

TECHNOLOGY TODAY

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Total's commitment to our customers is exactly what our name states...total. And experience shows that the best way to maintain that commitment is to understand our clients and appreciate their input and comments.

Help us help you. Please send us some feedback regarding our Technology Today newsletter.

What would you like to see more of? Or less of? What columns or topics did you like best? Or least? Would you like to share some technology thoughts or raise some technology questions? Please email your feedback to us: newsletter@total.us.com

April 2016



This monthly publication provided courtesy of James Tauer, IT Consultant for Total Technology Solutions.

"As Consultants, our job is to educate and guide our clients to get the most from their IT Infrastructure, while utilizing industry best practices. For us, our client's satisfaction with their network is paramount to the success of our relationship."



When the livelihood of your business depends on data stored in your computer network, you simply cannot afford to leave anything to chance. Data preservation and the ability to retrieve it at any point in time is the foundation of business continuity.

Yet the facts about backup failures are shocking:

- According to the Boston Computing Network, 31% of PC users have lost data due to events "beyond their control."
- Analysts at the Hughes Marketing Group found that 40% of businesses that experience a critical IT failure go out of business within one year.
- In a recent Gartner study, only 35% of backup tests were successful.

Some of the more common reasons for backup failures include unintentional formatting of a hard drive, accidental data deletion, malware or virus attack, firmware corruption, natural

Will Your Backups Be There When You Need Them?

disasters, logical errors and continued computer operation when the hard drive is starting to fail.

So how certain are you that your backup system is 100% reliable? Could a false sense of security be preventing you from taking actions that will insure your backups will really be there when you need them?

7 Ways to Avoid Data Disaster Due To Backup Failure

Without proactive measures in place - and Murphy's Law being what it is - the odds of a successful restoration when you need it most may not be as great as you'd like to think... So what can you do? Here are seven ways to avoid a damaging loss of data due to backup failure.

1. **Insist on regular, remote and redundant processes.** A good rule of thumb is 3-2-1. That means three copies of your data stored in two off-site locations, backed up a minimum of one time per day.

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2. **Don't go too cheap on disk drives.** Less expensive arrays that save money by doing without features like redundant power supply and hot spare disks may leave your data at risk.
3. **Guard against human error.** Make sure people performing backups and restores know exactly what to do – and what not to do. Take people out of the loop and automate wherever possible. And be especially cautious in situations where backups aren't a part of someone's regular duties.
4. **Are your backup software settings being checked routinely?** When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail completely. Do the people who maintain your backups include this on their

“...leverage the knowledge, skill and experience of an expert.”

5. **Could some files be getting left out?** As resources are added and priorities shift, files and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.
6. **Address network issues immediately.** Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.
7. **Ask for help with your data backup and recovery system.** You cannot be expected to be an expert in all things. Yet data is the backbone of your business – its protection and

recovery should not be left to chance. Why not leverage the knowledge, skill and experience of an expert in the field?

Even with all these measures in place, the best way to keep your organization safe from harm due to data loss is to verify your backup system by performing regular test restores. This will help identify any problems in advance so they can be fixed – allowing you to avoid getting hit with an ugly surprise when you least need it.

The Smart Way To Assure Backup Success

Unless your team has all the time and expertise required to consistently close all open loops in your backup system, your organization may be at risk of serious harm due to data loss.

We strongly recommend that you let us perform a Backup Audit for you as soon as possible. Contact us today at 888-777-8093 or newsletter@total.us.com to schedule this highly valuable free service - before disaster strikes.

FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

PROTECT YOUR DATA

“12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery”



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 7 things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The No. 1 cause of data loss that businesses don't even think about until their data is erased.

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Services We Offer

Clients count on TOTAL to Secure and Manage their IT Infrastructure.

Some of our services include:

- Network Security
- Cyber-security Training
- Written IT Policies
- Compliancy Audits
- Business Continuity
- Office 365 Solutions
- Cloud Solutions
- Network Design
- Managed Services

Give us a call today at 888-777-8093 to discuss your needs.

It was the best of times, it was the worst of times...



And it could have been an outright disaster. The nasty cryptolocker virus never gives up without a fight...or a ransom. When it locked into a computer at Alliance Brokerage, the 100 year old insurance provider was under siege, and Total was there to break the deadlock. Charles Dickens would have been proud.

Total had recently installed a DATTO device, which is designed to ensure true business continuity as well as disaster recovery in the cloud. When the cryptolocker virus locked up the system and demanded ransom, the DATTO device was ready, willing, and able and kicked in immediately.

With the DATTO device's alert, Paul Nevola, Total's Senior Engineer, quickly went through the appropriate protocols, remotely performing remediation and restoration. Due to the Total program and the presence of the DATTO device, the Alliance network was not compromised. It was backup and running in 20 minutes with its systems no longer at risk.

New earbuds pack amazing sound - with no strings attached.

On-the-go music lovers have pretty much been limited to Bluetooth earphones or earbuds with wires attached, or over-the-ear holders. That's about to change. Both Earin and Kanoa earbuds offer a great sound experience without wires or holders. Small enough to slip into your ear, they fit comfortably in your ear canal. And, according to CNET reviewer Xiomara Blanco, they stayed securely in place even when she shook her head. She said the Earin earbuds have better sound and are smaller, but don't stay charged as long as the Kanoas, which offer a sporty look, and with their slightly larger size retain a charge for longer. Yet both deliver amazingly rich sound for such a tiny device. *-CNET*

Could these tech tools help grow your business in 2016?

How about a 14x higher conversion rate on your advertising? Oomph Adomatic converts static images into video ads that tell the story of your brand, highlight key features and even provide view-

ers with an easy-to-follow map to your office or showroom. WeWork, a pioneer in co-working spaces, allows SMBs to grow and contract with the ebbs and flows of business. With features like pool tables and friendly common areas, they foster water-cooler networking and a sense of community. Trinet offers a way to off-load virtually all HR functions, including payroll, benefits, management and compliance. With this tool, the need for in-house HR staff goes away.

-Inc.com

Are you making any of these three mistakes on LinkedIn?

1. Forget LinkedIn as a place to build an audience. Instead, focus on media like Facebook, Twitter or your blog to attract consumers. 2. Don't help competitors. It's great to connect with colleagues, but when you link with people who work for your competitors, you're exposing your entire network to the competition. Be selective about who you connect with. 3. Unless you work for a big brand, it's pointless to sell yourself without first selling your company. As a principal or executive, you need to

tell a story that's bigger than your own career. Show how your company brings value, and then how you've contributed to that effort.

-Wall Street Journal

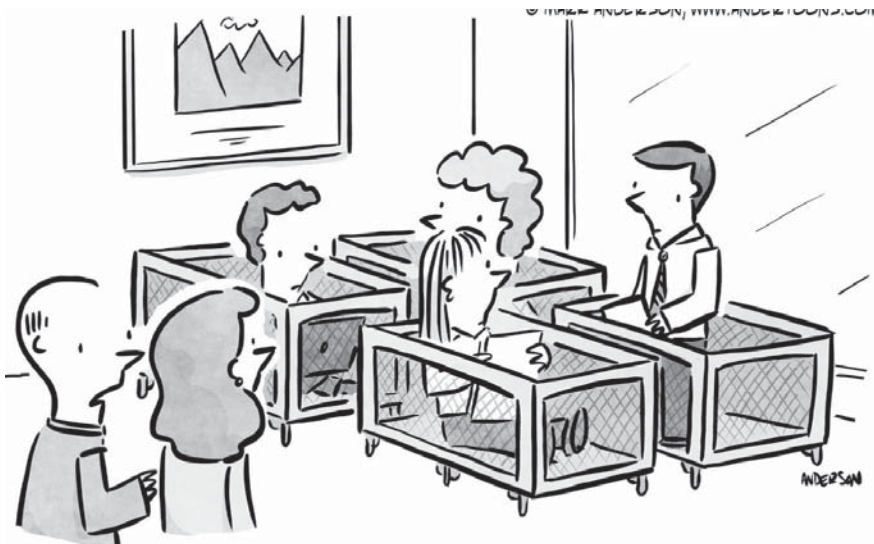
As the housing market improves, so have the tech tools to help you sell your home.

Data from the National Association of Realtors shows that 89% of buyers use online tools in their home searches. First impressions are critical, especially online, so your web presentation can make a huge difference in how quickly and for how much you sell your home. Twelve tech tools to take advantage of include: Professional Photos, Maps, Search Tools like Zillow, Trulia And Redfin, Drone Photography, Floor Plans, 3D Virtual Tours, Video, Electronic Documents, Online Checklists and Timetables, Virtual Home Staging, Social Media and Mobile Web Apps. Not all realtors use the same tools, so be sure to run this checklist by potential listing agents.

-U.S. News & World Report

Battle of the "Read-Later" apps: Pocket vs. Instapaper

As it turns out, this duel is more about user preference than which app is better. Instapaper sports a clean, newspaper-like look that filters out ads, video and images. If you prefer reading text without distraction, this is your app. Pocket, on the other hand, displays images like a proud parent and flaunts colors behind bouncy animations. If you prefer the full multimedia experience, you'll like Pocket. Pocket also offers tagging, which some may prefer to Instapaper's organizing by folder. Each comes in a free version, which is more than adequate for most users. Bottom line? Pocket is best for multimedia, Instapaper for pure reading. *-Lifehacker*



"They're smaller and cheaper than cubicles, plus we get naptime."