TECH SAGE TECH TALK

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

This Halloween…Who's Keeping An Eye On Your Computer Network?

Many business owners and managers we work with wait FAR too long to have us check and update their computer network's health and security. Unless we are actively performing regular daily/weekly/ monthly maintenance, a nasty unexpected software corruption, hardware failure or dozens of other problems could catch you off guard and result in extensive downtime, data loss and expensive data recovery efforts.
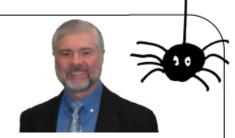
That's because many businesses do not perform regular maintenance on their network and therefore are overlooking many serious threats that are increasing all the time. At some point, disaster strikes and they find themselves in a real mess, with a network down and employees sitting idle, waiting to get back to work.

By then the damage is done, and it can cost thousands of dollars to get the network back to normal, if that's even possible. What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

No More Excuses! Our Free Network Checkup Will "Exorcise"
The Demons Hiding In Your Computer Network

From now until Halloween (October 31st), we're offering all clients and newsletter recipients a FREE Network Checkup ($497 value) so that you have no excuse for not making sure your computer network is safe and sound. **Schedule your FREE Network Checkup to "see" if you are truly safe from spyware, viruses, hackers and other SPOOKY disasters by calling our office at 210-582-5814.**

"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

October 2014

San Antonio, Texas

Inside This Issue…

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

Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The No. 1 lament from someone who's experienced a "bad" move is "I didn't know I needed to…" followed closely by "I completely forgot that…" In other words, *it's what you don't do that makes the move a disaster*. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

Mistake #1 — Trying To Save Money By Using Your Employees To Move Your Computer Network

Don't ask your staff to disconnect, move and reconnect computers, phones and other devices just to save a few bucks. You'll frustrate them and end up with phones ringing at the wrong extension, lost cables and PCs that get dropped. You don't want to let your movers do this job either; they may be great at moving furniture, but a network is a lot more sophisticated and sensitive. *Be smart and hire an IT pro to pack and move your network.*

Mistake #2 — Not Hiring The RIGHT IT Firm To Move Your Network

While we're on the topic, make sure you know what to look for when outsourcing the move. A few things to look for would include references from other clients, proof of insurance (get them to fax you a copy), a service-level guarantee limiting the amount of time you are down and a professional, organized approach to quoting the move. A real pro will insist on visiting your current location as well as your new location to conduct a detailed site survey. NEVER hire anyone who wants to quote moving your network over the phone.

Mistake #3 — Not Giving Your Phone, Internet And Cable Vendors Enough Advance Notice

80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data and electrical installation *in advance*. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for *your* phones and *your* computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees or Band-Aid fixes to make things work.

Call us before your next office move and get an Office Move Checklist, Site Survey and Network Plan for only $99!

Refer Our Services And We'll Donate $100 To Your Favorite Charity!

We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of October.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a $497 value). Once we've completed our initial appointment with your referral, we'll donate $100 to your favorite charity for every referral that you've sent, as a small thank-you for thinking of us.

Simply call us at **210-582-5814** or e-mail us at info@techsagesolutions.com with your referral's name and contact information today!

THE BUSINESS INNOVATION TECHNIQUE OF BLENDING

Entrepreneurs are natural innovators, but even the most forward-thinking people sometimes need a little nudge to help open their minds to new possibilities for growth.

One of the best ways to think outside of the box is to start asking "what if" questions. Here's a "what if" question I've been kicking around lately: What if we took 2 desperate businesses and blended them to make something new? I'm not talking about merging or partnering with another company; I'm talking about blending business methodologies from 2 (or more) industries to create a new business, or dramatically improve an existing business.

A classic example of this is Commerce Bank. Founded by Vernon Hill in 1973, Commerce Bank blended 2 industries: fast-food restaurants and banking. The owner of a fast-food restaurant franchise, Vernon Hill's bright idea was to bring the convenience and perks of fast food to banking.

For example, fast-food restaurants are open every day, and they start early and close late; Hill implemented extended hours at Commerce Bank and kept the doors open 7 days a week. No other bank had done this before.

Hill blended other systems from his fast-food franchise when he launched his blended business. He installed a "Penny Arcade" coin-counting machine in his lobby, which had the same effect as video games in family restaurants. Kids could count money and win a prize, and the adults loved it too.

One of my favorite examples of Hill's blending genius is when you use the drive-thru window at Commerce Bank and get a treat for your dog, just like the toy in a kid's meal. Is it any wonder people call it "McBank"? By blending 2 industries, Hill created the fastest-growing bank ever.

Commerce Bank grew from one location to more than 400, and the franchise sold for $8.5 billion in 2007. See what a little game of "what if" can spark?

What if you blended your business with hallmarks from another industry? Start thinking WAY outside of the box, looking at winning concepts from industries that may seem to have nothing to do with your business. (Of course, you do have something in common with businesses in ALL industries: customers.) You never know—you just might make billions.

Consider yourself nudged.

MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit http://www.mikemichalowicz.com/

Apps of the Month

CamCard Free

Overwhelmed with business cards? How do you get the information from the business card into your CRM without manually entering it? CamCard Free according to TechRepublic is the best-of-breed business card readers. Below is the link for more information.

https://play.google.com/store/apps/details?id=com.intsig.BCRLite&hl=en

This app is powered by Linkedin. If you are a Linkedin user, this is the way to go. You can view all of your business cards, connect via Linkedin with just one tap, searchable text and more. You can view a demo at cardmunch.com/howitworks.   To my knowledge CardMunch is only available for iphones.

How To Use Removable Media Securely

Educate Users

Many users are not aware of the potential dangers from removable media such as USBs and CDs that spread malware and cause data loss.   Educating users helps reduce the risks significantly.

Identify Device Types

Computers interact with a growing variety of removable media including USB drives, MP3 players and smartphones. Having visibility of what removable media is attempting to connect to your network can help you set appropriate restrictions or permissions.

Implement Device Control

Controlling the type of removable media that is permitted and what data is allowed to be exchanged is a vital component of network security. Choose solutions that can set permissions (or restrictions) for individual devices as well as entire classes of devices.

Encrypt Your Data

Data encryption prevents the loss of data. This is particularly useful for removable media that can be easily misplaced or stolen because the data cannot be viewed or copied by unauthorized third parties.

Happy Halloween

5 Tools To Better Manage Your In-box

In 2013, over 100 billion business e-mails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion e-mails per day by 2017.

That means approximately 100 e-mails hit your in-box per day. No wonder it's so hard to keep your in-box relatively clean. Here are some tools that can help:

Mailbox - Mailbox makes it easy to organize your in-box from your smartphone. You can quickly archive, delete or save messages for later. You can even add e-mails to your to-do list so you never forget about a message you don't have time to address when it first arrives.

The Email Game - The Email Game turns responding to and archiving e-mails into – you guessed it – a game. Skip an e-mail and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your e-mail in a set time period.

Unroll.me - Sorting through all the e-mail you've subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based e-mails and transforms them into a daily digest.

SaneBox - SaneBox moves unimportant e-mails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your e-mails and put nonessentials into a folder for you to look at later; that way you can focus on the important stuff.

ActiveInbox - If you use Gmail, ActiveInbox turns e-mail into a task management system. You can categorize tasks as "action," "waiting on" or "overdue." If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.

Who Else Wants To Win A $25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz was Erica Martinez! **The length of time between the March equinox and the September equinox is the same as the time from the September equinox to the next March equinox. The answer is False.**

Now, here's this month's trivia question. The winner will receive a gift card to Chili's.

Complete this old farmers' saying: "Rain in October means _____ in December."
a) snow   b) wind   c) ice   d) warmth   e) mice

Email Me Now With Your Answer!
ehill@techsagesolutions.com
With Subject: October Trivia Answer
At the end of Sept. will draw from the correct answers for the Chili's Card

The Lighter Side:
Halloween Graveyard Story from Vienna

Chris Cross, a tourist in Vienna, is going past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly he hears some music. No one is around, so he starts searching for the source. Chris finally locates the origin and finds it is coming from a grave with a headstone that reads: Ludwig van Beethoven, 1770-1827. Then he realizes that the music is the Ninth Symphony and it is being played backward! Puzzled, he leaves the graveyard and persuades Tim Burr, a friend, to return with him.
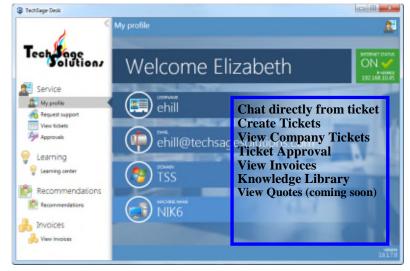
By the time they arrive back at the grave, the music has changed. This time it is the Seventh Symphony, but like the previous piece, it is being played backward. Curious, the men agree to consult a music scholar. When they return with the expert, the Fifth Symphony is playing, again backward. The expert notices that the symphonies are being played in the reverse order in which they were composed, the 9th, then the 7th, then the 5th. By the next day, the word has spread and a throng has gathered around the grave. They are all listening to the Second Symphony being played backward.

Just then the graveyard's caretaker ambles up to the group. Someone in the crowd asks him if he has an explanation for the music.

"Oh, it's nothing to worry about," says the caretaker. "He's just decomposing!"

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

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

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Ask about our services:

- Managed Network 24X7
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- 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