frogworks

Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 5 Volume 05 May 2015

"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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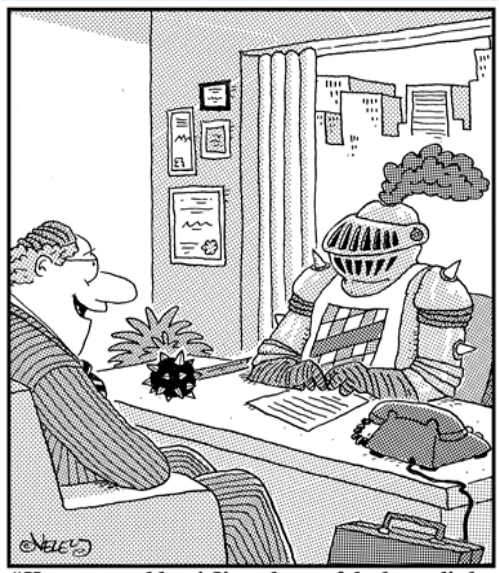


"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

Do I Need To Back Up Data That's Already In The Cloud?

*T*he computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, SalesForce, Google Apps, and Microsoft 365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?

*W*ell, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups. But are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be, "No." As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, SalesForce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to SalesForce and pay a minimum of $10,000, then wait a few weeks for your data to be restored!

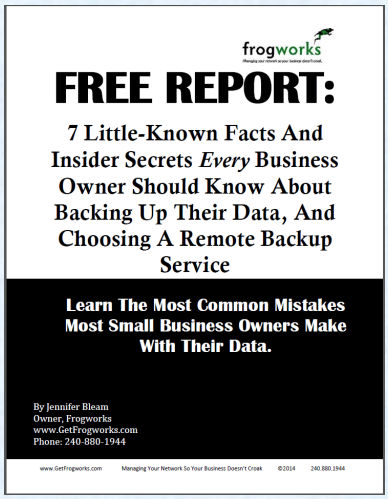
*T*here's no question that the results of data loss can be devastating to your company. The bottom line is this: it's your company's information, and you need to take responsibility for safeguarding it. You must have a strategy in place.

*W*ant to learn more about how to back up your cloud SaaS applications?

Contact Our Office at 240-880-1944,
Or Email Help@GetFrogworks.com
To Schedule A Time To Discuss Your Particular Situation

Attention Rapidly Growing Business Owners:

If You Are Still Relying On Tape Drives, External Hard Drives, Or USB Devices To Back Up Your Data, Then **It's Critical ** For You To Get And Read This Informative Business Advisory Guide



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 critical characteristics you should absolutely demand from any off-site backup service.
- √ Where many backups fail and give you a false sense of security.
- √ The #1 cause of data loss that businesses don't even think about until their data is erased.

Request Your FREE Copy Now:

Request this free report by emailing us at Info@GetFrogworks.com and putting "Backup Data" in the subject line.

Client Of The Quarter: Essex Construction

Our Client Of The Quarter is Roger Blunt, of Essex Construction, LLC. Right before last Thanksgiving, Essex Construction was awarded a large contract that drastically changed the way they do business. Previously, nearly all of their employees reported and worked in their corporate office. With this new contract however, nearly all of their employees are now scattered throughout Maryland.

Roger Blunt, Major General, Ret., Essex Construction

Essex had been talking with Frogworks about going to the Cloud, but had never pulled the trigger because the timing wasn't right. Everything had been working just fine without everything (email, documents, etc.) being in the cloud.

Then, the two days before Thanksgiving, Essex called Frogworks and told us that they were moving their corporate offices over the Thanksgiving weekend, and they needed their email and their files in the Cloud.

Major General Roger Blunt affirms, "Frogworks didn't miss a beat. That day, Frogworks started the process for moving our files to the cloud and laid out a plan for our employees to be able to access their email during the Thanksgiving holiday. The next day, our mail was moved to the cloud, and our employees were able to access their mail and files. Just to reiterate: During a holiday weekend, we needed Frogworks, and they were there for us. They were extremely responsive when our moving company caused some glitches."

You would think that the dust had settled over the weekend, but that was not the case! Tells Roger, "Our new office did not have Internet service yet! We had an installation date, but all we could do was wait for the new Internet provider. Frogworks, again, came to the rescue. They met the vendor at the door and ensured that we were up and running as soon as the Internet technician had done his job. They even made everything work with brand new networking equipment."

In a span of less than a week, with four of those days being holidays, Frogworks had Essex fully functioning with little notice. "If it hadn't been for Frogworks' professionalism, amazing response, and expertise, there is no way we could have gotten things done as quickly as they were. Frogworks is a valuable trusted business partner in every sense of the word."

Monthly Spiritual Spark:

"Always be gentle toward everyone."

—Titus 3:2

Shiny New Gadget Of The Month:

SaneBox

Have you ever felt overwhelmed or even drowning with the number of emails in your inbox?

Then SaneBox could be your answer. This month's gadget is a cloud-based software application that helps you manage your email. SaneBox analyzes your email behavior on all your devices. Then, based on which emails you let slide and which ones you open right away, SaneBox creates rules about sorting your email for you.

The result? Your inbox only has emails you need to attend to now. All other emails go to your SaneLater folder. You can drag and drop emails from that folder to your inbox, and from then on, those emails will display in your inbox. This saves the average user 2 hours per week.

SaneBox keeps you focused on high-priority emails. There's nothing to download. There are additional productivity features to manage tasks, your calendar, and your attachments. And the SaneBlackhole is the fastest way to unsubscribe from emails. See www.SaneBox.com.

The Pickup Line

In the world of dating, a successful ***"pickup line"*** can make or break any chance of getting to strike up a conversation with someone you would like to meet. Below are a few examples of what some people thought were great ***"pickup lines:"***

"I'm not a photographer, but I can picture me and you together."
"Can I have directions?" "To where?" "To your heart."
"I thought happiness started with an H. Why does mine start with U?"
"Is there an airport nearby or is that just my heart taking off?"
"You're so beautiful that you made me forget my pickup line."

You are probably wondering why I am addressing dating ***"pickup lines"*** in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every ***consumer buying encounter***. Probably one of the most famous ***business pickup lines***, which added instant profits to their bottom line, was by the fast-food chain McDonald's: ***"Would you like fries with that?"*** I have read where some experts have stated that McDonald's added an additional $20 million in profits just by asking that one simple question.

Is your company leaving potential profits on the table, just waiting to be scooped up, if only your employees were trained in asking an additional, simple, not pushy question that could possibly entice your customer to spend more money? I believe there are thousands of companies today doing just that. It is your job to exploit every sales channel to its fullest potential; but you need to do so by thinking like your customers. How would they like to be served better? What else could they possibly need, that they may have forgotten? Sometimes just planting the seed *(suggestion)* can lead to additional sales.

What else do your customers need? How can you best serve them? As long as your ***"pickup line"*** doesn't alienate customers, you should take advantage of the current selling transaction. The ***"pickup line"*** technique can add a considerable amount to your bottom line. I fly a lot, and in every Hudson Newsstand in the airports, they ask me if I want water, candy, or gum when I am buying anything in there; they do it ***EVERY*** time. Southwest Airlines upsells better seating on planes so customers can get early boarding and be assured of overhead space for their bags. Waiters can ask if you want an appetizer, salad, or bread with your meal … and then after your meal, ask if you want another dessert, coffee, or glass of wine.

The retail marketing giant Amazon says the cross-selling suggestions on its website account for 35% of its sales; they fully take advantage of every opportunity they can to sell more merchandise … DO YOU? If you want to add additional profits to your bottom line, start perfecting your ***"pickup lines."***

***O*ne thing is for certain … if you don't ask for it, you certainly won't get it.**

ROBERT STEVENSON is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech,) and is a former All-American Athlete. He started his first business at 24, and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell, and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins, and Steven Covey.
www.RobertStevenson.org

The Lighter Side:

The First Computer Bug Was Actually A Moth?

- The first actual computer "bug" was a dead moth stuck in a Harvard Mark II computer in 1947.
- Big banks don't process checks and debit card charges to your account in the order they're received, but instead use a computer program that selects the biggest amounts first and charges them against your account, emptying your account faster and resulting in more overdraft fees (profit.)
- In September 1956, IBM launched the 305 RAMAC, the first "SUPER" computer with a hard disk drive (HDD.) The HDD weighed over a ton, and stored 5 MB of data.
- A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second, and hold about 3,584 terabytes of memory.
- The first entirely computer-generated movie sequence in cinema history was the Genesis Device demonstration video in *Star Trek II: The Wrath of Khan*. The studio that made the scene would later become Pixar.
- CAPTCHA is an acronym for "Completely Automated Public Turing Test To Tell Computers And Humans Apart."
- MIT has developed computer software that can identify and distinguish a real smile from a smile of frustration.

Yahoo Is Shutting Off Telecommuting—Should You?

The recent decision by Yahoo CEO Marissa Mayer to stop telecommuting has cast a negative light on this practice. After checking the company's VPN log to see how many remote employees were logging in, she didn't like what she saw. Effective June 2015, telecommuting is no longer an acceptable practice at Yahoo. The media excitement added fuel to the fire for those who think that employees working at home aren't putting in an honest day's work.

Mayer's now-public memo talked about communication and collaboration. She thought the best way to make that happen is for people to be in one place. But that's just one opinion.

There are many companies who use telecommuting practices very successfully. They also believe in communication and collaboration and use tools such as Google Hangout video chat service, GoToMeeting, Skype, WebEx, and Campfire chat by 37Signals to do just that. They support these tools with products such as Google's Gmail and Calendar apps for business and Asana's task management software, to name a few.

Telecommuters are often employees who live in other parts of the country, or even in other countries, and other time zones. After trying several techniques to work with a remote team member, David Bloom, the CEO of tech start-up Ordr.in, now uses Google Hangout for daily virtual meetings. He says, "We have five employees, and four of us are in the same place, but we all log on separately. This allows us to have a face-to-face meeting where everyone's equal. It's not the four of us sitting in one place, with our colleague sitting somewhere else." He finds this arrangement keeps everyone accountable for their work.

Josh Siler, CTO of HiringThing, a virtual company, says it's all about your company culture. "We're trust-based, and we don't micromanage our employees. We judge everyone based on their output. Anyone can make their schedule flexible, as long as they meet their commitments to their coworkers," he says. "Our employees know that their performance is what matters, and we talk about it on a regular basis."

Bloom and Siler would tell you that telecommuting is successful when you have a culture of accountability and trust.

Your Chance To WIN A $25 Gift Card To Charming Charlie!

The Grand Prize Winner of last month's Trivia Challenge Quiz—and Buffalo Wild Wings gift card—is Elizabeth Betz, Genesis Engineering Solutions, in Lanham, MD! She correctly answered our quiz question from last month**:**

One famous April Fool's Day hoax occurred in the 1957 when the BBC aired a curious story that tricked quite a few viewers into believing they could grow what?
a) Musical Shrubbery b) Horse-sized Hamsters c) Spaghetti Trees
d) Chocolate Potatoes

The correct answer was C) Spaghetti Trees. **Now, here's this month's trivia question. The winner will receive a gift card to Charming Charlie!**

What is a petaflop?

a) Your dog after a long walk
b) The latest toy for kids
c) A measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations

Take our monthly "Trivia Challenge," and you could win too!

Send me an email with "Trivia" in the subject line and your answer: Jennifer@GetFrogworks.com