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Ghosts, Goblins And Failed Backups... Oh, My!



Thomas Fox is president of Tech Experts, south-east Michigan's leading small business computer support company.

Welcome to October, fourth quarter, and Halloween!

The season of ghosts, ghouls and other scary creatures is the perfect time to talk

about another frightening subject: The state of your backups!

First, the facts:

- 6 percent of all PCs will suffer some sort of data loss each year.
- Every week, 140,000 hard drives crash.
- Simple drive recovery can cost more than \$7,500.
- More than 600,000 laptops are lost or stolen each year.

Scary Statistics

These are pretty scary numbers, particularly if you use your laptop for business. My experience has been that, while most business owners understand the importance of backing up their server, many forget about the data stored in email, on local PCs or laptops and flash drives.

The cost to replace a laptop pales in comparison to the effects the lost data can have on your business.

Whether it's theft, a natural disaster, fire, flood, theft, or human error, any loss of important business data can be debilitating to your business if you're not prepared for them.

Fortunately, there are three easy steps you can take to protect your business from the downtime and data loss that can result from a disastrous event.

Choose the right backup provider

Make sure that your backup system can provide you with both offsite and onsite backup, with an option to be back up and running within 24-48 hours. This is what our Experts Total Backup service is designed to do.

Keep in mind that many low-cost solutions require days or even weeks for full recovery of your files, due to the slowness of the Internet.

Your backup solution should not only protect your data, but should

also give you a backup of your programs and network settings so your business operations can return to normal as quickly as possible.

Conduct a "fire drill"

You also want to be sure that you conduct a periodic "fire-drill" with

your backup. Too many times, we see clients who religiously change tapes, but never check their content. When disaster strikes, we discover the tapes are blank. That's why we've gotten rid of tape based backups.

Keep your backup current

Finally, whenever you add computers, new software, or new services to your network, be sure your backup solution reflects those changes. This will ensure that you are backing up everything you need.

Free Report

Business backups are complex, and require a professional solution. I've put together a free, 12 page report that covers all of these items - and more - that is your's free for the asking. Just give me a call!



Bailey in his "Under-dog" costume, ready for trick or treating and cookies.



12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing A Remote Backup Service

If your data is important to your business and you cannot afford to have your operations halted for days - even weeks - due to data loss or corruption, then you need to read this report and act on the information shared. This report will outline the most commonly made, costly mistakes that most small business owners make with their data backups.

You'll Discover:

- What remote, offsite, or managed backups are, and why EVERY business should have them in place
- 7 critical characteristics you should absolutely demand from any remote backup service; do NOT trust your data to anyone who does not meet these criteria.
- Where tape backups fail and give you a false sense of security.
- Frustrating trends, costs, and questions every business owner should know and consider regarding data security.
- The single most important thing to look for in a remote backup service provider.

Tech Experts (734) 457-0001 www.MyTechExperts.com

Get your copy of our Free Report, "12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing A Remote Backup Service" by calling the office at (734) 457-5001 or emailing us at info@MyTechExperts.com

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Local, Offsite Or Disaster Recovery: Backup Options Explained

by **Frank Wright,**
Service Manager

Many businesses have a lot of highly important data. A sudden, catastrophic loss of data has proven to put many businesses out of business within months of the data loss.

The extreme costs of both getting data back, if it's even possible, and the expense of down time and lost business is an insurmountable obstacle to business continuity.

Thankfully, we have many options to proactively prevent data loss and in some cases, keep your business up and running when your original source of data is no longer accessible. With our Experts Total Backup service we've got your data covered.

Choosing the right backup option depends on the type of data your organization has, the amount of time that is acceptable to be without access to your data, and the amount of time you need to retain backups of your data.

For small to medium sized businesses, we offer a file based backup system that comes in several tiers.

The various tiers are based on not only the amount of data you have to backup but also on the type of data you need backed up.

For instance, if a business runs around the clock or routinely has files open at all hours, has SQL or other databases running, or the high likelihood of having files open

during the backup jobs, we have a backup system that can backup these files, even though they are open, offsite to our secure offsite backup server.

the event of something catastrophic like a business being demolished (fire, flood, tornado) access to the server can be quickly restored via the images the BDR uploaded to the offsite server.

What this means is that even servers running applications, databases, etc. can still be completely accessible even if the original equipment was destroyed.

After the equipment has been replaced this image of the server that you have been using via our secure cloud environment can then be transferred to the new server.

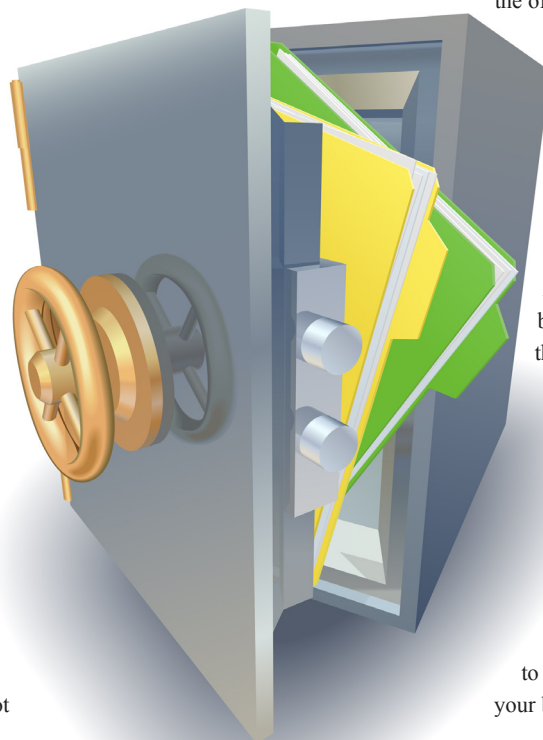
This allows you to continue to function as a business, using your original data, while we work to setup a new server onsite for your business.

Planning on replacing an old server soon? We have backup solutions that can be included for onsite backups as well when a server is purchased through us.

Using Windows Server 2008, we can configure onsite image based backups that allow your servers image to be restored to another server in the event your server fails and cannot be used again.

If you need help sorting out the options, give us a call and we can go over your current backup solution to make sure you're protected.

We'll help you develop an appropriate backup solution to protect your data and ease your mind. Remember: Neglecting your backups is extremely risky!



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Is Hosted Exchange A Good Idea For Your Business?

by *Jeremy Miller,*
Technician

Email has become as important as any other utility to most businesses. So obviously, company owners will want to avoid interruptions at the lowest price possible.

For small to medium sized businesses, our Hosted Exchange service is the best option.

You only have to pay a flat per-user fee. This takes the hassle away from having a server on-site that has to be maintained and updated.

With Hosted Exchange, you don't have to worry about your email data.

The facilities that house the Exchange server clusters are managed by Microsoft – the

company that invented Exchange!

This can benefit you by having a very high uptime percentage, secure email backups, and synced data on all of your devices.

The cost of using Hosted Exchange compares favorably to having an onsite email server.

If your company has a relatively small number of email users, the savings can be as much as 90 percent.

However, even at 100 or more users, Hosted Exchange can

reduce your costs by as much as 50 percent.

Hosted Exchange facilities always use third party backup support, which protects your email data from any foreseeable disaster.

This is great because, even if the facility was completely destroyed you will not experience a service interruption. This is possible because you will be able to use your email from the off-site backup location.

members of your company. You're also able to create contact lists that you can share with others.

Users will be able to access Exchange from almost any device, such as: Computers, smart phones, and tablets. Even though Exchange is a Microsoft product, users will be able to access it on a Mac.

The default Mail, iCal, and Address Book have had Exchange support since 2009.

However Microsoft developed

Entourage to be very similar to Outlook.

This has a lot more functionality than the default mail apps, and was designed to interface with Exchange.

Also users

can access their email from any machine that can use a web browser thanks to Outlook Web Access which is included with all Exchange mailboxes. With Outlook Web Access, you log into the Exchange system, and then use an interface that looks just like Outlook to manage your email.

If your company is email dependent, we'd love to talk to you about Hosted Exchange and the benefits to your business. Give the office a call at (734) 457-5001, or email us at info@MyTechExperts.com.

And yes, that goes to our Exchange system!



If your business begins to grow, your email will be able to expand to meet your needs. Using Hosted Exchange will minimize the impact on your internal network.

This will free up local bandwidth for server/client transactions. If you want to upgrade to a newer version or migrate to a new computer, the process will be easy and painless.

Exchange does more than just email. It is also a calendar and a contact list.

With Hosted Exchange all of your meetings can be shared with other



Contact Information

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Writing Compelling Online And Offline Marketing Content

Working in the world of B2B communications there are a lot of rules and regulations to follow, and it is often all very serious indeed, but that doesn't mean that all your communications have to be boring.

There are a few guidelines to remember that can give potential customers important information without putting them to sleep in the process.

The first tip is to keep the message as brief as possible and just get to the point. A short, powerful idea that has been cleverly packaged will always be better than an inordinate amount of waffle.

The more efficient you can make the message, the more likely it is to be read and to have the effect you want it to have. It is also important to make your content valuable and one of a kind.

While your topic of choice may have already been the subject of countless articles, you need to provide a different angle that will make yours stand out from the crowd and draw in consumers.

Avoid Four-Letter Words

There are some four-letter words that have no place when it comes to the world of B2B – and we're not talking about profanity.

These are simple everyday words that the really clever stopped making use of a long time ago. Some of the most offensive?

The likes of "can't" and "busy" as used in sentences such as "We can't do that" or "I'll call you back when I'm not as busy."

Customers come to your business because they believe that you will be able to give them what they are asking for.

Even if you genuinely cannot give them that, you should always try to send them to someone who can, as they will remember your helpful behavior.

Likewise, under no circumstances should you tell a customer you're too busy to deal with them.

No client wants to feel that they are unimportant and unappreciated, and if you do that, chances are your client will find someone else who won't make them feel that way.

How Much Content Is Enough?

One question faced by many B2B companies is when they have created enough content to be able to answer all the questions that a

prospect might conceivably have at each and every stage of the buying cycle.

The question therefore is, how can a company go about determining that? It begins with understanding who their ideal buyers really are and the kinds of concerns and issues they will have.

Creating buyer personas can actually assist with this, as they are used quite commonly in order to create an ideal customer archetype based upon what you already know in regard to your current prospects and customer base.

You need to be able to get inside your buyers' heads and have a solid understanding of what it is that makes them tick. To do this, talk to your customers and to the personnel at your company who regularly engage with them. It will be a lot easier to craft your message.

