



# Ribb"IT" Review

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

Issue 9 Volume 3 September 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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## Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you’ve heard all of the commotion around cloud computing and know that it’s the “Next Big Thing” in business technology. Yet, despite all of the hype, most businesses really don’t understand exactly what cloud computing is and what it could do to help their business. “What are my options?” and “What is right for me?” are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1. Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet.
2. Hybrid Cloud: Although “pure” cloud computing has valid applications, for many it’s downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.
3. Point Solutions: Another option would be simply to put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.
4. Public Cloud vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don’t want their data held in a public environment.

Keep in mind that there is no “perfect” one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company’s needs and business requirements.

**Want a professional opinion on which option is best for your business? Give us a call at 240-880-1944 during the month of September for a FREE Cloud Readiness Assessment And Cost Analysis. We’ll give you a full Cloud Action Plan that shows what options will work for you.**

## Marketing 101: Farming For Leads

Some of you have noticed a lot of the marketing we do in our business. This month I'll share with you the basic 4-step "farming" strategy that we often use when looking for new, good-fit clients for our business. This farming strategy deliberately and consistently promotes our business out to new prospects.

### #1: Choose your farm territory.

This is the group of prospects you are going to work overtime to turn into clients. Don't spread yourself too thin by choosing a market so big you don't have the financial resources to adequately market to your list. An important rule of thumb is that you should be able to mail this list every month and run a bigger, more comprehensive promotion once a quarter.

**#2: Plant the seeds.** You need an initial introductory offer that is then followed up with phone calls and/or e-mails (if you have the addresses.) This will introduce you to the market and lay the groundwork for other promotions.

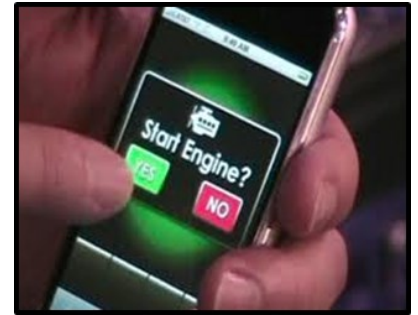
**#3: Work the fields.** Make sure to "touch" your list frequently in multiple media, including mail, e-mail and by phone in addition to industry events and in media they read/watch/listen to. Often prospects will lurk for months or years before they buy. Most marketers give up WAY to soon!

**#4: Weed and Feed.** Part of working the field involves pulling weeds – eliminating people from your list who you later discover aren't a right fit (and never will be). People will move, go out of business, die, etc., so you should always be grooming your field.

You also need to "re-seed" by adding new prospects to your farm list regularly.

## Could Terrorists Really Use Software To Crash Your Car?

A recent AOL online article titled "The Scary Truth Of How Terrorists Could Crash Your Car" freaked a lot of people out by implying that terrorists could easily hack into your car's computer systems and wreck your car (or hundreds of cars at a time) at speeds exceeding 100 mph. While that is a scary thought to consider, the facts are quite a bit less severe than the article suggests. Nothing like some great sensationalist journalism, eh?



What really are the facts? Could you really be hacked driving your car?

- Cars are more and more dependent on software and electronics to run everything in the car, including GPS, music, brake systems, your power train, throttle and more.
- A new car is a rolling computer with 80 to 100 microprocessors and 100 million lines of software code.
- Researchers from the University of Washington and UC San Diego recently were able to successfully hack into an ordinary sedan, lock and unlock the doors, turn the engine on and off and listen to a conversation going on.
- In another experiment, researchers compromised an auto repair "pass-through device" that helps technicians diagnose problems, which then allowed them to install software on every car that touched that device, potentially allowing them to control a wide range of auto functions on those cars.
- New studies are being done on how to use wireless connectivity in cars to help avoid accidents, route traffic more effectively, and make our travels even safer. (Over 90% of accidents are due to human error, and smarter cars can potentially fix that).

But the truth of the matter is this: although cars are packed with computers, very few systems can currently be controlled wirelessly from outside the car. In all reality, someone would likely need to install an additional attachment to your car's computer system to really take it over.

Stay tuned, however, as I'm sure that this is going to be an ongoing discussion for many years to come.

### Free Report: If You Are Considering Cloud Computing For Your Company – Don't, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "**5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.**"

This report will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 3 little known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

**5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud** is part of our 6 Free Report series that you can request from our home page at [www.GetFrogworks.com](http://www.GetFrogworks.com)



## Who Else Wants To Win A \$25 Gift Card?



The Grand Prize Winner of last month's Trivia Challenge is Marlene Pethel at the law firm of Rosenblum & Rosenblum, LLC. Rosenblum & Rosenblum, LLC is a full service law firm located in Alexandria, VA.

Marlene was chosen at random among those entries with the correct answer to my quiz question from last month:

Which musician died in August of 1977, leaving behind a huge following of fans who still adore him to this day?

The correct answer was d) Elvis Presley



Now, here's this month's trivia question. The winner will receive a \$25 gift card to **Amazon.com**.

Which of these American historical events took place during the month of September?

- a) Star-Spangled Banner Composed
- b) U.S. Constitution Completed & Signed
- c) Bill of Rights Created
- d) All Of The Above

Email our marketing manager: 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!

## Don't Be a Domino Pusher

You can line up DOMINOS in a beautiful pattern and spend hours doing it ... but all you have to do to knock them all down is PUSH over the first one (the lead domino) and the rest will follow. The same is true about a business. You can spend years and years building up a great business with a super reputation and one employee can cause a customer to never do business with you again. One employee can PUSH a customer the wrong way and run them off ... in other words ... they knocked down one DOMINO. But, could that one upset customer cause other customers to follow them?

In today's society of instant global communication, one upset customer can put the story out over the internet of your RIP-OFF ... AWFUL SERVICE ... UNFAIR TREATMENT ... and seriously hurt your business. PUSHING the one DOMINO can sometimes cause a whole lot of DOMINOS to fall ... maybe all of them.

We found out today that the appliance repairman who works for the company that has done ALL of our warranty work, tried to pull a fast one on us; a \$2,964.00 fast one. Before I spend that kind of money, I think a second opinion is in order. So, we got the name of a really talented repair man who had done work for our neighbor and had him diagnose the problem. He said it would only cost \$74.96 to fix the problem. He had it fixed in less than one hour.

We had purchased ALL our appliances for our home from the first repairman's company and they had done ALL the previous small repairs for warranty work ... but out of warranty ... BANG! ... time to soak the stupid consumer who has no idea what is wrong. That repairman is right. I don't know about appliances, but I do know how to dial a phone. I do know how to go on line and get other opinions. I do have neighbors who may have had similar problems.

Now, what damage has been done by the first repairman? TRUST has been destroyed. CONFIDENCE in what the first repairman (and his company) say is now a thing of the past. Will I ever do business with them again? No! There are a lot of other companies who sell and service appliances. Will I tell my friends about what happened? You bet I will. Will they believe me? They sure will. More customers will be lost because of what happened to just one customer.

Every single day companies PUSH over Dominos (customers) not realizing the potential damage that might be caused. I would suggest you start handling every customer like they are that Lead Domino who can possibly knock them all down. If you handle your customers with the care and honesty they deserve, then you won't have to worry about other dominos falling (customers leaving).

Your customers aren't obligated to do business with you. You need to assume your customers are always teetering, swaying, wavering ... getting ready to fall over (go somewhere else) if you push them the wrong way ... and on their way down they might just knock over some other dominos (customers) as well. Are there any DOMINO PUSHERS in your company? You better hope not.



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/](http://www.robertstevenson.org/)

## The Lighter Side:



### Truly Random Facts

- If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.
- The numbers '172' can be found on the back of the U.S. \$5 dollar bill in the bushes at the base of the Lincoln Memorial.
- President Kennedy was the fastest random speaker in the world with upwards of 350 words per minute.
- In the average lifetime, a person will walk the equivalent of 5 times around the equator.
- Rhode Island is the smallest state with the longest name. The official name, used on all state documents, is "Rhode Island and Providence Plantations."
- When you die, your hair still grows for a couple of months.
- Every year about 98% of the atoms in your body are replaced.
- Elephants are the only mammals that can't jump.
- The average person makes about 1,140 telephone calls each year.
- You burn more calories sleeping than you do watching TV.
- The first product to have a bar code was Wrigley's gum.
- In ancient Rome, it was considered a sign of leadership to be born with a crooked nose.
- The word "nerd" was first coined by Dr. Seuss in "If I Ran the Zoo."
- The roar that we hear when we place a seashell next to our ear is not the ocean, but rather the sound of blood surging through the veins in the ear. Any cup-shaped object placed over the ear produces the same effect.
- The Baby Ruth candy bar was actually named after Grover Cleveland's baby daughter, Ruth.

## Pet of the Quarter

Our Pet of the Quarter belongs to Audrey Thierer of Jones Advisory, LLC located in Towson, MD.



Deegan is a 5-year old Beagle who is always happy to see Audrey when she gets home. He gets so excited that he acts like he hasn't seen her in years.

He was named after the Major Deegan Expressway in the Bronx, where Audrey's husband grew up.

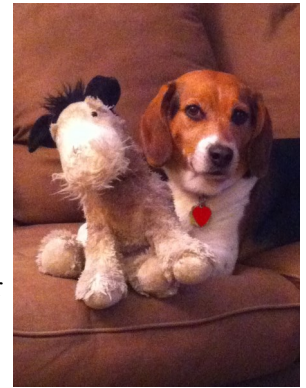
When he was a puppy she used to bring him to work all the time because he slept; but now all he wants to do is play, so he has to stay home. Otherwise Audrey would get no work done during the day!

Deegan's BFF is Nickels. Nickels is a stuffed Terrier that once belonged to Audrey when she was a girl. He is completely attached to this toy and would never survive without it! They have had to purchase replacements off eBay because eventually Nickels loses an eye or a nose or an ear and Deegan has to have his friend (see picture.)

When Deegan was a puppy his snout was half white and half black. The whiskers on the white side of his snout are black and the whiskers on the black side are white. Like all of us, age is catching up with Deegan and his black snout is a little lighter...but he still has half white/black whiskers.

Congratulations to Audrey and Deegan. Look for your Gift Basket in the next couple of weeks.

Dogs are better than human beings because they know but do not tell. -**Emily Dickinson**



### Shiny New Gadget Of The Month:

#### Nest Learning Thermostat

The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enabled thermostat that optimizes the heating and cooling of homes and businesses in order to conserve electricity. If the company's claims are correct, this smart little device can save you 20% off your energy bill each year. Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer. Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or not you're around or whether the sun is shining on the thermostat and instantly adjusts accordingly—saving your money. There's no need to program your device either as Nest works to figure out your patterns and schedules to fit you.



Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere. The company also pushes updates to your thermostat regularly to fix bugs, improve performance and add additional new features.

The Nest thermostat is available online for \$249 at [www.nest.com](http://www.nest.com), or at many stores locally.