



Tim Wilkins
President/Unified System, Inc.

“As a business owner, I know 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!”

- Tim Wilkins, Unified System

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newsletter@unified-system.com.

We want to hear from YOU!

Do You Keep Your Server In A Closet?

Confusion. Dizziness. Fatigue. Muscle cramps. These are some of the first signs of heat exhaustion in humans. But did you know that your SERVER can also suffer from heat exhaustion and “meltdown,” causing slowness, blue screens, random reboots and complete meltdowns? If you keep your server in a closed closet or other small, confined space, here are three things you need to address during hot summer months to avoid premature loss of your equipment and data.

Room Temperature. Server rooms should be kept between 68° and 72° Fahrenheit (20°-22° Celsius). If you keep your server in a closet with a closed door, the heat emitted will quickly elevate the temperature to levels that will damage hardware. Consider having an air conditioning duct and vent added to the room or closet, or putting in a good exhaust fan to pull the hot air out.

Ventilation. Good air flow is critical for maintaining a safe room temperature and reducing dust, the next culprit that causes damage to electronics.

Dust. Perhaps more dangerous than room temperature is dust. Dust acts as insulation, and traps the heat generated by your computer components. A regular maintenance routine to keep your components clean and dust-free is essential. Dust also causes the premature wear-out of moving components, such as cooling fans, optical drives, etc.

Computer hardware is expensive, and unexpected downtime is incredibly frustrating. If you want to extend the life of your equipment and avoid the sudden meltdown, make sure your server closet is set up correctly.

If you need help, give us a call for a FREE Summer Server Room Check at 781-276-4567. We’ll be glad to do a free evaluation on your server closet or room and let you know if you’re at risk of heat exhaustion and dust damage.

Shiny New Gadget Of The Month:



Rocketbook: A Super-Convenient Way To Store And Organize Handwritten Notes

If you're like me, you still like taking notes with a pen and paper. Problem is, note pages can pile up, get lost and be a pain to organize. But thanks to a special notebook called Rocketbook, you can still take notes the "old-fashioned" way of pen and paper, but then file, organize and store your notes digitally for quick access and retrieval!

Rocketbook looks like an ordinary pad of paper. To use it, simply take notes as you would on any pad of paper, using the Pilot FriXion pen. When you're done, the built-in app creates a high-quality JPG image of your notes and files it to the folder of your choice inside Evernote, Dropbox, Google Docs or OneNote. You indicate which folder each note goes to by marking clever little icons at the bottom of each page.

When the pages are full, simply microwave the notebook for 30 seconds to completely erase and reuse. Rocketbook currently comes in two sizes and is available at indiegogo. Just search on, "Rocketbook."

How Great Leaders Inspire Their Employees To Higher Commitment And Performance

It's probably true that most people who work with us will never care as deeply as we do about building our business. If they did, they'd probably be working for themselves! Yet there's a great deal we can do to raise the commitment level and inspire them to peak performance. The operative word here is INSPIRE. You can demand that people who work for you be punctual, or that they perform at a certain production level. Yet real commitment can only be INSPIRED. And inspiring people is what great leaders do best.

How do great leaders inspire others to commit themselves to their goals? It's not just their charismatic personalities, or that they give a lot of high-powered motivational talks. They communicate their vision so forcefully that other people adopt it as their own.

For example, Lee Iacocca stepped into the ailing Chrysler Corporation and said, "We're going to turn this company around!" With clear goals, a solid plan of action and a strong conviction, he was able to inspire enough commitment from the US Congress that he secured the largest loan ever made to a private company. Then he inspired enough commitment in thousands of Chrysler workers to enable the company to pay back the loan ahead of schedule.

And that's the formula for any leader to inspire commitment – clear goals, a solid plan of action and a strong conviction. Communicate that to the people who work with you, and you'll have the kind of loyalty that makes them go the extra mile – if that's what it takes to get the job done.

Of course, it takes more than inspiration to run a successful organization. The people who work with you have to perform consistently at very high levels, and to get that kind of performance, you have to gain their trust. They have to believe that you will always be fair in your dealings with them, and that you are concerned about their best interests.

One of the most helpful insights I ever learned about leading others is that people do things for THEIR reasons, not for YOURS or MINE. So the goals, the plan of action and the strong conviction have to be communicated in a way that directly answers the question "What's in it for me?"

When people honestly believe they will benefit directly from their efforts, and that the more they give, the more they benefit, they perform at peak levels. So it's crucial that you show people how they will grow as they work individually and together to make the company grow, and then back up all your promises with solid actions.

People respond to clear opportunities for personal and professional growth. If I may paraphrase the Hallmark slogan, when people care enough, they'll give their very best!

It takes a lot of patience and effort to build a solid team of people who will share and help you fulfill your vision, but the results will be well worth all you put into it.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

How To Avoid Runaway IT Projects That Empty Your Wallet

In 2002, McDonald's decided to implement a system to provide their corporate executives with a bird's-eye view of their 30,000 stores, to track, measure and monitor everything from profitability to cooking-oil quality. The project, named "Innovate," was a massive five-year project with a billion-dollar budget. Two years into its implementation, McDonald's executives abandoned the project and wrote off the \$170 million invested, saying they needed to reduce capital expenditures.

Even though YOUR business isn't a McDonald's with a billion-dollar IT budget, chances are you've had at least one failed IT project that derailed, emptying your wallet and leaving you with nothing other than a grudge. And if you haven't had that happen yet, chances are, as you grow, you will. So how do you avoid going down a rabbit hole of spending on an IT project? Here are five key strategies to keep you on track:

1. Begin with the end in mind. The clearer you are on what "success" is for the project, the more likely you are to achieve it. Take the time to sit down with your executive team and decide exactly what the new system LOOKS like (including the interface, if you're developing one), how it performs, what it does and how it works.
2. IT projects need to be driven by an executive who understands the business need and outcome, NOT the IT department. If you and your executive team aren't going to be heavily involved with the process, decisions and management of the project, don't start it.
3. Think in smaller, "bite-sized" projects. One of the problems with the McDonald's project was that it was so complex, affected multiple business systems and had such an enormous scope, it was almost guaranteed to fail. If you have a major system to build or overhaul, break it into smaller, manageable chunks so that problems are contained and costs controlled.
4. Manage the project hours. Scope creep is the biggest challenge to keeping your project on time and on budget. If your project starts to take on a life of its own and goes over your budgeted time frame and your budget by more than 10%, it's time to start re-evaluating what's going on. Excessive overtime is a red flag that the project was not thought through properly, that you have the wrong team working on it or that it's being grossly mismanaged. Don't ignore it.
5. Missed milestones are a red flag. While it's normal to miss a few milestones by a small margin, your IT team should not be allowed to consistently miss key milestones in the project. We recommend setting clearly defined milestones every two weeks or monthly versus monthly or quarterly. This allows you to keep a tighter control on the budget and deliverables.

FREE Report: The Business Owners' Guide To IT Support Services And Fees



You will learn:

- ◆ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ◆ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ◆ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ◆ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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Riddle Me This

It holds the words of men and catches their ideas and doubts. It speaks through a line and hears through a hole but never talks on its own. What is it?

Answer to last issue's riddle: Pillow

God's Third Commandment:

"You shall not misuse the name of the Lord your God, for the Lord will not hold anyone guiltless who misuses his name."

Exodus 20:7 ESV

The Lighter Side:

Are You A Walking Dead Fan?



Then you're going to LOVE this! There's a great way to prepare for the next zombie apocalypse while getting in shape and losing weight – it's called the *Zombies, Run!* app. This app combines gaming and audio adventures to make losing weight interesting. It works by giving you tasks and goals to reach in a zombified universe, like reaching humanity's last outpost or gathering supplies to live. Each mission is tied to a fitness goal, like running 5k in a session, so you're getting fit while you find out what happens next. *Zombies, Run!* is available to download on both [iOS](#) and [Android](#).

How To Back Up Your Smartphone

You regularly back up your computers (or at least you should), but do you do the same with your smartphone? Given the massive amounts of contact information, photos, videos and other data we all carry around on smartphones, it's critical to back them up or risk losing all that data forever. There are two basic ways to back up your phone: automatically to the cloud or manually to your computer.

To The Cloud. Cloud backups are secured with your password-protected account. They can easily be configured to run automatically so you can "set it and forget it." Apple users can use iCloud to back up photos, contacts, calendars and other data. Turn on and configure iCloud Backup by going to Settings > iCloud. Android users can back up to Google servers in much the same way, using a Google account. Configure your preferences by going to Settings > Backup.

To Your Computer. Both Apple and Android users also can back up data directly to a computer manually. Generally, connecting the phone to the computer by cable is the quickest way to do this. Apple users can also use iTunes Wi-Fi Sync to wirelessly back up phone data to a computer. Remember, though, when backing up your smartphone to a computer, your data is only as safe as that computer. Be sure to back up the computer regularly as well. A better solution is to use our Unified Online Backup Solution which will not only back up your cell phone automatically to the cloud, but will also keep unlimited versions of your data and configuration instead of just overwriting older backups

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

Last Month's Trivia:

Which kind of animal did Florence Nightingale often carry around in her pocket

The correct answer was

c) Owl.

Now, here's this month's trivia question. The winner will receive a gift card to Dunkin Donuts

What is the hottest place on earth:

- a) Wadi Halfa, Sudan
- b) Death Valley, California
- c) Tirat Tsvi, Israel
- d) Timbuktu, Mali

Call us right now with your answer!
781 276 4567

WANTED! REFERRALS



UP TO \$2000.00 REWARD

\$20 gift card for each qualified referral that results in a meeting with the decision maker— whether or not they become a customer.

BONUS!

If the referral signs an annual contract with us, you receive your choice of the following:

- Up to \$1000* paid directly to you.
- Up to \$2000* of free service
- Up to \$2000* donated in your name to the charity of your choice.

*Total compensation based on the size of the referred contract.