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The Grand Prize Winner of June's Trivia Challenge is...

Cathy Davis at Joshua Hong, DDS

Thomas Edison averaged one patent for every three weeks of his life.

This month's question is:

The word "patriotism" comes from the Latin *patria* which means....

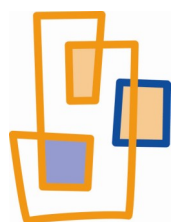
- a) Loyalty
- b) Homeland
- c) Pride
- d) Freedom

Be the first to call 623-444-2395 or email me (dave@aztechworks.com) with the correct answer to win a \$25 American Express gift card.



Dave

David Carattini
President and CEO
Arizona Tech Works



Technology Times

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

Can You Really Get Microsoft Office For \$6 A Month?

Recently, Microsoft announced a real "game changer" for the IT industry and something that may mean the demise of the \$62 billion-dollar company's stronghold on the desktop. What is it? Office 365, which is their new cloud computing answer to Google Apps. Instead of paying \$300 or more per license, you can now access the entire Office suite of products via the Internet for \$6 to \$24 per month (like paying for a utility).

What is "Cloud Computing"

Cloud computing or "going to the cloud" is very similar to the concept of paying for electricity as a utility rather than purchasing and running your own generator to power your home or office. Public utilities can provide a cheap, reliable, "pay as you go" service to anyone wanting water or power. Similarly, cloud computing means that the cost of hosting, securing and delivering services (like Office) is owned by the utility company (in this case, Microsoft).

Is This A Smart Move?

The cost savings with Office 365 are hard to ignore; however, there are a number of things to consider before you jump ship to cloud computing. You need to consider the speed and reliability of your Internet connection, what type of help desk support you want (I just love calling Microsoft for support, don't you?), security, what other applications (accounting, CRM, line of business applications, etc.) you need and which devices (scanners, printers, iPads) you need to use. Many people also have concerns about security and where their data is kept – all things that need to be addressed before you move to the cloud.

Attend My Free "It Looks Cloudy" Seminar And Get The Facts

If you want to know if cloud computing is right for you, attend my seminar being held August 11th from 11:00 AM to 1:00 PM at American Sports Center (755 N. 114th Ave., Avondale, AZ 85323). To register go to www.aztechworks.com/lookscloudy or give me a call or email: lookscloudy@aztechworks.com.

If you can't wait for the seminar, call me for a free, no-pressure, no-obligation cloud readiness assessment. I'll evaluate your current situation and provide insights and options for moving to the cloud. I'll also answer any questions you have and tell you the unvarnished pros and cons of choosing this option.



Shiny New Gadget Of The Month



If you are a business that is still faxing or mailing documents because you need a signature, you'll love this month's gadget, EchoSign.

Contracts have been faxed and mailed for years because of the binding laws associated with signatures. EchoSign allows the legal, electronic signing of documents to speed up the signing process – now you can e-mail a PDF, Word document or Excel file to someone and allow them to “sign” without printing it off, signing and scanning, faxing or mailing it back to you.

The free version of EchoSign allows the user 5 signatures a month, which may be adequate for those that only deal with contracts and other signed documents once in a while. However, for those that need to use the product on a daily basis, upgrading to the Pro version costs \$14.95/month, the Team version (2-9 users) is \$40/month and the Enterprise version for 10 or more users costs \$299/month.

In addition to speeding up the signing process, this app also allows you to track, organize and file your paperwork securely online, available for reference at any time.

For those who prefer to keep the paper trail organized in computer files instead of physical files, EchoSign would be a great help.

I am moving our entire agreement process to EchoSign.

Is Best Buy's New Electronics “Buy Back” Program All It's Cracked Up To Be?

You may have heard about the new “Buy Back” program being offered by Best Buy. The premise behind Best Buy's Buy Back program is simple: Buy a technology product in certain categories – mobile phones (but not pre-paid phones), laptops, netbooks, tablet computers and TVs – from Best Buy, and the store will let you bring it back and receive a portion of the purchase price. Of course, there are “catches.”

First, the Buy Back program isn't free. Its upfront cost is based on what you're buying. For example, the Buy Back benefit on a \$2,500 TV would cost \$349.99. New laptops can run \$70 and phones \$40 to \$60. Second, Best Buy won't give you the full purchase price back. The amount is based on the age of the device and the condition it's in. An item returned within six months will get you a maximum of 50% of the purchase price *provided* it's in good condition and you have all the parts. If you wait 18 to 24 months, you'll get no more than 20% and if you wait 24 to 48 months, you'll only get 10%.



Finally, you don't get cash but a Best Buy gift card, which, naturally, can only be used at Best Buy. So is it a good deal? Depends on how often you like to upgrade your equipment and how much you frequent Best Buy stores. If you like new things and love Best Buy, it's probably a great deal. However, there are many critics of the promotion who say the only beneficiary is Best Buy.



Careful! Phishing E-Mails On The Rise

A phishing e-mail is an e-mail sent by a hacker designed to fool the recipient into downloading a virus, giving up their credit card number, personal information (like a social security number), or account or login information to a particular web site. Often these e-mails are well designed to look exactly like an official notification

from the site they are trying to emulate.

For example, a recent phishing e-mail was circulated that appeared to come from Facebook stating that videos or photos of Osama Bin Laden's death were posted online. These e-mails looked exactly like a legitimate Facebook e-mail and even appeared to come from “Facebookmail.com.” Once you clicked on the e-mail the phishing site would attempt to install a virus on your machine.

And now due to recent security breaches with Sony and e-mail marketer Epsilon, phishing attacks are going to increase – and they are going to get more sophisticated and harder to distinguish from legitimate e-mails. That's because the hackers that were able to access the private databases of the above mentioned companies now have the name, e-mail and interests of the subscribers, and in some cases birthdays, addresses and more. That means a phishing e-mail can be personalized with relevant information that the user provided to Sony, making the e-mail appear to be more legitimate and the user more likely to click on the links provided and take the actions requested. Now more than ever it's critical that you are wary of e-mail notifications and the actions they request you take. Even having good anti-virus software installed won't protect you if you give your account information away freely.

The Lighter Side...



- Ladies, don't forget the rummage sale. It is a good chance to get rid of those things not worth keeping around the house. Bring your husbands.
- The peacemaking meeting scheduled for today has been canceled due to a conflict.
- The sermon this morning: "Jesus Walks On The Water." The sermon tonight: "Searching For Jesus."
- Next Thursday, there will be tryouts for the choir. They need all the help they can get.
- The agenda was adopted...the minutes were approved...the financial secretary gave a grief report.
- Barbara C. remains in the hospital and needs blood donors for more transfusions. She is also having trouble sleeping and requests tapes of Pastor Jack's sermons.
- The 'Over 60s Choir' will be disbanded for the summer with the thanks of the entire church.
- Missionary from Africa speaking at Calvary Memorial Church in Racine. Name: Bertha Belch. Announcement: "Come tonight and hear Bertha Belch all the way from Africa."
- Announcement in a church bulletin for a National Prayer & Fasting Conference: "The cost for attending the Fasting & Prayer Conference includes meals."

What's In Your Backup?

The traditional way of backing up data has been to literally back up only the data to tape, or more recently, disk and then ideally take those tapes or disks off-site for "safe keeping". Problem is this relies on humans to ensure that the data is protected.

Tape Stinks

Tapes are clearly on the way out. They are fragile and have high failure rates. Statistics show that tapes fail 41 to 71 percent of the time. Taking these tapes off-site introduces even more stress on the tapes due to the hard environment we have here in Arizona. Does it make sense to trust your company's valuable data on only a 29 to 59 percent chance of getting the data back?

External Hard Drives Smell

What about ditching tape and backing up to external hard drives? Well, in the past that may have been a good solution. I've recommended and implemented such systems in the past. After all, disk drives are faster than tapes and are easier to get recovered data from. However, taking a drive back and forth from the office to an off-site location exposes the drive to the same harsh conditions of heat and banging around that tapes suffer from. Also, a study done in 2009 shows that hard drive failure rates are much higher than manufacturers estimate. I say there are two types of hard drives; those that have failed and those that will.

What's Missing: The Pain In The Neck Factor?

What about all of the settings that have been made on a server over the years to work with line-of-business software or other customizations? When backing up only the data none of that is preserved. So in a disaster situation the restoration process would be to get the new hardware, reinstall the operating system (Windows or Mac OS), install the backup software and then restore the data. THEN reinstall all of the applications and all of the special settings and tweaks that have been made. What a nightmare.

What To Do?

The only solution I now recommend to my clients and the only way I can guarantee that that we can recover 100% of their data AND keep their business up and running in the event of any type of disaster is a backup and recovery device (BDR). This device will backup everything on the server and stores it locally. Then it will automatically send a copy to our secure, regulatory-compliant data centers. We also test on a monthly basis the integrity of the backup so that we KNOW that the backups are good.

In the event of a disaster, the device can "spin up" an exact copy of the failed server to the last backup (which happens every 15 minutes) even if the entire building no longer exists. Imagine the peace of mind knowing that your backups are happening without anyone having to remember to change the tape or hard drive and the backups are actually good.





15655 W. Roosevelt St., Suite 237
Goodyear, AZ 85338

Phone: 623-444-2395
Fax: 623-201-2239

Web: www.aztechworks.com
Email: info@aztechworks.com

Chew Gum And Three Other Ways To Prevent Heart Disease

In addition to avoiding the “big” things like smoking, obesity and high cholesterol, there are a few small things you can do to impact your cardiovascular health:

Take two baby aspirin daily. The American Journal of Medicine recently concluded that taking 2 baby aspirin a-day can reduce the risk of a first-time heart attack or stroke by 30%.

Chew gum and floss. People with gum disease are three times more likely to have a heart attack than those without it. That’s because plaque, the sticky film on your teeth, harbor bacteria. That bacteria then enters the bloodstream and causes chronic inflammation that increases the risk for clots and other heart attack risk factors.

Drink tea. A heart specialists at Brigham’s Women’s hospital discovered that people who drank one or more cups of black tea daily were 44% less likely to have a heart attack than those who didn’t drink tea.

Take a Vitamin D supplement. Vitamin D is considered the “hot” new supplement for good reason; it’s considered that two thirds of all Americans don’t get enough of the critical vitamin. In addition to an increased risk for heart disease, vitamin D deficiency is also linked with insulin resistance, metabolic syndrome, hypertension and diabetes.

The Woman On The Other End Of The Phone Wept...

“The world is against me and I can’t take it anymore!” cried the distraught woman. She had just called a crisis hotline desperate for someone to help her. “Last week I was in a car accident, my house was broken into, and now my computer has crashed and erased all of my business files!” This woman was already having a bad week, but it was that stupid computer that *finally* made her snap.

A New And Growing Anxiety Affecting Americans



According to a Washington Post report, there is a fast-growing disorder that is affecting millions of Americans called “computer rage” – and psychologists and crisis hotlines are starting to see more people and more computer rage cases cropping up. Kent Norman, a University of Maryland psychology professor, studies computer rage and its effects. According to Norman, “In the workplace and at home, we’re smashing computer screens, beating on keyboards, and

throwing equipment out the window.” I had a client who, instead of calling in for a service appointment, would literally drop his laptop on the table claiming that would fix the recurring problem! Not surprisingly the hard drive in his laptop was eventually damaged and had to be replaced. What’s interesting about this phenomenon is that most people do not destroy, smash, or beat on non-electronic items like cars and furniture; it seems completely directed towards electronics, and more specifically computers.

Don’t Be A Victim!

Since most people spend their entire day working at a computer, problematic PCs are certainly a huge contributor to stress and anxiety. If you already have enough to worry about and want to make sure your computer isn’t adding to your stress and anxiety levels, then call us today about our Hassle Free IT plan. For a flat-rate fee, we’ll monitor and maintain your computer network to make sure you never want to throw your keyboard through your monitor again!

