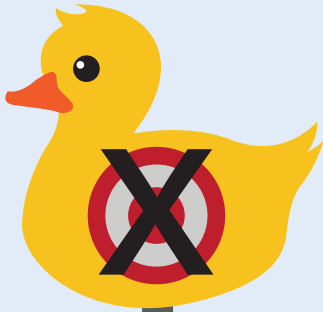


Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984



Is your business a sitting duck for a cyberattack?



Did you know?

- 1 in 5** Small businesses will suffer a cyber breach this year.
- 81%** Of all breaches happen to small and medium sized businesses.
- 97%** Of breaches could have been prevented with today's technology.

Get the facts to protect your business!

FREE Cybersecurity Webinar

Wednesday November 8th 10:33am

RSVP by phone (314) 432-1661 (MO)

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November 2017



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!"



Natural Disasters Can Destroy, But Your Data Is Safe If It's In The Cloud

This past hurricane season has brought some of the most harrowing, widespread destruction the southeastern United States has ever been forced to weather. But, despite the enormous, tragic cost of these natural disasters, the people of these communities persevere. In the wake of widespread wind damage and flooding, communities have banded together. Thousands of volunteers and neighbors are working as one to rebuild and find the way forward. There is no doubt, however, that the havoc wreaked by Hurricanes Harvey and Irma will produce aftershocks that will echo through affected areas for decades.

To anyone who turtled up in their attic in the middle of the storm or just saw a picture of the wreckage in the news after the hurricanes departed, the physical damage caused by the storm is obvious. What's less obvious is the effect these storms have on the futures of the survivors, the reverberating impact that

cuts thousands of life plans short and forces individuals to completely change their course in a cruel reversal of fate.

"Forty percent of small businesses don't survive these events," said Russel Honore, the previous Joint Task Force Commander for Hurricane Katrina. The electrical grid is knocked out for days, and businesses are forced to close the office for what they hope is a temporary period due to flooding.

Each day that a business can't provide service, it's bleeding money — a cost that many businesses, especially the little guys, can't absorb. So, they close for good, their buildings go up for lease and those who were once the heads of promising young businesses are now unemployed, in the market for a job in a city up to its neck in water.

Just as common is a business that finds its central data structures wiped out by

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physical damage. Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it's a completely a different story.

Oftentimes, a catastrophic loss of data will shutter a business for good. A 2010 report by technology research firm Gartner Group stated that 43 percent of businesses went belly-up almost immediately after a "major loss" of data, while 51% shut down within just two years. That leaves a measly 6% survival rate for businesses that suffer company-wide data loss.

These are scary numbers, to be sure, but there is good news: Businesses that migrate their data to the cloud are at significantly less risk of losing vital data. This is not only because your typical cloud service will back up your up-to-date data with several levels of redundancy, but because most cloud services are actually more secure than their on-site counterparts in general.

"Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it's a completely different story."



And make no mistake, businesses with on-site data are susceptible to loss far beyond physical disasters like hurricanes, flooding, earthquakes or solar flares. Don't forget the risks disgruntled employees, freak accidents and, especially, hackers pose to your precious data. While it's true that all of these risks still exist with cloud-based services, they're much reduced. A 2012 Alert Logic report stated that "on-premises environment users actually suffer more [hacking] incidents" than cloud-based users, while also being subjected to "significantly more brute force attacks." When you think about it, this makes sense. With your entire system backed up on a number of off-site locations, it's much more difficult for hackers to encrypt the entirety of your data and hold it for ransom.

That said, not every business absolutely needs the cloud to stay secure. Certain business models need on-site structures for various reasons, and a few find it more cost-effective. Still, the cloud is definitely something that any savvy business owner needs to examine closely as a potential option. It could mean the difference between flourishing in the next fiscal quarter and going under.

Free Report Download: 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 discusses in simple, nontechnical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three 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.

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Before Working With Computerease, Bubba Lost \$20,000 In 3 Days (And His Hair) Because Of Lousy IT Support

The IT support company we had before Computerease was horrible. Whenever we had a problem we had to reach out to them. When they finally got around to looking into an issue they would say, “Well, you probably should’ve had this or that.” It cost us so much money to try and fix every problem including hundreds of thousands of dollars in buying new servers, new everything. **At one point I tapped out a server and lost \$20,000 over 3 days. Look, I lost my hair because of the other company!**

When we talked to Computerease, Ryan sat down with me and explained that with a proactive approach for providing IT services and support for my business he would be able to prevent problems and hidden costs.

It turns out that this proactive (and much better) approach was only a few hundred more dollars per month than the other guys. **Overall Computerease has saved me money, made my systems faster and kept my business more protected from downtime and cyberthreats.**

A lot of people think that if their business isn’t very big or if they don’t have a lot of clients that they don’t need to spend a lot of money on their technology. However, when I took a similar approach to my IT and technology, it ended up costing me more money overall because I didn’t invest enough money in what in fact is the core of my business – my technology!

Why would I recommend Computerease for IT services for my fellow St. Louis area business owners?

To me culture is important – and I teach culture to multi-million dollar companies. The culture of the relationship with the Computerease team has been amazing to me. **I’m a business coach and not an IT guy, so I hire people great people that are great in what they do to help keep my business up and running.**

Honestly, IT people are probably the most boring people on earth, you picture them sitting there with 0’s and 1’s, but Computerease has the best personality and they keep stacking the added value higher and higher. Every IT support company can give you 70% of the same thing. It’s the 30% that makes the difference and I would pay even more for the 30% added value of Computerease! Computerease has always been there for me and I’ll shout their name from the rooftops!



Bubba knows what’s best to help your business succeed!

**Check out the video interview with Bubba on our website!
www.computer-service.com/our-clients/corcoran**

■ Here's A Perfectly Legal Way To Save A Bundle Of Money On Taxes, Computer Hardware And Support ... But You Have To Act FAST!

When you're running a small business, you need to stay abreast of every possible



money-saving strategy. That's why, this year, you should look into the Section 179 Deduction small-business tax incentive. Section 179 allows a business to write off an entire equipment purchase for the year it is purchased, rather

than writing a portion off for the next few years. According to the website for the deduction, "all businesses that purchase, finance and/or lease less than \$2 million in new or used business equipment during tax year 2017 should qualify" for the deduction.

The only stipulation is that the equipment purchased must be

"placed into service in the same tax year that the deduction is being taken." This has the potential to save small businesses thousands of dollars. Just make sure that the equipment is both

purchased and put into service by the end of this year, December 31, 2017! Section179.org.

■ **3 Ways Technology Can Increase Your Home's Value AND Save You Cash at the Same Time** Implementing tech upgrades into your home – taking one more step toward the coveted "smart home" – can be a good time, but beyond that, it'll save you precious time and money every day. With smart lighting, you'll never accidentally leave a light on again, which will save you a lot more than you might think over time. If you have a smart thermostat, you'll have that much more control over the temperature of your home, easily making adjustments with the touch of a button and reducing heating and cooling bills. Not only that, but more permanent installations like solar panels can drastically increase the value of your home while reducing your carbon footprint and your utility bill at the same time. Smart homes may seem like a luxury, but in fact, they're a lot more cost-effective than they appear. inc.com 8/21/17

Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Cindy from Saint Louis, MO! She was the winner from the drawing of people who submitted correct answers for my quiz question from last month.

Which St. Louis landmark is said to be haunted?

- a) Lemp Mansion b) Cathedral Basilica c) Old St. Louis Courthouse
- d) Field House Museum

The correct answer was b) Lemp Mansion.

Now, here's this month's trivia question. The winner will receive 4 tickets to St. Louis Zoo Wild Lights!

Which president is believed to have been the first to pardon a turkey?

- a) President Lincoln (1863) b) President Wilson (1920) c) President Roosevelt (1939) d) President Harry Truman (1947)

Submit your response to answer@computer-service.com! Everyone who answers correctly will be placed in the drawing to win our fun prize!