



Announcement!

There are some very exciting changes that have been happening this month!

- 1) Updated Website
- 2) We are on LinkedIn!
- 3) New referral program

To celebrate this exciting time we are giving away a brand new computer! Perfect for your business or for your kids to use going back to school!

Ways To Enter:

- 1) Visit our new website and fill out a quick entry form: www.computer-service.com/entertowin
- 2) Connect with Ryan Haislar on LinkedIn
- 3) Follow Computerease on LinkedIn

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This monthly publication provided courtesy of Ryan Haislar, Vice President of Computerease.

"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!"



It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody's hat started disappearing. Then his boots... Then all of Woody - gone! Other

Betting The Farm Your Backups Are Safe?

characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, Toy Story 2 was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

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In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain

stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll

"Everything had been tied into that one database. And no backup."

to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Assessment Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why we're offering our Data Recovery Assessment FREE to the first 10 people to contact us!

At no charge, our data security specialist will come on-site and assess your current data backup and determine the effectiveness of your current system. If we find any faults, we will provide specific recommendations for how to fix the issues and keep your data safe.

Our priority is to help other business owners PREVENT problems before they cost you time and money! Double check your current set-up today and be one step closer to knowing whether your data is safe, or at risk!

Call 314-432-1662 (MO) or 618-346-8324 (IL) to take advantage of this FREE Data Recovery Assessment (\$279 value) and make sure your company isn't betting the farm on a flawed recovery system. Call today- this offer is only good for the first 10 people that contact us!

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

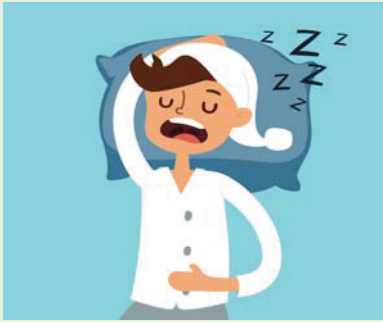


You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at
www.computer-service.com/WorkFromHome

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm Of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.

"As my girls head back to school, I thought I would share an "Old School" photo that I found of a younger Ryan excited for the Windows '98 upgrade.

The way businesses use technology in their day to day operations has changed dramatically in the past 20 years....and so have the hairstyles!

One thing that hasn't changed is my personal commitment to provide reliable and highly responsive IT support for St. Louis and Metro East businesses. My passion is to help YOU succeed!"

*-Ryan Haislar,
Vice President*



JOHN SWISTAK JR. /Herald
Ryan Haisler, manager of Computerease in Collinsville, experiments with Windows 98.

**Clamor over Windows
calmer than in 1995**

Top 10 Technology Flashbacks from the 1990's

- 1) You were contemplating upgrading your computer's memory from 4MB to 8 MB for only \$400!
- 2) You had to try to explain what "the internet" and "the world wide web" were to a family member.
- 3) You would sing along with sounds your dial up modem made when connecting to the internet.
- 4) You couldn't wait until the latest CD and DVD would be released, and if you were super cool you would be able to play that CD in your car!
- 5) It was a very exciting day when you finally traded in your pager for a flip phone, which were both worn on your belt.
- 6) You would email or instant message friends and family instead of calling or writing them letters.
- 7) You were very excited for the Windows '95 upgrade and loved using the "Start" button! The Windows '98 upgrade was an even more exciting day!
- 8) You had your floppy disks with your files and computer programs carefully labeled and organized.
- 9) You obsessively checked the price of your EBay item hoping to make the winning bid!
- 10) Solitaire and Minesweeper helped pass the time when you were bored.

Here are 3 ways LinkedIn can generate new business for you.

1) Above all, earn the ask. The more value you provide in the relationship, the more “right” you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn’s search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.

-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of soft-

ware that gets into your computer through stealth means – even if it’s a premier operating system – then Windows 10 fits the definition. Microsoft was very aggressively pushing for customers to upgrade to Windows 10, first as a free option, then as an automatic update without asking permission! Some have found the upgrade to Windows 10 aggravating and have reverted to a previous version. By default, Windows 10 collects advertising and personal data. It changes your computer’s configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c’mon, tell us that’s not malware!

-ComputerWorld.com

Imagine owning the domain rights to Google.com – even for just 60 seconds...

When Babson College MBA student Sanmay Ved happened to notice the google.com domain

up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn’t take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they’d cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,006.13, to be exact. If you squint, you might see that the number spells “Google.”

-DigitalTrends.com

Is the IoT a “Clear And Present Danger”?

According to a U.S. government report, the “Internet of Things” could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn’t whether it’s good or not ... it’s how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com

Who Else Wants To Win a \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Terry B from Clayton, MO! He was the first person to correctly answer my quiz question from last month: Which of the following world-wide computer viruses caused an estimated \$5 billion worth of damage? a) Code Red b) ILOVEYOU c) Melissa d) Cryptolocker

The correct answer is b) ILOVEYOU. Now here's this month's trivia question. The winner will receive a gift card to Ted Drewes!

One of the first computer science PhDs was earned by:

a) Henry Kissinger b) Sister Mary Kenneth Kelly c) James McDivitt d) Leonard Nimoy

*Email us at answer@computer-service.com
with your answer!*