

Why 'Luck' is Not Your Best Strategy for Preventing Computer Problems



Luck E. Shamrock here sending you an important message:

"If your computers and the data on them is the heartbeat of your business; counting on the luck I bring is not your best strategy for preventing computer problems."

As you can see, Luck E. Shamrock has made a guest appearance in this month's newsletter. I've brought Luck E. on for two reasons...

#1. I have a very important message that I didn't want you to overlook, and I thought putting Luck E. on the cover would be a good way to get your attention (especially since March 17th is St. Patrick's Day).

#2. Since the message I have pertains to making sure *luck* is not your *only* strategy for preventing a major network crisis, I thought Luck E. would be an appropriate eye-catcher.

Luck Is Not A Strategy...

Typically, traditional IT Support solutions deliver only reactive network repairs, support, and maintenance to their clients. Something stops working, you call the "computer guy", and wait for him to come out and fix it. Up until now, this type of break-fix service has worked out okay and most businesses have been "lucky" to not experience a major disaster.

But there is a HUGE, hairy problem with this type of support...

If you are a business that cannot function without access to the data and systems held on your network, then it's incredibly important that you don't turn a blind eye to *proactively* monitoring and maintaining your network, instead of *reacting* to problems as they occur. **Let me explain...**

I'm sure you've experienced a period of time when your e-mail or Internet service wasn't available to you. Remember how much it impaired

your ability to work? Or maybe you've had an application crash in the middle of a process or document causing you to lose the work you had done. Pretty frustrating.

However, These Are Insignificant Compared To The Problems That Could Happen!

Imagine losing every file on your hard drive to a hardware failure only to discover that the tape backup you thought was working - wasn't. Imagine a virus installing itself on your network and spamming every client, vendor, and friend you have in your address book with a nasty version of itself, courtesy of your server. Or imagine a server crashing in the middle of a project deadline causing even more delays and hours of lost work.

All of these situations are far more common than you might imagine. However, most business owners don't think about protecting themselves against these disasters until they occur. By then, the damage is done and in some cases, could cost several thousand dollars to repair the network and restore the data lost.

There Is An Easy Way To Avoid These Problems That Doesn't Involve "Luck"

Fortunately, there is an inexpensive and easy way for you to completely avoid - even anticipate and prevent - these problems while making your network far more secure, reliable, and problem

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'LUCK' - NOT THE BEST STRATEGY FOR COMPUTER PROBLEMS

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free. But before I tell you what it is, let me explain how it came about...

As I mentioned earlier, traditional IT Support Services have primarily been providing reactive network support. That's because it was not physically possible to deliver proactive monitoring and maintenance. To provide even the most basic proactive network support would have required a tech to be on-site almost every day, spending $\frac{1}{2}$ an hour to $\frac{3}{4}$ of an hour on every machine. As you can imagine, this would get very expensive for you, and would be virtually impossible for the IT Support company to do based on the number of clients they serve. There are many people out there that deliver traditional IT support services. That is why we knew we had to develop a better support model to deliver proactive support to small businesses that not only allowed us to monitor their networks 24/7, but also made it VERY affordable.

That's why we've invested in a new technology that allows us to monitor all of our clients' networks 24/7/365 days a year for a fraction of the time and cost.

Fewer Problems, Faster Performance, and Peace of Mind All For A Flat Monthly Fee!

For one flat, monthly fee, we will provide remote monitoring of your network to not only ensure that it is running at peak performance, but also that your data is secure. We'll make sure that your backups are functioning, that your virus definitions are up-to-date, that your firewall is configured properly, that your server is optimized, as well as keep an eye on over 100 system processes and alerts that could spell problems brewing.

If you hired a technician – even a junior one – to perform these basic network tasks, it could easily cost you \$50,000 in salary, insurance, and hiring costs. If you were to outsource this type of service, it would easily run you thousands of dollars a month in hourly, on-site fees. However, thanks to our SmallBusinessIT services, we can deliver all of these services to you for a fraction of the cost.

Regardless of the network size, it is necessary to implement an IT management strategy. With ongoing monitor-

ing and maintenance most network problems businesses encounter can easily be prevented. It only makes sense that you do everything possible to anticipate and prevent these problems from happening in the first place.

100% You-Can't-Lose Guarantee

I've decided to include a 100% no-risk guarantee with this new service to make sure you have absolutely nothing to lose by saying "YES." **Here's how it works...**

If you aren't sure that this service is something you need, you can sign up and try it out for 3 months. If at the end of those 3 months you aren't absolutely convinced that this service is worth every penny you are paying, simply contact us and say "This service is not what I expected." At no cost to you, we will stop the service no questions asked. What could be more fair than that?

To make it even more of a "no-brainer," I'm going to offer the first 20 clients a very special VIP discount to create an even greater incentive for you to sign up now.

If you'd like to learn more about this great new service, please contact me, Chris, at (603) 879-9022 extension 130 or e-mail me at ward@sciinc.com.

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Chris Ward
(603)879-9022
Email: ward@sciinc.com

THE SIMPLE DOCUMENT THAT COULD SAVE YOUR COMPANY FROM COMPLETE DISASTER!

It's official: end users are the weakest link in the IT security chain. You can set up a firewall, encryption, anti-virus software, and password protection up to your ears, but it won't save you from the employee who posts his access information to a public web site.

Most security breaches, viruses, spyware, and other network problems are a result of human error—an end user unknowingly downloading an infected file, e-mailing confidential information, or disabling their anti-virus, to name a few.

So what is a company to do? While there is no surefire way to keep end users from making mistakes, you can dramatically reduce the number of problems by creating an acceptable use policy (AUP) and training your employees on what is and what is NOT acceptable behavior.

But if you want your employees to actually adhere to your security policies, here are a few tips:

- √ **Keep it simple.** A long, confusing policy that looks like a legal document is about as easy to read as the instruction manual for your digital camera. Make the policies clear and easy to read. Give examples and include screen shots where necessary.
- √ **Provide group training.** Many companies make the mistake of distributing their AUP by e-mail and telling employees they must read it on their own. This gives the employees the option of



NOT reading and simply signing and submitting. You don't need hours of classroom training but a simple 15 or 20-minute session will force even the most reluctant users to learn a thing or two.

- √ **Keep employees updated.** To add to the above tip, make sure you update employees on a regular basis to keep the policies fresh in their minds and to educate them about new threats.
- √ **Explain the consequences of not following the policy.** This is both explaining the negative effects to the business as well as disciplinary actions that will be taken if they refuse to follow policy. Occasional violators should be warned, and habitual violators should be disciplined.
- √ **Monitor their behavior.** The best policy in the world won't work if it's not enforced. There are many tools on the market that can do this for you automatically.

Need Help In Creating An Acceptable Use Policy and Training Your Staff?

Not only can we help you create a customized acceptable use policy for your staff, but we can also provide training on the topic and even install network monitoring software to make sure it is enforced.

Call us at (866) 324-8273 or visit us online at www.sciinc.com for more info!

The Lighter Side:

On loving your enemy:

"Love your enemies. It makes them so damned mad."
- P.D. East

On the road less traveled:

"Sometimes the road less traveled is less traveled for a reason." - Jerry Seinfeld

On failing:

"I didn't fail the test, I successfully found 100 ways to do it wrong."
- Benjamin Franklin

On fashion:

"I base most of my fashion taste on what doesn't itch."
- Gilda Radner

On speaking the truth:

"Speak the truth, but leave immediately after."
- Slovenian proverb

On convenience:

"Death, taxes, and childbirth: There's never any convenient time for any of them."
- Margaret Mitchell

On men and women:

"Sometimes I wonder if men and women really suit each other. Perhaps they should live next door and just visit now and then." - Katherine Hepburn

On Success:

"Always bear in mind that your own resolution to success is more important than any other one thing." - Abraham Lincoln

On perseverance:

"Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves." - Dale Carnegie

On stress:

"Stress is nothing more than a socially acceptable form of mental illness."
- Richard Carlson

INSIDE THIS ISSUE:

- **Luck E. Shamrock on: 'Luck' - Not Your Best Strategy for Preventing Computer Problems**



- **The simple document that could save your company from complete disaster!**

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Santa Clause Tops *Forbes* Wealthiest List

The folks at *Forbes* magazine have been spending their time making a list that was difficult to create. Was it the wealthiest people of the year? Not exactly. Here is their list of the wealthiest fictional characters of 2006:

- ♣ Santa Clause
- ♣ Oliver "Daddy" Warbucks
- ♣ Richie Rich
- ♣ Lex Luthor
- ♣ C. Montgomery Burns
- ♣ Scrooge McDuck
- ♣ Jed Clampett
- ♣ Bruce Wayne
- ♣ Thurston Howell III
- ♣ Willy Wonka
- ♣ Arthur Back
- ♣ Ebenezer Scrooge
- ♣ Lara Croft
- ♣ Cruella De Ville

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