling (customers leaving). Your customers aren't obligated to do business with you. You need to assume your customers are always teetering, swaying, wavering … getting ready to fall over (go somewhere else) if you push them the wrong way … and on their way down they might just knock over some other dominos (customers) as well. Are there any DOMINO PUSHERS in your company? You better hope not.

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

5 Steps To Moving From Your iPhone To An Android Phone

Android phones have come a long way in the last few years, and the Apple iPhone may have lost a bit of the pizazz that it had just a few years back as the new phone on the block.

If you're thinking of making the jump from iPhone to Android, here are 5 critical areas of your phone you need to consider before you move:

1. **E-mail, Contacts and Calendars.** If you're using Microsoft Exchange for e-mail, then this step should be a breeze. All of your e-mail, calendars and contacts should be housed on your Exchange server and will populate automatically once you set up your account. If you're using Google Apps for these services, it will be even more seamless!

2. **Apps.** Your iOS apps are going to be stuck on your iPhone and not transferable. You'll certainly find the Android version of these same apps on the other side, but be sure to check this out ahead of time so that you're not stuck searching for a workaround for a critical work function upon arrival.

3. **Music.** The easiest way to move your music from iTunes onto your Android phone is by creating a Google Music account on the same computer where iTunes is installed. You can then use Music Manager's iTunes option during setup. You can even continue to use iTunes and sync any new purchases with your Google Music account automatically.

4. **Photos and Videos.** Your best option to move photos and videos is to simply download them from your iPhone to your computer and then re-upload whatever you want/need to your new phone. Another option is to use a cloud sharing service such as Dropbox to move these files wirelessly across devices.

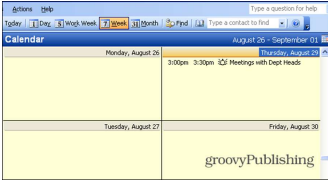## Getty Trust Launches 4600+ Free Images In Open Content Program

Are you a fan of classic art? John Paul Getty was also. And recently the Getty Trust launched a new Open Content program that is making available high-res digital reproductions of all classical artwork which the Getty Trust holds the rights to including works from the J. Paul Getty Museum collections, Getty Research Institute and the Getty Conservation Institute. The collections are some of the best in the world including featured pieces by Monet, da Vinci, van Gogh, and Rembrandt. All free of charge to anyone on the planet!

The best part of this announcement is that the full original resolutions of these images are already up and publicly available to download, completely free of charge. This brings some of the file sizes to end up quite large, some over 100 MB in size. The full resolution doesn't have a link on the gallery page however, to access it you'll have to visit the individual record (page) for each piece of art.

http://www.getty.edu/about/opencontent.html

5.   **Text Messages.** If you must move text messages, use the free iSMS2droid app. Or use the Samsung Kies software to restore an iPhone backup (if you have a Samsung Android phone).

   Finally, if you're really thinking about moving from your old iPhone to an Android phone, make sure to pick a higher-end Android phone, such as the Samsung Galaxy. To be happy with your decision, you're going to need to feel like you've actually upgraded.

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4 Support Obstacles Relieved By Vendor Management

   When tech support is done right, it can be a beautiful service. When tech support is done poorly, it will only add stress to an already frustrating problem. You know that we provide great tech support, but if you are seeking support for a technology that we don't cover, then you may think you'll run into obstacles.

   Here are the four most frustrating obstacles that you will experience with poor tech support.

Long Hold Times

As a business owner, you are inherently busy. If you are required to spend any time dealing with broken technology, then you will likely be frustrated from the precious time wasted trying to diagnose the problem. Technical Action Group (TAG) understands your perspective, which is why we provide quick response times for urgent issues. However, a technology vendor who doesn't know you, may not feel this obligation to resolve your problem as urgently as we do. In fact, because this may be the first and only time that you call them, the vendor may feel perfectly fine leaving you on hold, for a long, long time. With vendor management from TAG, we will make the call on your behalf, freeing your resources up to spend more time worrying about your business.

Paperwork

Did you save your receipt? Do you know if the broken piece of equipment is under warranty? Many technology vendors will require answers to these paperwork questions before they will even begin to help you. We understand the frustration of broken technology, and we know that digging up a receipt is that last thing you want to do after spending an hour troubleshooting a broken printer. With our vendor support service, we keep all of your product information on file, and because we deal with these vendors regularly, we know what paperwork they will need and have it ready to go before the call.

Language Barrier

While outsourcing IT is a great idea, outsourcing customer service can be a little aggravating. If you were in your right mind, then you might have the patience to wade slowly through the language barrier while keeping your cool. However, before calling a vendor's customer service representative on the other side of the world, you may have exhausted your patience reserves on not snapping at your co-workers while trying to fix your smartphone. For times like this, we can spend time on the phone on your behalf and communicate to vendors with different accents while keeping our cool.

Dumb Questions

If you have invested time troubleshooting your technology problem, then the last thing you want to hear is some wiseguy on the phone asking you dumb questions. "Have you tried turning it on and off again?" "Is it plugged in?" "Are your using the correct login credentials?" The reason a vendor will ask these questions is because, many times, an oversight like this is the problem. These vendors don't have a relationship with you; therefore, they don't know how smart of a customer they are dealing with.

Calling tech support from vendors can be a frustrating experience. Don't let these four tech support obstacles ruin your day. Have Technical Action Group deal with these vendors for you! Call Joseph Stoll at 416-489-6312 x 204 or JStoll@TechnicalActionGroup.com to learn how we can take the frustration away.