

TECHNOLOGY TIMES

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

Urgent Message For Anyone Not On Our Managed Backup Service with "Hot Standby Protection"

If you are not on our #1 preferred backup solution, please take 2 minutes to read this article as it contains a very important message regarding your company's backup and your ability to be up and running fast in the event of a data-erasing natural disaster, server failure, virus attack or other "digital crisis." And since September is National Disaster Preparedness Month, I felt this was an appropriate time to remind you about this.

Two years ago, we discovered a tremendous backup and disaster recovery system. When we first found this solution, I was skeptical that it could deliver protection and security for an incredibly low price. But after doing a ton of research and testing, we found that this is by far an absolute necessity for all companies concerned at all about securing their computer data.

While many backup systems are "good," there are a lot of problems with many older, inferior systems. Problems such as:

- Not backing up ALL of your critical data off-site.
- If a problem were to disable your server(s), it could cost thousands to restore and would take a few days (minimum) to get you back up and running.
- It may not process open files or continuous backups; that means you could lose an entire day's worth of work if something goes wrong.
- You have to do something manually in the process, leaving room for human error.

That's why I want to make the switchover a no-brainer for you. **When you replace your old backup system with this one by October 15, 2014, we will:**

1. Waive the setup fee (normally \$400 – \$1,000, depending on how many servers you have).
2. Give you up to 25% off the ongoing backup storage fees. And considering this off-site backup is already much cheaper than most, you're going to save a ton of money.

This is not about us making money – it's about YOU having the right backup in place to make sure you never have to deal with the costs and devastation of being "out of business" and without your data.



"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

September 2014

WEST PALM BEACH, FL

Inside This Issue...

Make Sure You Have The Right Backup Solution in Place...Page 1

New Delivery Method for Employee Training...Page 2

Critical Guide to Data Backups...Page 2

Jawbone UP...Page 3

What Will iPhone 6 Be Like?...Page 3

Getting to Know Us...Page 4

These Are Just Plain Punny...Page 4



"JUST THINK OF IT AS IF YOU'RE READING A LONG TEXT MESSAGE."

Are You Using Videos To Onboard New Employees?

Most small businesses give new team members an Employee Handbook that outlines (in approximately 43 mind-numbing pages) everything anyone needs to know about the company. We expect our new hires to read this brick and be ready to pick an insurance plan, a 401K choice, know the company dress code, code of conduct and even what they can and cannot do online. We often include a boring video for safety or sensitivity training.

Many companies are now fast-tracking onboarding into a series of short videos that go through everything they need to know. It's revolutionizing the new-hire onboarding process, and here's why it's such a great idea:

1. **Your employees are already watching videos:** Many spend 95% of their time at work in front of a computer, and even outside work, they're still staring at their smartphone or watching YouTube videos. People are used to getting information in this format, so why not use it?
2. **It works for employees of all trades:** Even if your employees aren't at a computer all day, videos are still a viable solution. You can e-mail the video to them so they can watch it on their smartphones or at home. Companies like GuideSpark, who create training videos for employees, let you know that the videos were opened. You can't guarantee that your 43-page booklet has ever been cracked, much less read.
3. **It makes participation easier:** Training videos should be short...3-5 minutes at the most. You probably have more than 5 minutes of content, so break it up into chunks. It's a lot easier for someone to read 2 pages and watch a 5-minute video than to read 43 pages, attend a class and watch a 30-minute 1970s training video.
4. **It makes delivery of information easier:** Companies that are changing their insurance coverage, adding a rule or changing their dress codes may want to think about sending out a video e-mail with the explanations. Recent studies suggest two-thirds of employees would prefer to watch a video rather than go to a live meeting explaining the change.
5. **It cuts your orientation time:** By cutting the time of your orientation with short videos that they can watch on their phone or laptop, you could save yourself some money and have the new employees you just hired out and doing their jobs much faster.

If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted — yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.PalmTech.net/protect-your-company/

Shiny New Gadget Of The Month:



Jawbone UP

UP is a system, wristband + mobile app that tracks how you sleep, move and eat so you can know yourself better, make smarter choices and feel your best. Jawbone UP (and UP24, for those who like Bluetooth capabilities and real-time syncing with the app) helps you understand how you sleep, move and eat so you can make smarter choices; this little wristband keeps you in touch with your body and on top of your health.

The new app displays movement and sleep, details and delivers insights, celebrates milestones and challenges you to make each day better. You can even team up with your friends in the UP app and share your accomplishments!

Because you can achieve anything when you take it one day at a time, the UP Insight Engine suggests daily goals based on your unique patterns. Go further, stay hydrated and sleep better for a sense of accomplishment each and every day. Get your Jawbone UP at www.jawbone.com/up for \$129.99.

What will the iPhone 6 Be Like?

Apple enthusiasts are waiting with baited breath for the release of the iPhone 6. As ever, speculation is rampant about the new product, what it will look like and what new features it will have. Below is a rundown of the different rumors, and how likely each are of being true.

➤ iOS8 (Probable)

It seems likely that the new iOS will coincide with the release of the iPhone 6, so people will be able to thrill at both the new features of the phone and the new gadgets, gizmos, and capabilities of the new phone.

➤ A Bigger Screen (Probable)

Apple is playing catch up in this regard. Many of the products that the iPhone 5 competes with have bigger screens, and Apple, having earned the ire of her fan base in previous months, will be eager to kiss and make up. This is the quickest and easiest way to do that. Don't expect Apple to leapfrog over the competition, but their new offering will come in on par with what everybody else is offering.

➤ TouchID For All (Probable)

It appears ever more likely that all Apple Apps will be able to tap into the TouchID feature. A small, but welcome change.

➤ More Camera Controls & A Better Camera (Probable)

This again, is almost a given. The rumors surrounding the release of iOS 8 play into this nicely.

➤ Console Level Gaming (Likely)

Again, taking cues from what's coming via iOS 8, it seems likely that the new iPhone will become an increasingly robust gaming platform. That doesn't help in terms of business applications (or at least not directly), but it's a welcome addition, making the iPhone more versatile than ever.

➤ Curved Screen (Maybe)

It's hard to pin this rumor down. It seems mostly conjecture at this point, but it would give the iPhone/iPad a sleeker, sexier look, and Apple is strong on aesthetics. Too early to tell here, but if we don't see it in the 6, it could well be coming in a future release.

➤ Slimmer (Likely)

Rumor has it that Apple has once again worked out ways of slimming down their batteries. If that turns out to be true and correct, then we can count on the latest iPhone being their slimmest offering yet.

➤ Better Sound (Maybe)

Recent acquisitions by Apple make this at least a strong possibility, but by no means a certainty. Mostly it depends on how quickly Apple's newly acquired gadgets and gizmos can be woven into the fabric of their products.

On the whole, I think we can expect Apple's new offering to be more evolutionary than revolutionary. There are a few key areas of the tech where they're a bit behind the curve now, and having to play a little catch up (many competitors offer bigger screens, and HTC has better speakers, to name but two examples) but when released, I think Apple's latest will be a strong contender. Likely, there will be disappointment at the limited scope and sweep of changes, but Apple has one of the most enduring customer bases of any company in history. More fans than customers, really, and they will be thrilled.

Chuck Joins “Networking to Help Children”

Chuck Poole joins the Board of Networking to Help Children.

Many years ago, Real Estate Guru and Master Networker, David Chirico, had the dream and desire to create an organization to help give back to the community. He started out by selecting a few small local charities and took them under his wing by organizing fundraising events and at the same time created awareness for their cause. Armed with a huge email database of local business people, he enticed local restaurants to host charity cocktail parties with the lure of extra business on low-traffic days. As Dave puts it, “It was a win-win for the restaurateur and the Charity. I know the guests get a lot out of it too. Everyone loves to catch up with friends and support a worthy cause over appetizers and a nice beverage.”

The unique thing about Networking to Help Children is that it is a 100% volunteer-run organization. If you would like to become involved, have a restaurant that you would like showcased, or you would like to donate a product or service for our raffles, please email David at info@networkingtohelpchildren.com or contact him at 561-776-0114.



Getting to Know Jay Wilson



Jay is on his 4th year at Palm Beach State College earning his Bachelor's Degree in Security and Network Assurance/IT Forensics and he graduates in the spring. He has his Associates Degree in Network Administration as well as three certifications in the Microsoft Office family of products. Jay is our designated “Microsoft Office Specialist.”

What initially began as an internship has turned into a career as Jay has been with PalmTech for over six years.

Whenever Jay finds free time between work and education, he enjoys anything and everything computer related and he always look forward to a new adventure or learning something new. In addition, he enjoys spending time with family, traveling, helping others, and playing the trumpet. We appreciate Jay for his hard work and dedication!

The Lighter Side: These Are Just Plain Punny



- Two anglers were having a discussion and opened quite a can of worms.
- Confucius say: Many men bite, but Fu Man Chu.
- If we don't conserve water, we could go from one ex-treme to another.
- Confucius say: Man who want pretty nurse must be patient.
- War doesn't determine who is right, it determines who is left.
- Confucius say: Man who keep feet firmly on the ground have trouble putting on pants.
- Men who leap off cliffs often jump to conclusions.
- Confucius say: Man who run in front of car get tired.
- The general started bowling before his aide had entered his name on the score sheet. He had launched a preemptive strike.
- Confucius say: He who sneezes without a handkerchief takes matters into his own hands.
- A library should have several floors because it is a multi-story building.