szymanski CONSULTING

LUCK OF THE IRISH

We are sitting here reflecting on 2012 and how incredibly amazing it has been to date. Szymanski Consulting, cannot thank you enough for your business. We truly appreciate your trust in us. We know you have other options and we are thrilled that you choose to stay with us.

One of the greatest compliments we could receive is getting referrals. Thank you to Cheryl Smith Vinroe for her recent referral. She will be receiving an Amazon Gift Card. Speaking of Amazon Gift Cards; congratulations to Carol Knoll of Felix and Gloekler CPA firm in Erie for winning our BIG Game contest. Carol missed guessing the super bowl score by only two points.

Amazon Gift Cards

We hope you are enjoying the weekly videos. If there is something you would like to see, please let us know. We are enjoying putting them together for you.

We are working on putting together a security seminar and will have several presenters. If you have any ideas of what you would like to see please let us know.

At Szymanski Consulting, we are focused on how your technology is working for you. We believe in keeping your systems running 24 x 7 x 365.

With that said, we would love to sit down with you and help you with a profitability analysis. We feel this will benefit you as well as us take a hard look at the systems in place and what we can all do to make it work more effectively. Call or email Cathy today for more information.

I wish all of you a wonderful and safe March and look forward to hearing from you.

Cathy & David

Solid Reasons Why You Should Throw Away Your Tape Backup And Switch To Our Service This Month:

Dear Friends,

In case you haven't been paying attention, for the last few months I've been knocking myself out trying to get your attention to upgrade your current tape backup to our service.

There's a mountain of evidence and several smart reasons why you should upgrade your backup this month, such as:

You'll be able to be back up and running MUCH faster in the event of a disaster; and a "disaster" doesn't always have to be a tornado or fire, data can also become corrupt or get erased due to hardware failures and software "glitches." With our backup solution, you can literally be back up and working within 24 hours or LESS, where your current tape system could have you down for days—possibly even weeks—while we relocate all your software, re-build the server, re-install and configure the software, and retrieve your data. That's just crazy! Sure, tape backups are better than nothing, but now there IS a better alternative!

Tape drives have an average failure rate of 100% - yep, that means all tape drives will fail at some point, often without any signs or warnings! Tapes are very sensitive to heat and moisture; so if you are taking your tape drives home with you in your car, there is a very good chance the data is useless. And the worst part is that tape failure often gives no warning whatsoever—the only way to know if your data is actually in a format that can be restored, is to perform regular, monthly (even weekly) test restores. When is the last time you did that with one of your tapes? **Continued on page 2….**

The Lighter Side: Dublin Over With Laughter

Why did St. Patrick drive the snakes out of Ireland? *He couldn't afford plane fare.*

Why do people wear shamrocks on St. Patrick's Day? *Regular rocks are too heavy.*

How did the Irish Jig get started? *Too much to drink and not enough restrooms!*

How can you tell if an Irishman is having a good time? *He's Dublin over with laughter!*

What's Irish and stays out all night? *Patty O'furniture!*

What do you get if you cross poison ivy with a four-leaf clover? *A rash of good luck!*

What would you get if you crossed a leprechaun with a Texan? *A pot of chili at the end of the rainbow!*

Did you hear about the leprechaun who went to jail? *He was a lepre-con!*

What baseball position do leprechauns usually play? *Shortstop!*

Knock, knock! *Who's there?* Irish. *Irish who?* Irish you a happy St. Patrick's Day!

Fund-Raisers

David and I belong to boards of a few non-profits in Erie. Two of the boards are having golf outings. The first one is Community Shelter Services (homeless shelter) this golf outing is at Lakeview in Northeast on Monday, June 10th. The second one is for Auto Racers for Kids. This year funds raised will go to CASA of Erie County, Trinity Center and Safe Haven. This golf tournament is at the Lower Course of Peak n Peak on July 11th.

Please contact Cathy for more information on how you can help.

What To Do When Your Inbox Is FULL Of Important Messages You Don't Want To Delete

There's no doubt about it: e-mail has become the single most important communication tool for businesses. But messages pile up quick, taking up storage space that can be expensive to back up. And since deleting everything isn't always an option when certain threads contain important info about projects, contracts and client communications, the smartest option it to archive your inbox.

Archiving is simply a process of removing old (but important) e-mails from your "active" inbox and folders to a compressed, encrypted backup, freeing up space in your inbox and preserving your e-mails should you need to dig them up at some point in the future. Should you archive? The answer is "Yes" for 3 important reasons:

1. **Compliance Regulation:** Obviously some businesses, such as medical offices and financial institutions, are affected by this more than others. However, all records pertaining to a company's activities are subject to compliance regulation, including employee records and communications, e-mail threads discussing contracts or other negotiations and financial documentation. It's inevitable that you will have e-mail messages touching one or more of these areas that you are required by law to keep for a period of time.

2. **Litigation Support:** Almost every company operating will, at some point, be implicated in a lawsuit. When that happens, the court may require you to produce all records and communications relevant to the case in a "timely manner," no matter how far back the communications took place. If a good e-mail archiving solution wasn't used, it could cost MORE to conduct the discovery than the cost of the case itself.

3. **Storage Management:** If you don't want to be forced to delete current e-mails to make room for new messages, then archiving is a smart option. Of course, NOT all archiving solutions are created equal! Make sure you consult us on which one would work best for your company before making any decisions.

Call us today so that we can discuss this solution with you.

Top 2013 Tech Trends

Tablet adoption is on the rise! With the worldwide market place of applications growing, tablets are wriggling their way into the workplace with robust talents. Programs to manage time, financials and communications are proving to be indispensable on the go.
Cloud computing boom! For any type of business, cloud computing is a fantastic opportunity to eliminate expensive equipment costs and the security risks of on-site machinery. In addition, cloud computing offers more analytics to evaluate current usage and improve business processes. Many believe this will be a necessary move for small to mid-sized companies in the coming year.
Smartphone crossover. No, it's not an SUV. Smartphone creators are working up more ways to unite your devices. Soon the standard will be synchronization between your smartphone and your TV, home stereo system, gaming system and even a health care monitor that send information directly to your physician.

Smart Tips for Mobile Devices

If you're planning on heading out of town – or simply to the coffee shop to work – here are a few tips to keep in mind.

1. **Protect your devices from thieves**. All mobile devices should be passcode-protected and loaded with apps that will help you track and find them in case they get lost or stolen. For iPads and iPhones, there's the free "Find My iPhone." Android users can try "Lookout Mobile Security." These apps allow you to remotely wipe the device if it falls into the wrong hands; you definitely don't want to expose yourself to identity theft or allow someone access to your company's network and client data. Also, never leave your device anywhere you wouldn't leave your wallet.

2. **Backup**. Mobile devices get lost and destroyed more often than desktop computers because you're dragging them around from place to place and exposing them to non-gadget-friendly environments; therefore, make sure you are backing up all the data to the cloud. All it takes is a spilled cup of coffee to erase those precious family photos and videos; and most people don't think about backing up their phone.

3. **Take caution when connecting to free public Wi-Fi**. Hackers with routers and readily available software set up rogue hot spots for spying and serving you fake websites. They often name these hot spots something generic such as "Coffee Shop" or "Linksys" to fool you into thinking they are safe. You think you're connecting to the coffee shop's Wi-Fi, but you're actually accessing the web through their portal. If you are going to use public Wi-Fi, simply use it for general web surfing, not shopping, banking or accessing critical data.

4. **Turn off sharing.** If you use a laptop, you might have it set to share files and folders with other computers at work or home. However, you don't want those settings "on" when connecting to a public network. When connecting to a public hotspot for the first time, Windows will ask you for a location type; choose "public" and it will automatically reset your settings to turn off sharing.

5. **Carry your own connection.** If you're going to access your bank account, go shopping online or retrieve critical data when traveling, invest in your own personal Mi-Fi connection. We recommend VerizonWireless. If you don't have one and you need to make an emergency balance transfer or an immediate purchase to save a significant amount of money, it's safer to use your cell phone. When banking, use your bank's official app and sign up for any extra security they offer. For example, Bank of America's SafePass program sends a text message with a 6-digit code to authorize a transaction. The code expires as soon as you use it.

If You Are Still Using Business Cards, Here Are 8 Keys To Using Them Effectively!

At gatherings I sometimes collect business cards. By "sometimes" I mean only if I have a reason to. Believe it or not, I don't put everyone I've ever met on my mailing list. So when I collect a card I either intend to contact that person or (on occasion) I intend to add them to a list.

If you are going to use business cards, here are some key things that will maximize their effectiveness…

1. Your Name (you personally) should be clear and visible and readable from arm's length. That means it is also easy to find. Everyone hates a business card with strange font combinations so you have to scan all over the card to find the person's name. Where's Waldo? Or whoever I'm talking to.

2. Your Company name should be clear and easy to find.

3. Contact information is up to you. Some cards only have email or only have a phone number. It depends on how you want to be contacted. If you want to give your entire mailing address, fax number, and extension that's fine. Decide WHY you would hand out this information and what you really need on that card to fulfill your needs.

4. Company logo and slogan. If you have a nice logo or a slogan that really helps you differentiate yourself, then find a place for them on your card. Remember: They should contribute to the goal of making your card useful and easy to use. If they detract, get them out of the way, make them smaller, move them to the side, or drop them altogether.

5. Titles . . . hmmmmm. Some people need titles. But most of us don't really need titles on our cards. They're just one more thing that needs to be changed if you change jobs. Does a title do something for you? If yes, put it on the card. If not, leave it off. Sometimes we feel obligated to put something on the card for a title. If so, make it descriptive and useful. Or bland and boring. But whatever you do, do it intentionally and not because you feel you need to put something there.

6. Other Information (QR Code, Facebook ID, Fan Pages, LinkedIn, Twitter, Google+, AIM, Pinterest, 4Square, Yelp, Flickr, Reddit, RSS, Technorati, StumbledUpon, Digg, Yahoo Instant Messenger, Jagg, blog, Klout, etc.). I bet you know where this is going. There is simply too much miscellaneous stuff to fit it all on a tiny little business card. So if you want to put something else on there, be picky. Choose a few things that don't take up much space AND that contribute to your marketing goals.

7. Use the back wisely. Or leave it blank. Remember, the back of the card is not for ten little tips, quotations, IP Subnet calculators, etc. The back is primarily for notes. You can use some of the back for links, logos, QR code, etc. But leave at least half of it blank—or lined for notes.

8. Make your business card scan-able. You should have a business card scanner. If not, visit your more successful competition and borrow theirs. Make sure that your business card is clean and clear enough that it scans well.

Check Your Site Performance with New Google Analytics Site Speed Report

Google improved his google analytics structure and performance. Now google recently released an updated **Site Speed report.** Speed of site always matter in search engine performance, every one want to decrease his website loading time and now you can measure your **website speed on google analytics**. It is also providing average page loading time by browser, country and page. You can also compare your current site performance with   previous. All these tools can help your where your pages are under-performing and adjust visitor of your website instead of waiting in frustration or leaving.

Taking Referrals

Do you have anyone you would like to refer to us! We have a referral program that we would love to share with you. Please email Cathy today to find out more information.

Solid Reasons Why You Should Throw Away Your Tape Back-up And Switch To Our Service This Month:

If your office gets broken into, is destroyed by a fire or flood, or gets hit with a tornado. EVERYTHING is going down with the ship, including your tape backups and software disks. You just cannot afford to ignore the importance of having an offsite copy of your data! Plus, our service will enable you to 'plug back in' and start working from any location—even if you and your staff are forced to maintain a "virtual" office for a period of time.
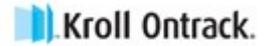
I know you are just busy and probably not thinking about your backups. After all, if it's not broken, why fix it, right? Wrong! If your seat belt in your car was broken, you'd have it fixed ASAP even if you weren't planning on crashing anytime soon. Same goes with your data backup.

We hope you NEVER have to resort to an emergency backup, but if you do, <u>you can have complete peace of mind knowing your data will be there and you can continue working regardless of what happens</u>.

What is Instagram

Instagram has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen.

Instagram is an online photo-sharing and social networking service that enables its users to take pictures, apply digital filters to them, and share them on a variety of social networking services, such as media sites including Facebook or Twitter. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras.

BBB Accredited Business

Manufacturer & Business Association
www.mbausa.org

technology council of Northwest PA

ERIE REGIONAL CHAMBER AND GROWTH PARTNERSHIP

Business Partner IBM

lenovo

xerox

ascii the ascii group, inc.

CompTIA

Microsoft Partner
Gold Desktop
Silver Midmarket Solution Provider

Microsoft Small Business Specialist

CISCO PARTNER
Registered

Kroll Ontrack

St. Patrick's Day Happy

Szymanski Consulting, Inc.
8127 Nathan Circle
Erie, PA 16509
814-455-6069
www.szy.com

szymanski CONSULTING