TECH SAGE TECH TALK

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

Could The Dog Days Of Summer Be A Threat To Your Business?

How To Ensure The Heat Doesn't Fry Your Server (And Your Profits!)

With the "dog days" of summer upon us, most business owners are looking for ways to keep their company's sales and profits HOT, while keeping their IT expenses COOL. But if proper attention is not given to your server and network equipment during the summer, all that heat outside can actually bring your company's growth to a grinding halt and increase your IT expenses significantly.

Excess heat can be a big problem for small to mid-sized business servers, since a server that becomes overheated usually costs more in energy, fails more often and is more likely to crash. For most companies, a server crash can mean hours or days of downtime, unproductive employees, HUGE amounts of stress and thousands of dollars in lost opportunity.

"7 Steps Every Business Owner Must Take To Prevent A Server Crash"

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing this summer:

1. Tidy up the server room; a neater room will increase airflow.
2. Keep the doors to the server room closed and seal off the space.
3. Make sure cold air reaches all the equipment.
4. Have a redundant A/C that is specifically designed for computers.
5. Buy a rack enclosure where the cooling is built into the bottom of the rack.
6. Keep the temperature at no more than 77 degrees Fahrenheit.
7. Consider virtualization or cloud computing so that you are generating a lower amount of heat in the first place.

Protect your server and computer equipment from frying with our FREE "Beat The Heat" Network Audit. Schedule your "Beat The Heat" Audit today by calling our office at 210-582-5814. Offer Expires 9/15/14.

"As a business owner, 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 finally and forever!"
John Hill, President, TechSage Solutions

August 2014

San Antonio, Texas

Inside This Issue…

Get More Information about our Services At: www.techsagesolutions.com

Student Laptop Buyer's Guide: Use These 6 Tips When Buying Your Student's New Laptop This Fall

School is almost back in session. If you're in the market for purchasing a new laptop for one of your children (it seems like anyone from elementary schoolchildren to college graduates need a laptop these days, right?), here are 6 tips to get the most out of your laptop purchase.

Tip #1: Bigger is NOT necessarily better when it comes to laptops. If your student is on the go, smaller laptops are going to be your best bet. Go for less than 4 lbs. and either 11" or 13" screen size. The SurfacePro, UltraBook or MacBook Airs are all solid options for most students.

Tip #2: Pay for a good design. A student will be using their laptop day in and day out. Choose sleek over clunky. Also opt for a design that is made to protect the display and resist wear and tear over the next few years of use.

Tip #3: Buy for the long haul. Think about how long you want your student's computer to last. Make the mistake of saving a few bucks now for a cheaper processor, lower memory or smaller hard drive and you'll be regretting that decision when you're buying another laptop in 2 years instead of 3 or 4.

Tip #4: Go for long battery life… your student will use it! Six hours of battery life is the MINIMUM spec you should purchase. If you can get 10+ hours of battery life in your budget, go for it.

Tip #5: Consider touch screen hybrids. Many Windows 8 devices such as the SurfacePro allow you to use the device as sort of a tablet/laptop hybrid. For kids that grew up on tablets and smartphones, these hybrids make them feel right at home with their new computer and actually make them more efficient.

Tip #6: Mac versus PC. This decision is really up to you and your preferences. Software choices these days allow your student to do just fine with either choice. Choose whichever operating system your student is used to using and they'll do just fine.

Still unsure what to buy? Don't hesitate to give us a call and we'll be happy to guide you in the right direction. We're here to help.

The San Antonio Business Owners' Guide To IT Support Services And Fees

You will learn:

√ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.

√ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.

√ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.

√ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim your FREE copy Today at www.techsagesolutions.com/ITbuyersguide

Shiny New Gadget Of The Month:

CuePrompter Online Teleprompter

CuePrompter is a free teleprompter/autocue service. Your browser works like a teleprompter—no extra software needed! You can use it for free in both commercial and non-commercial settings!

Videos are a great way to get clients to hear what you have to say, whether you post your video on Facebook, LinkedIn or Google+, or whether you e-mail it out to your clients. CuePrompter makes creating those videos so much easier—now you don't have to look down at your notes or memorize your three-minute speech, and the best part of this neat web site? It's totally free.

CuePrompter works well with most operating systems and browsers and allows you to make the text as big as you need it to be. It's easy to control the speed settings as well as reverse and fast-forward as needed.

This handy gadget can be found for FREE at www.CuePrompter.com. Just type in what you want to say, and you're in business. Now go out and make a video!

6 THINGS LEADERS FORGET TO DO THAT PUT THEM AT RISK

There's much to remember to be a successful leader. Sometimes leaders get so busy and engrossed with day-to-day operations that they forget some critical activities. Here are 6 items that need to be on your leadership agenda:

1. Grow a replacement. Your employer can't promote you until they have someone to replace you. You can't move up in the organization if you're the only one who can do that job where you're at right now. And if you're the top boss, you can't let succession planning languish or the fate of your entire organization hangs in the balance.

2. Anticipate problems. Most problems simmer on the back burner before they start to boil over. Like a professional pilot, you've got to be scanning all your instruments and the horizon to make sure you don't get slammed by a potential problem (or at least be completely ready for the problems you can't avoid).

3. Exploit opportunities. Most leaders know what (and who) is wrong, but they become oblivious to opportunities. Who are the star performers who need recognition and development? What are the great opportunities just waiting to be seized? It isn't simply positive/negative thinking: it is about being as focused on the good and opportunistic as you are on the bad and problematic.

4. Change before it is necessary. We all know about the power of disruption and its potential to ruin us. Why do we wait until the last moment to change? Why not preempt? Staying successful isn't based on your ability to change: it is based on your ability to change faster than your competitors, the needs of your customers and the demands of the marketplace. If you have to change just to keep up, you've lost whatever competitive advantage you could have enjoyed by changing sooner.

5. Stay relevant. What does it even mean to be relevant? Relevancy is about being closely connected: your colleagues, your customer and vendors, and your marketplace. You are deemed relevant when others believe you affect them and their success, and that therefore you and your work matter. In business, customers make the evaluation as to a firm's relevance. What are you doing to stay up-to-date and salient about what matters most to those you lead and serve?

6. Take care of themselves. "Taking care of yourself" seems selfish, doesn't it? Maybe that's why so many leaders neglect to do so. Consider: if you're going to model the energy you expect from others, give support and lead the way, you need to be at the top of your game, mentally, emotionally and physically. Burned-out leaders burn out followers. The right diet, exercise and rest aren't luxuries but very real necessities for successful leadership.

With so much to do, you need to keep a clear and up-to-date agenda of the truly important things you consistently need to do. To work without an agenda—and to forget to do the 6 things above—puts you at risk as a leader.

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international-al best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary,* which has sold more than 1.6 million copies internationally. Learn more about Mark at www.marksanborn.com

There are no victories At bargain prices.

General Dwight D. Eisenhower

Apps of the Month

TalkBox is a voice messenger on mobile that allows users to exchange, share and publish their voice messages in an unprecedented way.

The idea behind this app is for you to talk and the recipient receives a recording of your voice. You have the hassles of typing and no more uploading and downloading voice notes.

Check it out at the below link:

http://talkboxapp.com/

iExit

Per their website, "Never rely on signs or billboards again". Since summer is the time of the year for family travels, iExit will determine the road you're currently driving on and identify the services at upcoming exits. This app has the search functionality to quickly find upcoming exits with what you're looking for. This app also can provide you upcoming businesses running promotions specifically geared towards highway travelers.

For more information, below is the link.

http://iexitapp.com

How to Buy Online Safely

Can you trust your common sense and intuition?

Unfortunately, it isn't practical for users to determine if a website is safe or not with the naked eye.

Although invisible to the visiting online customer, hackers often target improperly secured legitimate websites. Being a large, well established company is no guarantee that the site is safe.

Purchasing from a secure computer or device running the latest antivirus software, firewalls and security patches will significantly decrease your chances of becoming a victim.

Never follow links from unsolicited online communications, such as email, Twitter or Facebook. Spammers and hackers use social engineering techniques as lures to fraudulent or infected websites.

Only part with sensitive information like your personal or financial details when you are fully satisfied with the legitimacy of the company.

Familiarize yourself with the Terms of Use and the Data Protection Policy

Read the fine print. Terms can sometimes detail hidden and unexpected costs or obligations.

Only purchase through websites using encryption

URLs that start with https://rather than http:// (the "s" stands for secure) are encrypting information during transfer. Another indicator of a website using encryption is a small padlock icon displayed in the Internet browser.

However, there is no guarantee that these sites are safe, as hackers can create websites that use encryption but are designed to steal personal information.

Why Encrypt Email?

With an increase in regulatory pressures, identity theft and highly publicized security breaches in the media, companies that do not encrypt emails containing sensitive information are at risk of regulatory fines, lawsuits, negative PR and a loss of company intellectual property.

Companies dependent on building a relationship of trust with their customers and business partners cannot afford to risk such potential damages to their brand image. Email encryption is, therefore, an important piece of the security puzzle; it protects your company, your customers and business partners.

We have been emphasizing to any medical practice to ensure their email techniques are secure to comply with HIPAA regulations. Sending out emails that includes patient data must be transmitted through an encrypted connection. Some EMR/HER providers can provide this option for their clients.
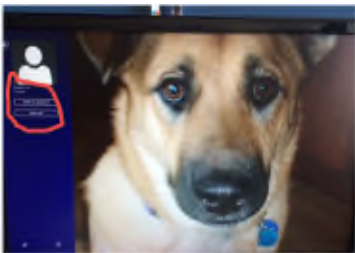
If you are our client you may have noticed that any emails that include user name and password information are sent encrypted for their protection.

For further information, please contact Beth at 210-582-5814

Signing into Windows 8.1 with a Picture Password
How cool is that!

With a picture password, you can sign in to your PC with your favorite photo instead of remembering passwords. I just set-up the process on my Windows 8.1 desktop and it worked.

How it works, when you sign into your Windows 8.1 computer the selected picture of your choice appears. The lock screen appears as it would at anything you sign into your computer. Once you click the picture, the picture you have chosen for your picture password appears. There will be three movements with your mouse or touch screen that you will have perform in the exact order. Examples, circles, lines, etc. If you can remember the three movements, you can default to your character password. See the red circled area.

Below are the written steps.

1.   Swipe in from the right edge of the screen, tap **Settings**, and then tap **Change PC settings**. (If you're using a mouse, point to the lower-right corner of the screen, move the mouse pointer up, click Settings, and then click **Change PC settings**.)
2.   The window will show **Sign In Options.** Choose **Picture Password**.
3.   You can accept the default picture or choose another picture like I did.

I have used Haley as my example picture.

Once the picture is chosen, Windows will ask you to draw three separate motions somewhere in the picture. On Haley's picture, I outlined her ear, circled her nose and last drew a line horizontally between her eyes. This process is to be repeated to confirm. I will be changing this in about 5 minutes since I just gave away my picture password.

If you like picture steps which I am very fond of, you can go to our blog www.techsagesolutions.com/blog to find the step by step process with pictures.

Who Else Wants to Win a $25 Gift Card?

Which of these celebrities was NOT born in August?

a)   Michael Jackson
b)   Lucille Ball
c)   Bill Clinton
d)   Taylor Swift
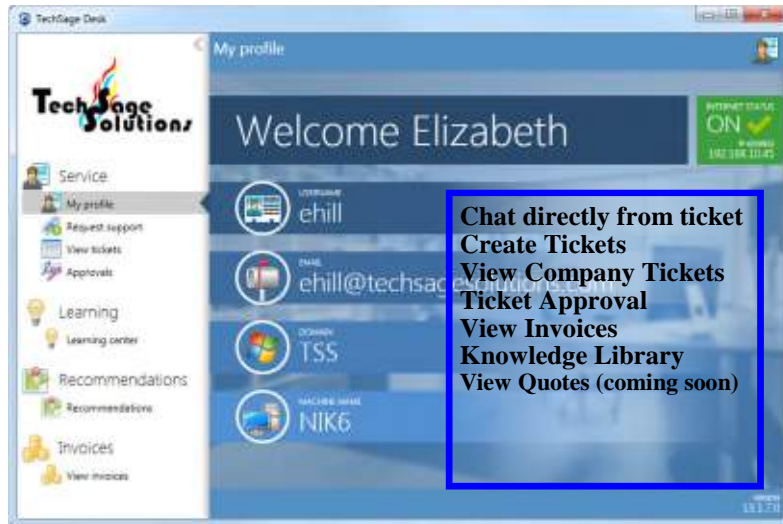e)   Patrick Swayze

Email Us Now With Your Answer!
ehill@techsagesolutions.com
With Subject: August Trivia Answer
At the end of August will draw from the correct answers for the itunes Gift Card

How to Grow Strawberries:
   Farmer Evans was driving his John Deere tractor along the road with a trailer load of fertilizer. Tim, a little boy of 8, was playing in his yard when he saw the farmer and asked, "What've you got in your trailer?"
   "Manure," Farmer Evans replied.
   "What are you going to do with it?" asked Tim.
   "Put it on my strawberries," answered the farmer.
   Tim replied, "You ought to come and eat with us, we put ice cream on our strawberries."

Young Entrepreneur:
   Robert, who was 6 years old, was looking at the ripe red tomatoes growing in Farmer White's garden. "I'll give you my 2 pennies for that tomato," said Robert, pointing to a beautiful, large, ripe fruit hanging on the vine.
   "No, I can't do that," replied Farmer White. "I can get a dime for a tomato like that one."
   So Robert pointed to a smaller green tomato: "Will you take 2 pennies for that one?'
"Oh, yes," answered the farmer, "I'll give you that one for 2 cents."
   "Okay," said Robert smiling, sealing the deal by putting the coins in the Farmer White's hand, "I'll collect it in a week's time."

TechSage Desk
Client Console

Chat directly from ticket
Create Tickets
View Company Tickets
Ticket Approval
View Invoices
Knowledge Library
View Quotes (coming soon)

Offering for our managed desktop clients

How Are We Doing?

TechSage Solutions strives to provide you with outstanding service. I always want to know how we did in resolving your technical issue.

When a ticket is changed to "Closed" an email will be sent to the person requesting the service. In the body of the message, there is a paragraph "Please contact us to improve our service, please complete the following survey: Service Ticket Completed Survey. Click on this link and it will take you to the survey. This feedback will help us improve service. It will take you approximately 3 minutes.

I appreciate your help.

Beth

Microsoft Partner
Silver Midmarket Solution Provider

"Leverage Technology to Propel Our Clients Toward Competitive Success."

3463 Magic Drive Suite 255
San Antonio, TX 78229
Phone: 210-582-5814
Fax: 210-582-5881

Web:
www.techsageolutions.com
Blog:
www.techsagesolutions.com/blog
Email:
contact@techsagesolutions.com

Like us on

Facebook
www.facebook.com/techsagesolution

Ask about our services:

- Managed Network 24X7
- IT Consulting
- Help Desk
- Data Back-Up Solutions
- Disaster Recovery Planning
- Security Audits & Solutions
- Co-Location Services
- Cloud Solutions
- VoIP (Voice Over IP Phone)
- Broadband & Wireless Solutions
- Anti-Virus Solutions
- Email Spam Filtering, Archiving, and Encryption
- Hardware & Software Sales
- Business Dropbox