



3 Expensive Missteps You're Probably Making With Your Data Backups

St. Patrick's Day is a good time to remind you that you shouldn't depend on "luck" to protect your data. That's why I'm going to share with you 3 common missteps companies make with data backup that you *might* be making.

1. **Not Doing A Reverse Backup.** If you use any line of business application in the cloud to store data – including accounting records, client files and the like – you should be backing up ALL of that data to your location on a regular basis. How frequently? That depends on how much you are willing to lose. If you could lose a week of data, then back up weekly. If the thought of losing a week puts you into fits, then back up daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don't risk it!

2. **Depending On Employees To Save Data To Your Server.** Many offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being backed up; and if you're depending on them to remember to do it, you're asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone's memory.

3. **Having A Single Point Of Failure.** If you're still using outdated tape drives (and we hope you're NOT) you might discover that nobody can remember the password to access the data on it. Or there may be only one person in the organization who knows where your data is being backed up and how to access it. A smart move would be to walk through a couple of "what if" scenarios to see if you actually have what you need to recover your data.

Having a good, reliable backup and disaster recovery plan is essential for every business, and it should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want the cheapest parachute strapped to your back? Of course not – and that doesn't mean you need to spend an arm and a leg for the most expensive one either.

If you're not on our PRODDR solution and you're using a cheap offsite backup like Mozy or Carbonite, OR if you're using outdated tape to back up your data, then give us a call IMMEDIATELY to find out how we can let you sleep easier at night with a far more reliable data backup. call us today for a free consultation and backup assessment to find out how to protect yourself from data loss, corruption or extended downtime.

Call us Today at 973-560-9050



"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!"

- Shawn Butt
Zaphyr Technologies

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"You know what I just noticed about playing outside? No pop-up windows."

The Truth About E-mail In 2015

Love it, hate it or call it the gold at the end of your rainbow, e-mail is here to stay. Over the past two decades, it's become deeply ingrained in our day-to-day business communication. It's basically a requirement. Despite a number of software advances and changes in the online communication landscape, e-mail is more important than ever.

This was recently confirmed by a study conducted by Pew Research. They found that e-mail is indispensable among those who are Internet-connected at work. These days, that covers a lot of people. In fact, 61% say it plays an integral role in their job. Additionally, 46% say e-mail access keeps them more productive (while another 46% say e-mail has no bearing on their productivity one way or the other). Only 7% say e-mail hurts their productivity.

In 2014, social media analysts warned that e-mail was on its last legs and that it would soon be overtaken by other online services. However, as this study seems to confirm, that is not the case. In fact, in the workplace, it's very much the opposite. The Pew study found that social media, including Facebook, LinkedIn and Twitter, benefited only about 4% of those in a connected workplace.

Even among the millennial generation, and those who regularly use social media networks in their personal lives, it hasn't been something fully translatable to the professional environment as a productivity factor. This doesn't discount uses for social media in the workplace—as a marketing or customer outreach tool—but no social media platform has come close to replacing e-mail as the go-to communication tool.

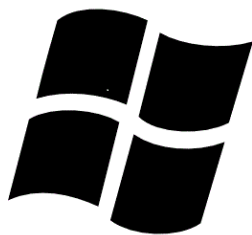
That doesn't mean Silicon Valley start-ups aren't trying. They are always at work trying to find that next four-leaf clover in online communication, hoping to develop that so-called "e-mail killer." So far, nothing has stepped up that can achieve what e-mail can, particularly for businesses.

For many businesses, it comes right back to the fact that e-mail works. It's a proven platform and it remains the business communication "golden child." It's the same reason phones and fax machines aren't extinct. They serve a purpose and they help us get things done. That doesn't stop businesses from always looking for ways to streamline that process.

Another reason e-mail works: accessibility. E-mail is used on nearly a universal level. Social media platforms, while many are incredibly popular, can't touch the truly global reach of e-mail. Have you considered how e-mail impacts your job? Does it keep you productive? Or are you ready to move on to the Next Big Thing?

Microsoft Windows Server 2003 End of Life

On July 14, 2015, Microsoft is **ending all support** for the Windows 2003 Server.



What does this mean for you?

There will be no new security updates, non-security hotfixes, free or paid assisted support options or online technical content updates from Microsoft. Also it is unlikely that software companies will continue to support these Microsoft Products moving forward.

What options do you have?

Contact Zaphyr today to schedule a technician and I to visit for a **no-charge, no obligation server upgrade consultation.** We will sit down with you to discuss your current situation and then recommend upgrade options that are available for your department. Call us now at **973-560-9050.**

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For more information call: 973-560-9050 or visit www.Zaphyr.net

Shiny New Gadget Of The Month:



The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray. It's currently available at Best Buy, in-store and online.

MARKETING THROUGH YOUR CUSTOMERS

Word of mouth—the better-than-anything-you-could-pay-for form of spreading the word about companies and products worth supporting. Your customers do your marketing for you, and you simply continue delivering the high-quality product they're raving about.

But how do you get your customers to do it?

On May 9, 2013, an article was published by a journalist who'd stopped in Dominique Ansel Bakery in New York City and asked what was new. The staff offered the journalist a taste of a new product that would launch to the public on the day after the article was published. On May 10, 2013, the Cronut™ was born. There were customers waiting outside the little bakery, lined up to sample the delectable baked good they'd read about.

By the end of the week, the line outside the bakery was 100 people long. People stood in line to sample the Cronut™ they'd heard about from their friends. And they didn't just buy one Cronut™; they bought lots of them—as well as all of the other unique, handmade pastries the shop produces.

The Dominique Ansel Bakery is a small business. They don't have a big marketing department who dreamed up the Cronut™ as a publicity stunt. They simply embrace the creativity inherent in baking, and word of mouth pulls customers from all over the world into the little shop. It's organic. It's natural. It's the power of word of mouth.

Another great example of a company whose customers are ardent fans is a well-known jewelry store (whose name I can't share with you). Their policy for purchases of engagement rings is pure genius. A couple selects a ring—say a diamond of one full carat. The jewelry store has a secret upgrade policy, and they supply the client with a stone that's just a little larger than the one they paid for. When customers take their one-carat ring to an appraiser, they discover that it's a carat and a quarter. The customer—stunned at having received more than they paid for—returns to the jewelry store, at which point the jeweler thanks them for their business, tells them about the secret upgrade and—here's the genius part—asks the customer not to tell anyone about the secret upgrade.

But the customer does tell. The customer tells everyone he can think of about the spectacular customer service he received and about the exceptional value the jeweler provided. That customer ropes in hundreds more customers, and the jewelry store doesn't do anything except make customers happy and wait for new customers to pour in. It's brilliant.

Whether customers are sharing a Cronut™ with a friend, or whether they're swearing a coworker to secrecy about the jewelry store's secret upgrade they swore not to divulge, if you can get your customers talking about you, your company and your brand, then you're starting a marketing trend that can not only become self-sustaining, but can also bring more customers than you'd ever dreamed of—right to your door.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>.

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Never Forget A Password Again With A Password Manager

We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything.. One of the best—and most secure—ways to handle your passwords is with a password manager.

It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, KeePass and 1Password—do much more than simply “remember” your passwords. They also offer password- creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more complex. They are compatible with a number of platforms and they are packed with customizable tools to keep you safe.



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

The Question from last month's Trivia was: **Which country consumes the most chocolate per person at 26 lbs. or 11.9 kg per year?**

a) Belgium b) Switzerland c) United States d) Germany e) Brazil

The correct answer was b) Switzerland. **Now, here's this month's trivia question. The winner will receive a \$25 Amazon gift card.**

According to Irish lore, St. Patrick banished all the snakes from Ireland. What other island nation is also devoid of snakes?

a) Cuba b) Madagascar c) New Zealand d) Jamaica

E-mail Us Right Now With Your Answer!

Newsletter@zaphyr.net

For more information call: 973-560-9050 or visit www.Zaphyr.net

The Lighter Side: Endorse This Skill: Jihad



We endorse the skills of our coworkers, friends, acquaintances and other connections on LinkedIn all the time. But what would you do if one of your connections listed “jihad” as one of his skills? Unless you're in the business of extremism (you're probably not), you're likely to slink away quietly and alert LinkedIn admins.

Well, one senior Taliban commander decided to update his LinkedIn profile with this very “skill.” Specifically, he listed “jihad and journalism.” This particular terrorist leader, Ehsanullah Ehsan, even lists himself as “self-employed.”

Unfortunately (or fortunately), when LinkedIn was contacted by the *Telegraph* for further information, the social media company decided it was best to take the account down.

There has been some chatter as to the legitimacy of the account. The profile's distinct lack of Taliban propaganda and recruiting information suggested it wasn't operated by the terrorist leader himself or anyone in a significant leadership position.

Of course, as a terrorist leader and all-around terrible human being, he has more pressing things to worry about other than a suspended LinkedIn account, such as a \$1 million bounty placed on him by Pakistani officials.