

# Technology Times



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

## What's New

### Unified BDR Solutions Thwart Ransomware!

Unified BDR solutions not only get you back up and running fast after a major technological catastrophe, but when properly configured, will protect you from the devastating effects caused by ransomware.

Many backup solutions out there today are vulnerable to the latest versions of crypto-ransomware, which looks for backups and locks them up too!

A backup that is not recoverable is the same as no backup at all.

Call us for more information  
781 354 4929 or email  
[info@unified-system.com](mailto:info@unified-system.com)

## August 2016



**Tim Wilkins**  
President/Unified System, Inc.

This monthly publication is provided courtesy of Tim Wilkins, President of Unified System in Bedford, MA.

"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**

You can send us your *Feedback*,  
subscription requests or cancellations to:  
[newsletter@unified-system.com](mailto:newsletter@unified-system.com).

We want to hear from YOU!



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 characters started disappearing too.

A rogue command in their system had

## Betting The Farm Your Backups Are Safe?

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!

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

*continued on pg2*

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

*“Everything had been tied into that one database. And no backup.”*

They tried to sue their ISP, but between the 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 Audit 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 until 8/3/2016 we're offering our complete audit, normally valued at \$297, free to companies here in the Boston area.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our UNIFIED MANAGED/BACKUP SERVICE PLAN.

Call 781 276 4567 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

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

### WORK FROM HOME GAMEPLAN

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



Secrets Every Business Owner Must Know Before Installing A “Virtual Network” To Allow Employees To Work From Home, On The Road, Or From A Remote Office

#### 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.unified-system.com/WorkFromHome](http://www.unified-system.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](http://hello.is) and other online retailers

# 5 Ways To Build Raving Fans

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

#### 1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

#### 2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

#### 3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer. Now customers beg for an invitation to the Black

Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

#### 4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

#### 5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



**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 Proventus 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; 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/>

#### Riddle Me This

You will always find me in the past. I can be created in the present, But the future can never taint me. What am I?

Answer to last issue's riddle: Your name

Cast your burden upon the LORD and He will sustain you; He will never allow the righteous to be shaken.

**psalms 55:22**

## 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 software

that gets into your computer through stealth means - even if it's a premier operating system - then Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn't been yet, you may find your computer hijacked and converted into a Windows 10 machine - whether you give permission or not. 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: \$6,000.13, 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?

Be the first person to call us with the correct answer to this month's trivia question and we will send you a \$25 gift card to Panera Bread!

The correct answer for last month trivia was **b) ILOVEYOU** Now, here's this month's trivia question.

One of the first computer science PhDs was earned by:

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

*Call us right now with your answer!*  
**781-276-4567**