

## May 2014 Inside This Issue...

What The Heck Is Cloud Computing  
(And Why Should You Care?) .....Page 1

Find Out If Your Business Is “Cloud-Ready” by  
Attending My Webinar.....Page 2

Get Rid Of Your Touchscreen Funk!.....Page 2

Considering Cloud Computing For Your  
Company? Get This Report First! .....Page 3

4 Ways To Use LinkedIn To Generate More  
Appointments And Clients .....Page 3

‘Heartbleed’ Bug Puts Internet Security  
at Risk.....Page 4

That’s “No Picnic” .....Page 4

### Who Else Wants To Win **Harkins Theatres** Tickets?

The Grand Prize Winner of the  
February Trivia Challenge was

**Jody Corley**  
Gulf Packaging



The Correct Answer was:  
B) Jimmy Carter

### This month’s question is:

Famous May baby  
Paul David Hewson  
is better known to the world as:

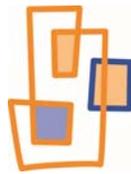
- A. Prince
- B. Akon
- C. Mr. T.
- D. Bono

Be the first to call 623-444-2395 or email me (dave@aztechworks.com) with the correct answer to win a night at the movies on me!



“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!”

*Dave*  
David Carattini  
President & CEO



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# TECHNOLOGY TIMES

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

## What The Heck Is Cloud Computing? (And Why You Should Care)

Cloud computing is a concept that could save your business quite a bit of money on software, hardware, upgrades and services.

Instead of purchasing hardware and software for your office, you can use cloud computing to put your programs on a highly secure “super server” online. All you need is an Internet connection to your office and you’re in business.

There’s a good chance that MOST of the software applications you use every day are now “software as a service” applications. In other words, you don’t have to install them on your server or PC – you simply access the software as a pay-as-you-go model for only the licenses, space and features you use. This gives you the ability to access highly sophisticated software and functionality at a fraction of the cost – or even for free – and without long-term commitments.



For example, Google is a massive, free cloud application – the power required to search billions of web sites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures and connect with your friends in real time without having to install any software on your computer. Of course, there are also applications such as Salesforce, Constant Contact, SurveyMonkey, etc., that you pay to use.

It is quickly becoming unnecessary for some businesses to purchase and maintain an on-site server. Now companies can host one or more of their applications, data, e-mail and other functions “in the cloud.” That simply means it’s stored off-site in a highly secure, high-availability “utility” company that has far more power and resources than you could ever logically have on-site as a small business. And with devices getting cheaper and Internet connectivity exploding, cloud computing is suddenly a very smart, viable option for small business owners.

## Shiny New Gadget Of The Month:



### PhoneSoap Touch Screen Polish

All this touch-screen technology is convenient, but it's also messy. Not to mention a little unsanitary when devices are shared amongst others. If only there was a way to keep your screen clean and bacteria-free... Lucky for you, now there is.

Introducing the anti-fingerprint PhoneSoap Touch Screen Polish. This is a premium, all-natural, antibacterial polish specially formulated to kill bacteria and help prevent fingerprints and smudges on smart phone and tablet touch screens.

Now you can clean, sanitize and share your device without worry or smudges!

Get yours at:  
[www.SkyMall.com](http://www.SkyMall.com)

## Is Cloud Computing A Good Fit For Your Company?

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial-grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service. So before you donate your server and sign up for Google Apps or Office 365, it's important you talk to someone who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

### Want To Find Out If Your Business Is "Cloud-Ready"?

Attend our Free Webinar Wednesday,  
May 21st from 11 AM to 12 PM

We'll provide you with insights and helpful answers as to how you could benefit from cloud computing.

*To attend the free Cloud Computing Webinar, simply go to [www.aztechworks.com/cloudwebinar](http://www.aztechworks.com/cloudwebinar) or email me at [dave@aztechworks.com](mailto:dave@aztechworks.com) or give us a call at 623-444-2395.*

## 4 Ways To Use LinkedIn To Generate More Appointments And Clients

LinkedIn is one of the best social media sites for generating QUALITY leads and new clients. Although it may not deliver a flood of business, if you're going to spend time on social media, you'll want to put your focus on LinkedIn, especially if you're selling business-to-business services. Here are four ways to use LinkedIn:

**1) LinkedIn Ads** ([www.linkedin.com/ads](http://www.linkedin.com/ads)). These are a lot like the ads you see on Facebook running down the right column. It IS passive advertising, which means prospects aren't necessarily SEARCHING for your services as they do on Google, but the quality of a prospect going there is much, much better. To maximize your results:

- ✓ **Target your ads to your specific prospects.** Job title, location, company size and industry are some of the selections you can use for targeting WHO your ad displays to.
- ✓ **Test different headlines and offers.** Always split-test at least two ads at a time, varying the headline, image and the offer. I change our LinkedIn ads every two weeks, eliminating the lowest-performing ads

# 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.

Download your **FREE** copy today :  
[www.aztechworks.com/lookscLOUDy](http://www.aztechworks.com/lookscLOUDy)

with a new test. Believe it or not, the headline "Killer IT Sales Videos" has been the top-performing headline for almost a year now, even though Robin hates this headline. Results and not opinions are what matter.

✓ **Drive visitors to a landing page on your web site, not just your home page.** You should have a specific landing page for LinkedIn visitors so you can track results back to the source. It can be a landing page with the offer from your ad OR a replica of your home page, if that's appropriate.

**2) Join LinkedIn groups.** Participation in discussion groups is a great way to get involved in a niche. Post when you have something of *value* to add, not just a sales pitch, focusing on building your credibility with the other members of the group.

**3) Get Referrals.** Look up your clients on LinkedIn and see who **THEY** are connected to – then ask them to make an introduction. Make sure to connect with all of your clients, warm

prospects and business friends on LinkedIn to increase your 1st- and 2nd-degree connections and give you yet another way to communicate with them.

**4) Build or scrub your list.** Depending on your LinkedIn member level, you can search within groups, by industry, location, job function, seniority level, company size, interests and more. If you're not a premium paid member on LinkedIn, then your search parameters are going to be somewhat limited, but you can use LinkedIn to better prepare for the telemarketing calls you are already making. Some companies have all their employees listed, giving you a snapshot of other key influencers in the organization who you may want to include in your marketing efforts (like the IT manager, office manager, etc.).

Like anything else, LinkedIn can be a huge distraction if you're not using it with a goal and a focus. Use the above strategies to enhance your marketing and, when possible, see where you can systematize and delegate these tasks to someone else in your company to better leverage your time as the CEO.



CLOUD COMPUTING  
"I'd prefer it if they stored their stuff someplace else!"



3060 N. Litchfield Rd., Suite 120  
Goodyear, AZ 85395

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

Web: [www.aztechworks.com](http://www.aztechworks.com)  
Email: [info@aztechworks.com](mailto:info@aztechworks.com)

## The Lighter Side... That's "No Picnic"



It's that time of year—the weather is warming (well hot now) and you want to get out more. What better way to spend a sunny afternoon than on a picnic with family or friends! But what are picnics *really* and where did they come from? It may be too late for some of us because of the heat but find out here:

- Originally a picnic was a fashionable social event to which each guest contributed some food.
- In the first half of the 19th century, a Picnic Society met in London at the Pantheon, a place of public entertainment in Oxford Street.
- In the year 2000, a 600-mile-long picnic took place in France on July 14 to celebrate the first Bastille Day of the new millennium.
- The French started the modern fashion for picnics when they opened their royal parks to the public after the revolution of 1789.
- The use of the phrase "no picnic" to describe something unenjoyable dates back to 1884.
- The 1955 film *Picnic*, with William Holden and Kim Novak, was nominated for six Oscars and won two, for best art direction and best film editing.
- Our word "picnic" dates back to 1794, exactly 100 years after "pique-nique" was first seen in French.

# Heartbleed Security Vulnerability

I sent out an urgent email a couple of weeks ago about the Heartbleed vulnerability. Hopefully you all got it but if not, here is what I sent out:

## 'Heartbleed' bug puts internet security at risk

Hello everyone,

I'm writing to you today with some very important news.

A vulnerability named Heartbleed was discovered in the software that protects most web sites.

Please read on to see what actions you need to take.

## What is Heartbleed?

Heartbleed is a problem in OpenSSL, a software library that is used by most websites to secure your communication using SSL. It provides the S in HTTPS, or if you prefer, it's what's responsible for the padlock icon in your browser's URL bar while browsing the web.

Normally when browsing a site using SSL, you can trust that the information you send to the website as it can only be seen by the website itself. This keeps your private information, such as credit cards, usernames, and passwords, secure.

The Heartbleed exploit enables attackers to bypass the protections provided by SSL. This means any information you sent to a website that relied on vulnerable versions of OpenSSL could potentially already be in the hands of the bad guys.

There is a lot of work to be done as a result of Heartbleed. Unfortunately there is only one thing we can do ourselves as this is a server issue.

## Update Your Passwords

There is a good chance websites you used were vulnerable and did not protect your username and password.

The knee jerk reaction to this news is to change all your passwords immediately. While I will be recommending you change your passwords, not all websites have been updated yet to protect against this vulnerability. Thus changing your password will yield no more security other than exposing yet another one of your passwords.

The best advice I can give you is to change your most important website passwords immediately, including your email, bank accounts, and other high value targets. This will provide your best defense against previous attacks.

After a few weeks, websites will have been upgraded with new SSL certificates, and you will be able to trust SSL again. At this point you should change all of your passwords again! I know, that stinks.

Most large companies are issuing statements that either confirm they were never vulnerable or that they have resolved the issue and now's the time to change your password. If you have not heard from the company it would be a good idea to contact them to find out the status.

Heartbleed is a very serious issue so I hope you will take the time needed to update your passwords. Ideally you would change all your passwords, but at the very least, please update the most important ones.

To check to see if a web site has been fixed go to:

<https://lastpass.com/heartbleed>

If the site passes then change your password immediately.

For any further questions, don't hesitate to contact us at 623-444-2394