



# Ribb "IT" Review

*"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"*

Issue 17 Volume 2 February 2013



"As a business owner, 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!"  
- Alex Bleam, Frogworks

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"He was trying to get on board with these."

## Don't "Love" Spending Money On New Servers, Backup Devices And IT Upgrades? (Maybe It's Time To Move To The Cloud)

As hurtful as it feels to us, we know that no one likes spending money on IT. Sure we all want our laptops, e-mail and applications secure, running fast and readily available 24-7-365, but your friends aren't going to visit your office and oooh and ahhhh over your new server, and it certainly won't provide you hours of entertainment or bragging rights at your next high school reunion.

So the question is, how can you get the tools you need to work without spending an arm and a leg? More and more businesses are choosing to move their network to the cloud. By hosting your server, data and applications offsite (cloud computing) you free yourself from having to purchase, install and maintain your own in-house computer network. That way you're not required to buy a new server and workstations every 3-4 years to keep everything updated; all you need is an Internet connection and a web browser and your cloud provider does the rest.

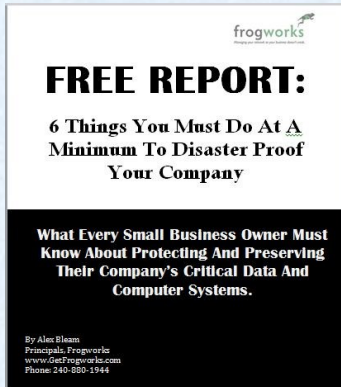
Of course the cloud won't work for everyone; but if you're faced with a server refresh, you owe it to yourself to at least LOOK into it as an option. In addition to the cost savings, here are some of the benefits of moving to the cloud:

1. **Automatic Backup.** Clients who host their server, applications and data in the cloud don't need a separate backup. In some cases, that can save a client thousands of dollars by eliminating the need for a separate BDR (backup and disaster recovery) device and service.
2. **Work Remotely From Any Device.** By hosting your server and workstations in the cloud, you can access key applications, documents, e-mail and processes via a web browser, freeing you to work remotely from whatever device (laptop, tablet, PC) you're using to access them. All you need is a good Internet connection (which isn't hard to come by) and a web browser.
3. **Easier Cash Flow.** When your network is in the cloud, you aren't faced with a big, expensive network upgrade every 3 to 4 years. All you pay is a fixed, monthly fee for the computing power you need, just like a utility. If you need more users, space or features, you add them. If you need to dial it back, you can do that too because you're paying a monthly service fee, not for the physical hardware and software licenses that you have to install and maintain on site.

If you want to find out if all or parts of your network can be hosted in the cloud to save you some money and to simplify IT, just call us for a Free Cloud Readiness Assessment. There's no cost or obligation, and you just might discover that it's the solution you've been looking for!

## FREE BUSINESS ADVISORY GUIDE!

### 6 Things You Must Do At A Minimum To Disaster Proof Your Company



Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done. In our Free Guide, you will learn:

- The single most expensive mistake most small business owners make when it comes to protecting their company data.
- The universal misconception business owners have about their computer networks, and how it can end up costing between \$9,000 to as much as \$60,000 in damages.
- 6 critical security measures every small business should have in place.

The 6 Things You Must Do At A Minimum To Disaster Proof Your Company is part of our 6 Free Report series that you can request from our home page at [www.getfrogworks.com](http://www.getfrogworks.com)

## RPO, RTO And MTO, Oh My!

Most businesses make the HUGE (and costly) error of mistaking a “backup” with data recovery and business continuity. NOT true! **Simply having a copy of your data stored somewhere does not automatically guarantee you'll be back up and running again like you were before.** To give our readers a better idea of this concept, we've included a diagram (below) from the BCM Institute explaining three key concepts: Recovery Point Objective (RPO), Recovery Time Objective (RTO) and Maximum Tolerable Outage or Maximum Tolerable Period of Disruption (MTO, or MTPOD as shown below). In order to choose the RIGHT type of back up for your company, you need to know what these three acronyms mean.

First, the RPO or Recovery Point Objective is the point to where you want your data restored. So, if you can't afford to lose a day of work, your RPO may be practically “instant,” requiring a snapshot of your workstation or server every 15 minutes. If you can afford to lose a day of work, you only need a backup every night.

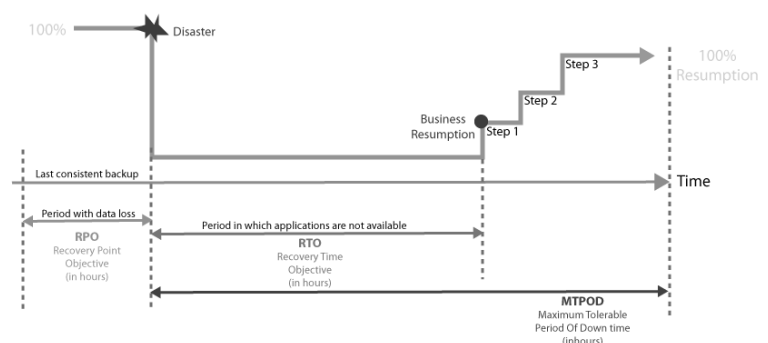
Next, the RTO or Recovery Time Objective is the length of time you will be down after a disaster while your workstation or network is restored. Again, different backups will provide shorter (or much longer) RTO depending on what it takes to restore the data. For example, many businesses are shocked to discover it could take 7-14 days or more to restore all their data from a Carbonite or Mozy backup, plus another couple of days to rebuild everything; and since most businesses cannot afford to be down that long, another type of backup is needed.

And finally, MTO or Maximum Tolerable Outage is the “code red” point in time where you MUST have your data, operations, e-mail and applications back online and functioning before it would severely threaten your company's survival. In some cases, businesses cannot afford certain processes to be down for more than a couple of hours, such as online ordering during the holidays for an e-commerce company or payroll processes for a HR company. And often a company can do without their file server for a couple of days, but couldn't afford to have their call center down that long before they would start losing business and clients.

The key is to know WHAT data and business processes are MOST critical to you so the proper backup and disaster recovery solution can be put in place now before everything goes kaput (that's the technical term for “goes wrong”). To get your data recovery handled properly, call us to discuss a Disaster

Recovery Review to determine if you truly COULD be back up and running again as fast as you expect, and what you need to do now to guarantee zero unpleasant surprises.

### Defining RTO, RPO and MTPOD



RPO	RTO	MTPOD
is the maximum acceptable level of data loss following an unplanned “event”.	is defined as the length of time that a business process could be unavailable before the business unit's operations are significantly impaired.	is defined as the “duration after which an organization's viability will be irrevocably threatened if product and service delivery cannot be resumed.”

#### MTPOD can be calculated on the following factors :

- > The maximum time period after the start of a disruption within which each activity needs to be resumed
- > The maximum level at which each activity needs to be performed after resumption
- > The length of time within which normal level of operation need to be resumed

## Shiny New Gadget Of The Month:

### PowerMat Charger



Do you and your family have a number of devices that all need charging at once? Then look into getting a PowerMat for your home or office. Instead of plugging your devices in, simply lay them on the PowerMat and they'll all charge simultaneously, eliminating the need to play power cord roulette and fight over outlets to charge your devices. Neat, huh?

#### Lose The Wires!

Connect your devices to PowerMat Receivers, and simply drop them on the PowerMat to charge wirelessly, as fast or faster than the stock power adaptor. A unique sound lets you know a solid connection has been made (an additional sound is heard when you remove your device—both are adjustable and can be turned off), and an indicator light—also adjustable—is displayed while a device is charging.

#### Use Only What You Need

Communication between the PowerMat and Receivers allows the mat to give exactly enough power for exactly the right time. When a device is fully charged, power is shut off to that device, so no energy is wasted. If a device is used while on the mat, the system knows it—charging starts up again until you've got a full charge.

#### Wired USB Connection

For legacy USB devices, or a quick charge while all your Receivers are in use, PowerMats also feature a wired USB connection. It may not be wireless, but it's better than finding another free power outlet.

## 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 ... hmmmm.** 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.



Karl Palachuk is a managed service provider from Sacramento, CA. He is the author of ten books, including *Managed Services in a Month*. You can find his very popular blog at [www.smallbizthoughts.com](http://www.smallbizthoughts.com).

## The Lighter Side: Brutal Thoughts About Love

'I require three things in a man.  
He must be handsome, ruthless  
and stupid.'

~Dorothy Parker

'Women are cursed, and men are  
the proof.'

~Rosanne Barr

'Women with pasts interest  
men... they hope history will  
repeat itself.'

~Mae West

'Get married early in the  
morning. That way, if it doesn't  
work out, you haven't wasted a  
whole day.'

~Mickey Rooney

'My boyfriend and I broke up.  
He wanted to get married and I  
didn't want him to.'

~Rita Rudner

'The poor wish to be rich, the  
rich wish to be happy, the single  
wish to be married, and the  
married wish to be dead.'

~Ann Landers

'I married the first man I ever  
kissed. When I tell my children  
that, they just about throw up.'

~Barbara Bush

'Instead of getting married  
again, I'm going to find a  
woman I don't like and give her  
a house.'

~Groucho Marx

## 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 quickly, 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 is 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:

**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.

**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.

**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.

**Answer this month's trivia question to receive a  
\$25 Gift Card to Starbucks!**

**Which of the following is a historical translation for the month of February?**

- a) Mud month b) Month of cabbage c) Month of the pearl d) All of the above

*Email our marketing manager: [Jennifer@GetFrogworks.com](mailto:Jennifer@GetFrogworks.com) with the word "Trivia" in the subject. Or call us right now with your answer!*

**240-880-1944**

**All correct answers will go into a drawing which will take place on the 15th of the month. Good Luck!**