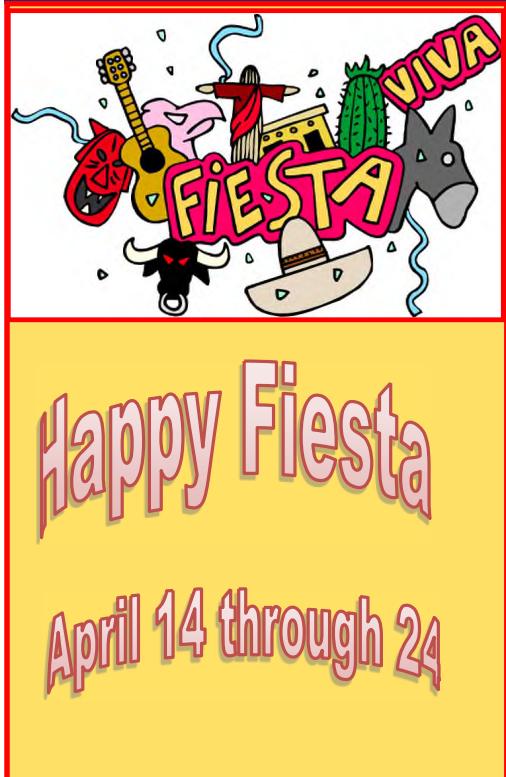


TECHSAGE TECH TALK

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



April 2016



This Monthly Publication provided courtesy of John Hill, President of TechSage Solutions.

We are Business Consultants with a Technology Focus and have Leveraged Technology to Propel Our Clients Toward Competitive Success in the San Antonio area for fifteen years. Our goal is to Simplify the use of Information Technology for our Clients so that they can focus on managing and growing their businesses.



Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

Three "Flavors" Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured.

Basically, there are three types of cloud: public, private and hybrid.

Public Cloud Services Offer

Which Flavor Of The Cloud Is Right For You

Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

Private Clouds Support Highly Specialized Apps

A private cloud resides within an

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organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

Hybrid Clouds: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-

mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility and cost-effectiveness for some organizations.

So Which "Flavor" Is Right For You?

There is no perfect solution – each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

Public cloud solutions are best suited to the flexibility and budget requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

A private cloud, managed and supported by an in-house IT team, may be ideal for your organization if control and privacy are of paramount concern.

A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn't as sensitive.

How To Get The Best Professional Help

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it's critical to work with a professional who has depth of experience in all types of cloud environments.

We've helped dozens of companies set up and run cost-effective, powerful and secure cloud networks.

For a Free Cloud Readiness Assessment, contact us at (210) 582-5814 or jhill@techsagesolutions.com today.

Referral Contest!

Refer a friend to TechSage Solutions between February 1, 2016 through May 31, 2016 for a chance to win a New Samsung Galaxy Tablet and matching carrying case.

How the Contest Works:

- 1) Call or email us with your referral information.
- 2) We will call to schedule an appointment.
- 3) We will pay you or donate \$25 to your favorite charity for anyone that you refer to us, who we get an appointment with.
- 4) When your referral becomes a client (and spends \$1,000 or more), we will pay you \$75 more or donate \$75 more to your favorite charity. Plus, we will give your referral \$100 off the purchase.
- 5) What makes a good referral for TechSage Solutions? A business owner who has 10 or more PC's and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.



Send an email to ehill@TechSagesolutions.com or call (210) 582-5814 with your referral details. Or, you can go to <http://www.techsagesolutions.com/about-us/referral-program/>

Tips for Windows 10

To lock your screen, instead of the typical Alt + Ctrl +Delete, a simpler way is to

- Click 
- Your account name, then choose **LOCK**
- There is also an option to **Sign Out** as well.

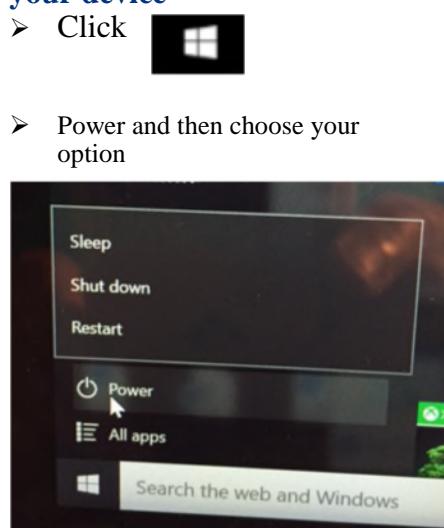


- Another option,  L

To unlock your screen

- Swipe up or click anywhere on the screen
- Sign in

To Sleep, shut down, or restart your device



If you found a USB flash drive, would you plug into your computer?



There is an article posted on the Sophos blog written by Lisa Vaas titled “Almost half of dropped USB sticks will get plugged in”.

Generally it is intentionally when a USB stick is found laying on the ground. First, we are excited that we can always use a USB drive finders keepers right? Second, our curiosity gets the best of us-we want to know what is on the drive.

As an experiment, CompTIA littered within four cities 200 unbranded drives in public high-traffic areas. Their experiment noted nearly one out of five users engaged in opening text files, clicking on unfamiliar web links or sending messages to a listed email address.

In 2011, Sophos (security company) studied 50 USB keys bought at a major transit authority’s Lost Property auction found 66% of them were infected.

So what do you do if you find a USB stick on the ground? Do not plug it into your computer! The drive was likely left with the intention of the finder plugging into their computer not only infecting your computer but the whole network.

How do you protect your data if you accidentally lose one of your USB drives? Per Sophos site, below are a few tips.

1. Encrypt personal and business data before you store it on a USB drive so it can’t be accessed if you drop the drive.
2. Use security software on your computer, and keep it up to date.
3. There is software that can be purchased to password protect your USB drives.

Another Security Resource for you:

If you would like to keep up to date on security issues, Brian Krebs has a blog at his site address <http://krebsongsecurity.com/>. He also has a book called Spam Nation. I have the book and it is next in line to be read.

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Security Is Important to TechSage Solutions Take The Challenge and Test Your Internet Security IQ from Microsoft

1. It's okay to share passwords with: (Check all that apply.)

- Your boss
- Your spouse
- The hotel manager
- Your coworker
- Human Resources
- None of the above

2. Don't put confidential business information in email, instant (IM), or text messages; they may not be secure.

- a. True
- b. False

3. Which of the following is a strong password? (Check all that apply.)

- Password1
- R3dHaiR@rse\$ky
- Your pet's name
- 135791113
- The first letters of each word in a saying, phrase, or other sentence that's easy for you to remember.

4. If you see a pop-up message like this when you're on the web, you should:



- a. Click OK to decide whether it's a legitimate offer.

- b. Click Cancel.

- c. Click the **X** button.

- d. Press Ctrl + F4 on your keyboard to close it.

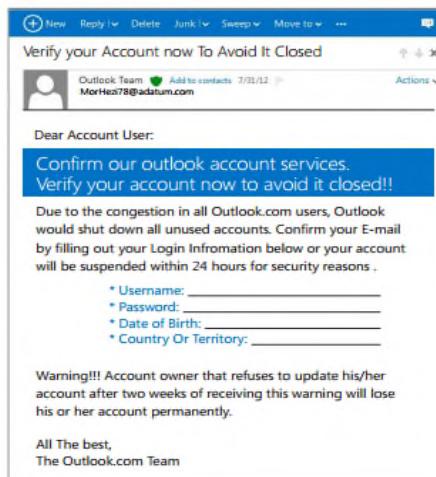
5. If you use a public Wi-Fi network (in a café or hotel, for example) that assigns you a password, it's okay to send confidential business data.

- a. True
- b. False

6. How can you help protect data when you're on the road?

- a. Lock your laptop and mobile phone with strong passwords and PINs.
- b. Encrypt sensitive data on all smartphones, laptops, flash drives, and other portable devices.
- c. Make sure the public Wi-Fi connection encrypts data.
- d. All of the above.

7. This was a fraudulent phishing message from "Microsoft" to an Outlook user. Give two warning signs that it's a hoax.



1. _____

2. _____

8. If you get email or an IM from a manager within your organization asking for sensitive personal information (like a password or your Social Security number), it's okay to supply it.

- a. True
- b. False

9. When it comes to attachments and links in email, instant, or text messages, which tips should you follow?: (Check all that apply.)

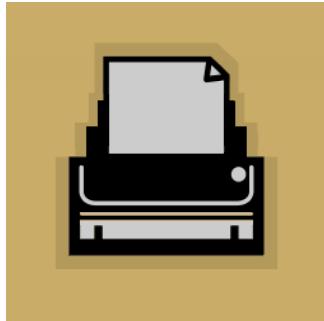
- If the message comes from someone you know personally, it's okay to open or click them.
- Don't open or click them if they're out of context—for example, *ilovepinkponies.pdf* from your boss.
- Look carefully at the link or attachment to decide if it's safe to click.
- Make sure your antivirus software is up to date.
- View every one with suspicion.

10. If you've installed all the security updates required by your system administrator, you still have to worry about viruses when you click links or open attachments in messages.

- a. True
- b. False

Since security is important to us, I thought we would challenge you to take the quiz. Submit your answers to www.techsagesolutions.com/securityIQ and fill out the form. For questions 4 and 7, you should refer to the above in order to answer the questions correctly. Ensure you fill out your name and email address so I will be alerted with your answers. On **May 2, 2016** I will draw from the submitted correct answers. **The prize will be a \$40 Amazon Card.** Good Luck!

Shiny New Gadget Of The Month:



New Printer Fits In Your Pocket

So, what's about the size of a deck of cards and prints instant photos from your smartphone – with no ink needed?

Yes, there is such a thing, and if you guessed the new Polaroid Zip, you'd be right.

Selling for \$129.99, it prints full-color 2x3-inch prints with an optional peel-off sticky backing. Each print costs about 25 cents and they look okay, all things considered – just don't expect ink-jet print quality.

How does it not need ink? It uses Polaroid's Zink zero-ink paper, embedded with cyan, yellow and magenta crystals. They turn into the appropriate colors when activated by a heat process. And since there's no ink, there's no stickiness, smearing or waiting for photos to dry.

Connect to your smartphone via Bluetooth, then just shoot and print!

A while back I did a huge favor for someone and never heard anything from them... Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice...but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words *reciprocation* or *gratitude* don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you...that they didn't have to do...can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.



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/

Forget Something?

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked...but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy."
– Anonymous

Leveraging Technology to Propel Our Clients Toward Competitive Success

More glitches ahead.

Software bugs have been around for a while now. But with so much new technology going online – often without sufficient testing – the interactions are getting harder to predict. A glitch grounded 5,000 United Airlines planes for two hours. Other glitches have halted trading at the New York Stock Exchange. And a glitch at Netflix caused this odd summary: "This Disney film follows a gentle, crippled bell ringer as he faces prejudice and tries to save the eyes of individual dinosaurs." Unlike software bugs, which can be tested and corrected, glitches happen when technology breaks in unexpected ways. Bottom line? No need to abandon technology – just monitor systems and communicate with IT managers more frequently.

-Harvard Business Review

Naturally successful people "sprint," then relax.

An American schoolteacher who moved to Finland in 2014 was skeptical of the Finnish practice of giving students 15 minutes of free time every hour. Until he tried it. He was astounded when they went from dragging their feet to having a bounce in their step and more focus in their studies. The makers of DeskTime, a software that tracks employee time use, studied the

habits of the most productive 10% of their 36,000-employee user base. The surprising results? They work for 52 minutes then break for 17 on average. They treat the 52 minutes like a sprint. During the break they tend to go for a walk or tune out, rather than checking e-mail or Facebook.

-Reader's Digest

Your tech: Productive...or distracting?

With constantly evolving technologies, it's getting harder to know where your time is best spent. To help you stay on track, here are three questions to ask about any situation in your business where technology is involved. 1) *Who's the right person to handle this?* For example, let your IT partners help employees with tech support questions. 2) *Will this save us time and money?* Cloud-based productivity solutions, for example, can give your firm access to the resources of big IT

without the need to build it yourself. 3) *Is this making your job easier or harder?*

Syncing devices, for instance, could free you and your sales force from the desk to meet with customers.

-Entrepreneur

What's your business missing by not accepting bitcoin?

Here's what you need to know: on the plus side, bitcoin allows direct transactions between end users and product or service providers. That makes it fast and free from transaction fees. It's also extremely difficult to counterfeit, and virtually guarantees user anonymity and security. And promoting that you accept it could enable you to tap into a lucrative demographic. On the other hand, since bitcoins aren't maintained by a single repository, daily exchange rates can fluctuate rapidly. A bitcoin payment you accepted yesterday could be worth half as much today. That, along with a lack of regulatory oversight and ambivalence toward bitcoin by the U.S. Treasury Dept., suggests a wait-and-see approach.

-CBS Pulse



"How often does he go online?"