



TECH TALK

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

We’re Talking Cloud, And It Ain’t About The Weather—Cloud Basics You Should Know

“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 finally and forever!”
- John Hill, TechSage Solutions



With all of the buzz lately about everything being “in the cloud,” you are probably wondering exactly what Cloud Computing is. First, take this easy 30-second quiz to determine if you are currently using Cloud Computing:

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**3463 Magic Drive, Suite T-2
San Antonio, Texas 78229**

Question: Do you use any of the following services in your life?

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- Gmail, Hotmail or other online e-mail services
- YouTube, Netflix or other streaming videos/movies
- Constant Contact, aWeber or other e-mail broadcasting services
- Salesforce CRM
- Facebook, LinkedIn, Twitter or other social media websites
- Just about any other website service that does not require you to install a program on your local computer to run

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If you answered YES to any of the above services, then you are already using "Cloud Computing" today. Congratulations!

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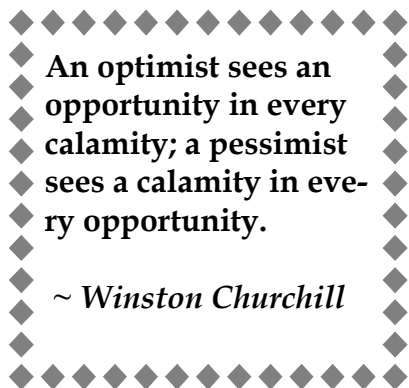
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Basically, the web and cloud computing are to storing and processing data what the electrical grid and electric company are to plugging in your coffee maker: A more convenient, more reliable and less expensive way to access the "computing power" and resources you need to power the tools you use. You plug the coffee maker into the wall and everything just happens in the background to power the machine with electricity for a small fraction of the cost that you'd pay if you tried to generate electricity all on your own.

Just recently, Microsoft released Office 365, which is a cloud computing or SaaS solution. The idea is that instead of a business having to purchase one or more servers, heavy-duty computer workstations, the Windows Operating System software, Microsoft Office and the technical support to install, configure and support a network (which can be very expensive), businesses now have the option of simply paying \$6 to \$24 per user per month and to access Microsoft Office via the Internet. While this service appears to be cheap, it’s NOT necessarily the best solution for most small businesses. There are elements of this offering that must be considered as well as hidden costs that could ultimately make this cheap offering rather expensive.



An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity.

~ Winston Churchill

If you want to know if cloud computing is right for you, visit our website at <http://www.techsagecloud.com> or give us a call at (210) 582-5814 during the month of September for a **free**, no-pressure, no-obligation **cloud readiness assessment**.

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

Shiny New Gadget Of The Month: Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at www.thinkgeek.com.

J.M. Smucker's Rules For Success



In an article I wrote a while back called *Corporate Culture Counts*, I briefly wrote about the J.M. Smucker Company. I believe this company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897, this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:

*“the consumer, the retailer, our employees, our suppliers,
our communities, and our shareholders.*

*We believe if we take care of the first five,
the sixth will automatically be taken care of.”*

They live and work by the creed, **You Will Reap What You Sow**. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.

Guest article provided by:

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/



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The Lighter Side

Never Argue With A Woman

One morning the husband returns after several hours of fishing and decides to take a nap.

Although not familiar with the lake, the wife decides to take the boat out. She motors out a short distance, anchors, and reads her book.

Along comes a game warden in his boat. He pulls up alongside the woman and says, "Good morning, Ma'am. What are you doing?"

"Reading a book," she replies, (thinking, "Isn't that obvious?")

"You're in a Restricted Fishing Area," he informs her.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"For reading a book?" she replies.

"You're in a Restricted Fishing Area," he informs her again.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"If you do that, I'll have to charge you with Sexual assault," says the woman.

"But I haven't even touched you," says the game warden.

"That's true, but you have all the equipment. For all I know you could start at any moment."

"Have a nice day ma'am," and he left.

Marketing ROI: Are You Measuring?

These days, the Web gives everyone—B2B companies, consumer brands, consultants, nonprofits, schools, etc.—a tremendous opportunity to reach people and engage them in new and different ways.

Now we can earn attention by creating and publishing online for free something interesting and valuable: a YouTube video, a blog, a research report, photos, a Twitter stream, an e-book, a Facebook page. But how should we measure the success of this new kind of marketing? The answer is that we need new metrics.

I'm critical of applying old forms of offline measurement to online marketing. There are many ways to track progress such as how people participate in your social networking sites, how many people are reading and downloading your work, and how many are making inquiries about or buying your products and services. Here are some things you can measure:

1. How many people are eager to participate in your online efforts? (You can measure how many people "like" you on Facebook, subscribe to your blog, follow you on Twitter, sign up for your email newsletter, or register for a Webinar).
2. How many people are downloading your stuff? (You can measure how many people are downloading your ebooks, presentation slides, videos, podcasts, and other content.)
3. How often are bloggers writing about you and your ideas?
4. And what are those bloggers saying?
5. Where are you appearing in search results for important phrases?
6. How many people are engaging with you and choosing to speak to you about your offerings? (You can measure how many people are responding to contact forms and making requests for information.)
7. How are sales looking? Is the company reaching its goals? (Ultimately, the most important form of measurement within management teams is revenue and profit.)

Guest article provided by:

David Meerman Scott's book *The New Rules of Marketing & PR* opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the *BusinessWeek* bestseller list and published in 26 languages from Bulgarian to Vietnamese, *New Rules*, now in its second edition, is a modern business classic. Scott's popular blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers.
www.davidmeermanscott.com



Client Spotlight: Stone Oak Dermatology

If you need a dermatologist, contact Dr. Linda Banta's office. Her office offers a full array of dermatological services to help you maintain healthy skin.

Their contact information is 210-494-0504

www.stoneoakdermatology.com

Would you like your company highlighted here in our "Client Spotlight"?

Then give us a call today at (210) 582-5814.

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

Malware and Human Factor

Securing your business data is twofold. The first part entails having the right security software and security policies. The second is providing the right user training to your employees, making them more aware of the different scams and ploys used in socially engineered cyber-attacks.

One of the things many people fail to realize is that securing business data from malware and other sorts of cyber-attacks doesn't stop with implementing the right security software. These days, cyber-criminals also use all sorts of tricks to bait unsuspecting employees into being catalysts for malware entering your system.

Reports cite that as much as 60 percent of cyber and malware attacks on businesses are done through social engineering – meaning that instead of a direct attack on your system, hackers are using ploys found on email and social networks to get people in your organization to unwittingly introduce malware into your IT infrastructure.

This is why it's equally important to put emphasis on training your employees to recognize common cyber-attack strategies such as phishing, or how to use proper virus scanning software so any external or thumb drives they plug into their computers are malware-free. Remember, it only takes one mistake from a gullible employee to open the gates of your system to keyloggers and other sorts of malware and viruses.

Keeping your company's IT system safe is an investment. Getting the right security protocols and then training your employees to not only use and respect these protocols but also be more aware about security risks goes a long way in keeping your data safe and your operations stable.

www.techsagesolutions.com/blog

Source from TechAdvisory.org

A Simple Way To Increase Employee Productivity

According to a University of Utah study, you can increase your efficiency (or your employees' efficiency) by 25% just by adding a second monitor. With multiple monitors, you can get more done since you aren't minimizing and maximizing all day long. Therefore, adding monitors can be a money maker for your company.



The study documentation states that 108 university and non-university personnel participated in a comparison of single monitor, multi-monitor, and multi-monitor with Hydravision display configurations. Respondents edited slide shows, spreadsheets, and text documents in a simulation of office work, using each of the display arrays. Performance measures—including task time, editing time, number of edits completed, and number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources—were combined into an overall evaluation of productivity. Multi-screens scored significantly higher on every measure. Respondents got on task quicker, did the work faster, and got more of the work done with fewer errors in multi-screen configurations than with a single screen.

Consider trying this in your office. Add a monitor or two to your desk and to those of your employees. See what kind of feedback you get and how much more efficient and productive they become when they have the ability to move quicker, use multiple applications at once and no longer have to constantly minimize windows.

Who Else Wants a \$25 Starbucks Card?

Send us a referral and we will send you a \$25 Starbucks card. Must have at least 1 server and 5 desktops.

Please Welcome Charles Nickels As our newest TechSage Solutions Team Member

Charles joined us on September 2nd and Will be assisting TechSage Solutions.

He has an extensive background in technology and we are excited he is working with us.



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