

TECHNOLOGY TIMES

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

What's New

Tarrytech's FREE VoIP and Telephone Tech Seminar

When: Thurs, May 17, 2018

Time: 11:30 AM – 1:30 PM

Where: La Bocca Italian Restaurant

8 Church Street, White Plains, NY

Come join us for a free delicious lunch and discover:

- What VoIP is, how it works, and why the phone company may force you to switch to a VoIP phone system
- Four ways to implement VoIP and how to select the best one for your business
- The top 4 features of hosted VoIP solution and why you need to implement them now
- What you can expect to pay for your VoIP phone system, and some hidden gotchas that other VoIP providers don't tell you up front

Limited space! Register today at:

www.tarrytech.com/voipseminar

April 2018



This monthly publication provided courtesy of James Kudla, President of Tarrytech Computer Consultants

Our Mission: To create and maintain harmony in your technical life through the design, installation, management, and support of smart technology solutions.



**THE MOST
ASKED
QUESTIONS
ABOUT
VoIP
ANSWERED!**

Part 2: The Ultimate Guide to Choosing the RIGHT VoIP Phone System for Your Business or Multi-Location Office

In last month's newsletter, the article "The Ultimate Guide To Choosing the RIGHT VoIP Phone System for Your Business or Multi-Location Office" introduced VoIP phone services, and defined three types of VoIP phone systems: *Virtual Phone Service, On Premise PBX (or IP-PBX), and Hosted PBX.*

Each of these solutions have benefits and limitations, and we would like to further explore these items in this article.

Virtual Phone Service

By far, the easiest, most cost-effective option is Virtual Phone Service. With Virtual Phone Service, you simply purchase phone service (including a phone number) from a company like Grasshopper or Ring Central, and inbound calls are routed to existing cell phones, home phones, or office phones. This service scores positive

marks for affordability, simplicity, and scalability. It is simple to roll out to your remote sales team or distributed offices. However, this service is not meant to scale to the enterprise. This service does not allow you to transfer calls, has long "lag times" while connecting to your phones, and does not have centralized voicemail. This service is good for small and startup businesses who are looking to get started with a phone service for their company.

The fundamental difference between an On Premise IP-PBX and a Hosted IP-PBX is obviously the location of the PBX. The On Premise solution requires the PBX to be onsite of your business, typically in the same location as your servers and core networking equipment. In the latter, the IP-PBX is hosted in the cloud by the service provider you select. There are benefits

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www.tarrytech.com or call 914-432-3056

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and limitations of each solution, and understanding these items makes it easier to determine the best option for your organization. Cost, expansion, failure scenarios, and other considerations are compared below.



On Premise IP-PBX

Pros

- Lower monthly cost after expenses are covered
- If just Internet goes down, your company maintains inter-office dialing capability

Cons

- Higher initial cost and setup cost
- Higher maintenance costs
- Requirement to back up on premise IP-PBX adds cost, complexity, and exposure
- If power or Internet goes down in your office, you will lose phone service
- Expansions may result in complicated projects depending upon the provider

“There are pros and cons of both the On Premise and Hosted IP-PBX solutions. The move to an IP-PBX business phone system is beneficial regardless of which system is ultimately chosen.

Hosted IP-PBX

Pros

- Lower initial equipment cost and setup cost
- No maintenance costs of the IP-PBX
- Easy to add extra lines
- Low expansion costs – simply purchase more IP phones and licenses
- Patches and upgrades of the IP-PBX are handled in the cloud by the provider
- Loss of Internet or power has no effect on operations because calls can be sent to voicemail or a mobile phone

Cons

- Possible Internet upgrade required to implement service
- Connections and voice quality are a result of the Internet connection

There are pros and cons of both the On Premise and Hosted IP-PBX solutions. The move to an IP-PBX business phone system is beneficial regardless of which system is ultimately chosen. However, there are differences, and knowing these leads to a better VoIP phone system and higher satisfaction.

Have more questions about VoIP? Tarrytech is hosting a FREE VoIP and Telephone Technology Seminar!

Come join us for a couple hours where we will answer all of your VoIP questions, and treat you to a great free lunch.

When: Thurs, May 17, 2018, 11:30AM–1:30PM

Where: La Bocca Italian Restaurant
8 Church St, White Plains

Limited space! Register today at:
www.tarrytech.com/voipseminar

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

“What Every Business Owner Must Know About Protecting and Preserving Their Network”



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain nontechnical English common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at
www.tarrytech.com/protect
or call our office at (914) 432-3056.

6 Ways To Work Smarter, Not Harder, And Be MUCH More Effective At Work

1. Avoid out-of-control to-do lists. When you're trying to accomplish something, whittle it down to the most essential components and throw away the rest. This way, you won't get overwhelmed.

2. Measure your results, not your time. Instead of getting bogged down with how long something is taking, track how much you're accomplishing. This will increase efficiency and reduce stress.

3. Try to keep a positive outlook. If you're helping wherever you can, pick up the slack of sick team members and never say the work is "good enough." You'll start seeing results immediately.

4. Communicate effectively. Collaborating with others is essential, regardless of the work you're doing, so strengthen these skills the same as you would with anything else.

5. Create (and stick to) a routine. The more you can build good habits, the faster you can get down and focus.

6. Stop multitasking. The data shows that people are much worse at tracking multiple tasks at once than they think. Cut out the clutter and zero in on what's important in each moment.



Increase Capacity: Expanding Your Skill And Confidence

You and I know what is probable, but we seldom understand what is possible.

Andrew Shapiro is an example of someone who blew past "probable" and set a new standard for "possible." Inspired by his father's triumphant battle with cancer, Shapiro committed himself to setting a Guinness World Record for pull-ups. He practiced incessantly, building his endurance by doing 10 pull-ups a minute for six hours while watching movies to pass the time. He pressed on despite sore muscles and blistered hands. Then, at a Relay for Life event in Virginia, he achieved his goal, performing 7,306 pull-ups in 24 hours. Andrew not only set a new record that day, but also raised \$4,000 for the American Cancer Society.

In my new book, *The Potential Principle*, I offer four powerful tools for creating breakout improvement, personally and professionally. The fourth tool is this:

Increase your capacity in order to grow your confidence and move closer to realizing your true potential.

Success breeds confidence, and confidence breeds success. It's a virtuous cycle that begins when you commit yourself to spending the time and effort it takes to raise your level of skill.



The Potential Principle includes many tips about how to start this process and keep it going. A great way to begin is to take inventory of the abilities you have right now. You get better by both *exploiting* what you already know and the skills you've developed, and by *exploring* new skills and knowledge.

As you consider adding new skills, make sure you know which ones, if developed, will enhance your existing skills toward the performance you desire. Study the most important skills in your priority areas. Ask yourself, "What one thing, if I started doing it and kept doing it, would give me the biggest return on my investment of time and energy?"

Improvement is hard work, but it pays off. To better your best, dedicate yourself to doing what it takes to increase your capacity. It will give you the confidence you need to achieve your goals and become the person you were meant to be.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People," or his website, marksanborn.com, to learn more.

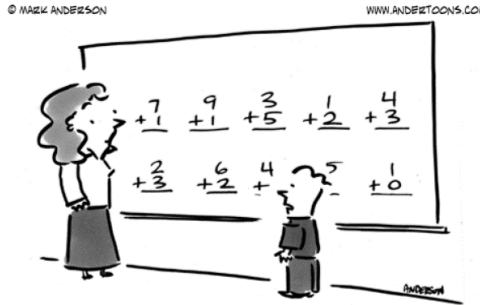
Follow These Basics To Help Protect Your Company From Cybercrime

Modern businesses spend a lot of time and resources protecting themselves from the latest scams and cybercrimes, but it's important not to lose sight of the basics. The same goes for your team. Everyone in the company should be well-versed in essential security principles. Security protocols should be thoroughly documented and included in every new employee's training. Strict policies for violating these items should also be detailed.

Your security plan should mandate strong passwords, requiring users to only ever connect to the network via VPN, with guidelines for regular password changes. A little prevention goes a long way – remembering the security basics and doing some research are the best

ways to protect yourself and your company.

Do These Things to Keep Your Best Employees From Leaving



According to the Gallup's 2017 "State of the American Workplace" report, 51% of currently employed adults in the U.S. are on the hunt for a new job, using company time to search far and wide for a better opportunity. How can you prevent this trend from forcing your best people out of your company?

First, you should give the best people in your organization abundant opportunities to move around and apply their strengths where they're best suited. This means new job roles in addition to lateral growth. Every step of the way, you should be having conversations about their personal and professional development, convincing them to grow with you, instead of outgrowing you.

One great way to "re-recruit" your employees is to conduct regular "stay interview" questions. What do they like about their job? What don't they like? What are they passionate about doing?

But none of this will matter if you don't recognize your top performers. Learn how your team likes to be recognized and cater to their needs. Everybody wants to feel appreciated. *Inc.com Jan. 22, 2018*

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