



TECHLORE

“Insider Tips to Make Your Business Run
Faster, Easier and More Profitable”

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“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 finally and forever!”
- Jim Stackhouse
NeoLore Networks Inc.

Will Your Backups Be There When You Need Them?

When the livelihood of your business depends on data stored in your computer network, you simply cannot afford to leave anything to chance. Data preservation and the ability to retrieve it at any point in time is the foundation of business continuity.

Yet the facts about backup failures are shocking:

- According to the Boston Computing Network, 31% of PC users have lost data due to events “beyond their control.”
- Analysts at the Hughes Marketing Group found that 40% of businesses that experience a critical IT failure go out of business within one year.
- In a recent Gartner study, only 35% of backup tests were successful.

as you’d like to think... So what can you do? Here are seven ways to avoid a damaging loss of data due to backup failure.

- 1. Insist on regular, remote and redundant processes.** A good rule of thumb is 3-2-1. That means three copies of your data stored in two off-site locations, backed up a minimum of one time per day.
- 2. Don’t go too cheap on disk drives.** Less expensive arrays that save money by doing without features like redundant power supply and hot spare disks may leave your data at risk.
- 3. Guard against human error.** Make sure people performing backups and restores know exactly what to do – and what not to do. Take people out of the loop and automate wherever possible. And be especially cautious in situations where backups aren’t a part of

properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.

- 7. Ask for help with your data backup and recovery system.** You cannot be expected to be an expert in all things. Yet data is the backbone of your business – its protection and recovery should not be left to chance. Why not leverage the knowledge, skill and experience of an expert in the field?

Even with all these measures in place, the best way to keep your organization safe from harm due to data loss is to verify your backup system by performing regular test restores. This will help identify any problems in advance so they can be fixed – allowing you to avoid getting hit with an ugly surprise when you least need it.

The Smart Way To Assure Backup Success

Unless your team has all the time and expertise required to consistently close all open loops in your backup system, your organization may be at risk of serious harm due to data loss. We strongly recommend that you let us perform a Backup Audit for you as soon as possible. Contact us today at 613-594-9199 or contact@neolore.com to schedule this highly valuable free service – before disaster strikes.

Some of the more common reasons for backup failures include unintentional formatting of a hard drive, accidental data deletion, malware or virus attack, firmware corruption, natural disasters, logical errors and continued computer operation when the hard drive is starting to fail.

So how certain are you that your backup system is 100% reliable? Could a false sense of security be preventing you from taking actions that will insure your backups will really be there when you need them?

7 Ways to Avoid Data Disaster Due To Backup Failure

Without proactive measures in place – and Murphy’s Law being what it is – the odds of a successful restoration when you need it most may not be as great

someone’s regular duties.

- 4. Are your backup software settings being checked routinely?** When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail completely. Do the people who maintain your backups include this on their regular to-do list?
- 5. Could some files be getting left out?** As resources are added and priorities shift, files and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization’s data recovery systems.
- 6. Address network issues immediately.** Any component in your network that isn’t working

Shiny New Gadget Of The Month: The Nixie

The Nixie is a wrist mounted drone that can launch its self and take selfies or videos using a small onboard camera. It can be dispatched into the air with a simple flick of the wrist and weighs less than a tenth of a pound. It has four modes, Boomerang, Panorama, Follow Me and Hover. In Boomerang, it allows the Nixie to travel a fixed distance from the owner, take a photo and return to your wrist. In Panorama mode, it



takes an aerial phot in a 360° arc. Follow Me mode makes Nixie trail its owner and can take short video and photos from birds eye view angle. Hover mode allows you to take photo or video from the Nixie as it hovers



near or above you. What separates the Nixie from other drones is the ease of use. Simply set the mode you want and with a flick of your wrist it goes into action. Nixie recently won Intel’s “Make It Wearable” competition and took home the grand prize of \$500,000. They are still working on the final form of this gadget, so unfortunately at this time there is no word on pricing or availability but you are able to sign up at the Nixie website to get updates as information becomes available. www.flynixie.com

5 Ways To Reduce Stress In Seconds

Life is stressful, especially if you're in a start-up or are an entrepreneur. The techniques below help force me to relax and chill out when I over-schedule, under-sleep and freak out.

Breathe.

Yep. We all do it until we're dead. But most of us don't do it right. Stress tends to make us shallow breathers. When you're stressed, stand up and take long, slow, deep breaths – the kind you take before jumping into a swimming pool of cold water, or before giving your kids "the sex talk," or asking your boss for a raise. Slow inhale, slow exhale. Do this at least five times. If you get dizzy, sit down. You're probably not used to that much oxygen.

Laugh out loud.

If there's nothing funny in your

life or office, turn to YouTube. Search on "Cats, Fail" or "Epic Face Plant." You'll find lots to laugh out loud at. If you're not near the Internet, think about something funny.

Put things in perspective.

I used to think noises and distractions outside my office were annoying and stressful. Then Hurricane Sandy hit and suddenly I was walking to a shelter every day and working at a table with six other people. It put a lot of things into



perspective. So did going from a net worth of millions to a net worth of whatever coins I could find in the couch, my ashtray and my daughter's piggy bank. Think of the worst thing that's ever happened to you or someone you know, and put your stress next to that.

Change location.

Being able to teleport to a hot tub or a deserted beach somewhere would be awesome, but until that technology is available, the break room or bathroom will have to do. If that sounds depressing (and it does, doesn't it?), then step outside instead. Walking to the vending machine or coffeepot, or taking the elevator to another floor and wandering around pretending to be lost, is an option. The point is to change locations and get away from the place (or person) stressing you out. The walk there

and back, and even a different environment, can reduce stress in a matter of minutes.

Stretch.

Yeah, crazy, right? But it works. Stand up and stretch. Move to a doorway and push on either side of the door frame. Twist. Sit down and put your legs out in front of you and point your toes. Find a stairwell and do some standard runner's stretches. Google "stretching" to find something if you've put your high school gym class behind you.

No technique is going to work if you've let stress build up. The minute you start to feel stressed, address it head-on. Then figure out what's causing the stress and eliminate it as much as possible.

Are you making any of these three mistakes on LinkedIn?

1. Forget LinkedIn as a place to build an audience. Instead, focus on media like Facebook, Twitter or your blog to attract consumers.

2. Don't help competitors. It's great to connect with colleagues, but when you link with people who work for your competitors, you're exposing your entire network to the competition. Be selective about who you connect with.

3. Unless you work for a big brand, it's pointless to sell yourself without first selling your company. As a principal or executive, you need to tell a story that's bigger than your own career. Show how your company brings value, and then how you've contributed to that effort.

Battle of the "Read-Later" apps: Pocket vs. Instapaper

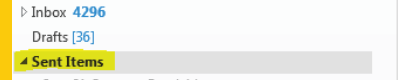
As it turns out, this duel is more about user preference than which app is better. Instapaper sports a clean, newspaper-like look that filters out ads, video and images. If you prefer reading text without distraction, this is your app. Pocket, on the other hand, displays images like a proud parent and flaunts colors behind bouncy animations. If you prefer the full multimedia experience, you'll like Pocket. Pocket also offers tagging, which some may prefer to Instapaper's organizing by folder. Each comes in a free version, which is more than adequate for most users. Bottom line? Pocket is best for multimedia, Instapaper is best for distraction free plain text reading.



NeoTip of the Month: How to Recall a Message in Outlook

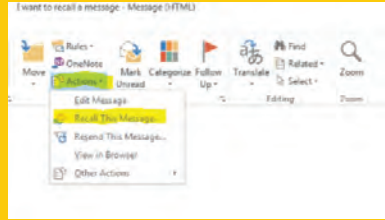
To recall a message without sending a revised message, do the following:

1. In Mail in the Navigation Pane, click Sent Items.

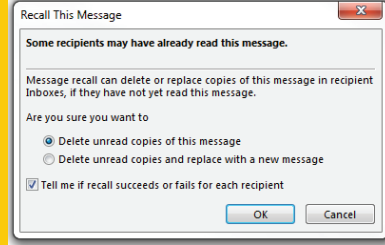


2. Open the message that you want to recall.

3. On the Message tab, in the Move group, click Actions, and then click Recall This Message.



4. Click Delete unread copies of this message.



Free Report Download

12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

You will learn: The only way to know for SURE your data can be recovered if lost, corrupted or deleted - yet fewer than 10% of businesses have this in place. 7 things you

should absolutely demand from any off-site backup service. Where many backups fail and give you a false sense of security. The No. 1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at
<http://www.neolore.com/free-stuff/reports/>

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Suzanne F! They were the first person to correctly answer last month's quiz question:

True or False, Web Content Filtering is generally handled using two methods; inline endpoint filtering.

The answer was

False!

Now, here's this month's trivia question (The answer can be found in this newsletter). The winner will receive a \$25 gas card!

Question, True or False: The best way to keep your organization safe from harm due to data loss is to verify your backup system by performing regular test restores.

Call (613) 594-9199 right now with your answer!