

# The Legal Tech Times

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

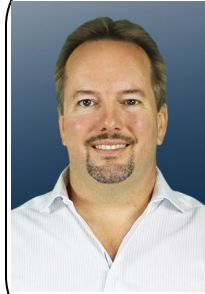
The computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, Salesforce, Google Apps and Microsoft 365. The business question is, if I'm already working with a SaaS 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?



Well, 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.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at **561-969-1616** or via e-mail **info@palmtech.net** to schedule a time to discuss your particular situation and what solutions are available to you.



"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!"  
- Chuck Poole, PalmTech



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### Inside This Issue...

Do I Need To Back Up Data That's Already In The Cloud?.....	Page 1
Is Google The Computer From <i>Star Trek</i> ?.....	Page 2
Protect Your Network.....	Page 2
SaneBox.....	Page 3
The Pickup Line.....	Page 3
Meeting Mr. Wonderful.....	Page 4
Happy Mothers Day.....	Page 4
Chuck's New Book.....	Page 4

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"As your lawyer, every man, woman, and child in the country thinks you're guilty. As your publicist, I gotta tell you - nice work!"

## Is Google The Computer From *Star Trek*?

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea...Earl Grey...hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example **Google's Public Data Explorer**. This site allows you to search specifically on public statistics.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "**translate** (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google **Flight Search**. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare**.

So is Google the computer from *Star Trek*? With all these features, what do you think?

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## Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your **FREE** copy today at

[www.palmtech.net/protect-your-company/](http://www.palmtech.net/protect-your-company/)

or call our office at (561)969-1616

## Shiny New Gadget Of The Month:



# SaneBox

## 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.

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](http://www.sanebox.com).

## THE PICK-UP 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."*

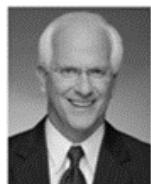
You are probably wondering why I am addressing dating **"pickup lines"** in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every **consumer buying encounter**. Probably one of the most famous **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."**

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

## Meeting Mr. Wonderful

I traveled to Nashville, TN, recently, to attend a conference. While there, I acquired some great information, however one of the highlights in particular was meeting "Mr. Wonderful". If you are not a fan of ABC's Shark Tank, then you may know him as Kevin O'Leary, an entrepreneur, investor, journalist, writer, and financial commentator.

I thoroughly enjoyed listening to him and I took away some fantastic quotes:

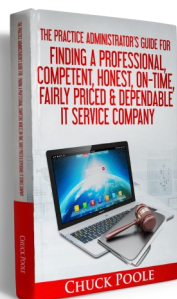
- "Money may go to bad people, but it never goes to bad ideas."
- "As money's biggest fan, I've learned a lot from watching how it behaves, where it goes, what it runs screaming from."
- "Spend the interest, never the principle...."
- "Nobody has a monopoly on good ideas"
- "Don't cry about money, it never cries for you."
- "Here's how I think about my money-soldiers. I send them out to war every day. I want them to take prisoners, and come home so there's more of them....When you have no soldiers, you're wiped out. That's the game of life."



## Don't Trust Your Company's Critical Data and Business Systems To Just Anyone!

Don't miss Chuck's new book, which reveals what every practice administrator needs to know about finding the right IT company. You'll discover:

- \* The 5 types of technical support available, and the pros and cons of each
- \* 5 critical facts you must know before moving to the cloud
- \* How to avoid getting ripped off, disappointed, and/or paying for substandard work
- \* 12 warning signs that you hired the wrong IT service company
- \* Viruses, worms, spyware, and hackers: what you need to know to protect your firm from invasion
- \* Everything you need to know about contracts, payment schedules, and rate negotiations
- \* Why you should avoid "cheap" or "bargain" computer repair shops
- \* How to turn technology into a competitive advantage instead of a drain



Email us at [sales@palmtech.net](mailto:sales@palmtech.net) by June 30th, 2015 for your free copy!

## The Lighter Side:

### Fun Mothering Facts

- 1872 - Julia Ward Howe, who is a pacifist, suffragette, and writer of the "Battle Hymn of the Republic," first suggests Mother's Day in the United States. She suggests the day as a day mothers could rally for peace and for several years, she holds an annual Mother's Day meeting in Boston.
- 1908 - Anna Jarvis begins a campaign for a nationwide observance of Mother's Day in honor of her late mother, a community health advocate. Anna Jarvis was deeply dismayed over the commercialization of Mother's Day. Before she died in 1948, she admitted that she regretted ever starting the holiday.
- Most children: Mrs. Vassilyev of Russia gave birth to 69 children between 1725 and 1765.
- Oldest Mom: Rosanna Dalla Corte gave birth to a baby boy when she was 63 years old in Italy in 1994.
- Heaviest Newborn: Signora Carmelina Fedele gave birth to a 22 lb 8 oz boy in Italy in 1955.
- According to the Insure.com 2014 Mother's Day Index, various tasks Moms perform at home would be worth \$62,985 (up from \$59,862 in 2013) a year in the professional world.

Don't forget to thank the "Mom" in your life!

