

TECHLORE

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

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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 problems finally and forever!”

-Jim Stackhouse
 NeoLore Networks Inc.

Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, “What's the big deal in keeping everything?” While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that

save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Also, industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

1. Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

2. Segment user populations. Use categories such as executives, back-office employees, sales and people who deal with the company's intellectual property and treat their data differently.

3. Be precise and consistent with data-retention policies.

4. Don't confuse backup with archiving. Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.



Free Report Download

4 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud

This report is going to talk about 4 very important facts you need to know before you consider cloud computing for your company. This includes:

1. What cloud computing is.
2. The pros AND cons of this new technology.
3. The various types of cloud computing options you have.
4. What questions you need to ask your IT pro before letting them "sell" you on moving all or part of your network and applications to the cloud.

Download your FREE copy today at www.neolore.com/free-stuff/reports



We're Talking Cloud, And It Ain't About The Weather—Cloud Basics You Should Know

With all of the buzz lately about everything being "in the cloud," you are probably wondering exactly what Cloud Computing is. First, take this easy 30-second quiz to determine if you are currently using Cloud Computing:

Question: Do you use any of the following services in your life?

- Gmail, Hotmail or other online e-mail services
- YouTube, Netflix or other streaming videos/movies
- Constant Contact, aWeber or other e-mail broadcasting services
- Salesforce CRM
- Facebook, LinkedIn, Twitter or other social media websites

- Just about any other website service that does not require you to install a program on your local computer to run

If you answered YES to any of the above services, then you are already using "Cloud Computing" today. Congratulations!

Basically, the web and cloud computing are to storing and processing data what the electrical grid and electric company are to plugging in your coffee maker: A more convenient, more reliable and less expensive way to access the "computing power" and resources you need to power the tools you use. You plug the coffee maker into the wall and everything just happens in the background to power the machine with electricity for a small fraction of the cost that you'd pay if you tried to generate electricity all on your own.

Recently, Microsoft released Office 365, which is a cloud computing or SaaS solution. The idea is that instead of a business having to purchase one or more servers, heavy-duty computer workstations, the Windows Operating System software, Microsoft Office and the technical support to install, configure and support a network (which can be very expensive), businesses now have the option of simply paying \$6 to \$24 per user per month and to access Microsoft Office via the Internet. While this service appears to be cheap, it's NOT necessarily the best solution for most small businesses. There are elements of this offering that must be considered as well as hidden costs that could ultimately make this cheap offering rather expensive.

If you want to know if cloud computing is right for you, visit our website at www.neolore.com/cloud or give us a call at 613-594-9199 during the month of July for a free, no-pressure, no-obligation cloud readiness assessment.



Shiny New Gadget Of The Month: Fuffr



Fuffr is an iPhone 5s case that comes complete with a fascinating feature; motion tracking and controlling capabilities. It has its own sensors that help it track movements made outside of the phone's touchscreen sending them back to the iPhone using Bluetooth.

This app can be used to improve games and other iOS apps allowing users to control

the device without actually touching the screen. The Fuffr can register all sorts of hand gestures including pinch to zoom.

Right now the case is still in development and is unavailable for purchase. Fuffr is currently seeking more developers to include Fuffr features in their apps.

In the meantime, you can check out a video of Fuffr in action here: www.youtube.com/watch?v=I1ncnN2PsnA

The Top 5 Movies Every Entrepreneur Must Watch

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.

The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, however you should.

2. Click

What You'll Learn: What it's like to fast-forward life.

The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never

stop pursuing your entrepreneurial and family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.

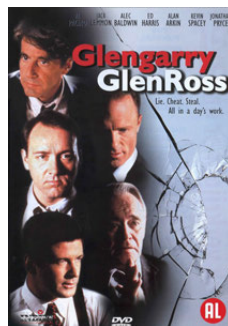
The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful and your business will flourish.



4. Office Space

What You'll Learn: If you don't like what you are doing, change.

The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. Also, if you already own a business, don't mess with Milton, he might just burn down your entire building.



5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.

The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.



The Lighter Side: A Summer Roast

Q: What did the pig say at the beach on a hot summer's day?
A: I'm bacon!

Q: What do you call six weeks of rain in Scotland?
A: Summer!

Q: How do you prevent a summer cold?
A: Catch it in the winter!

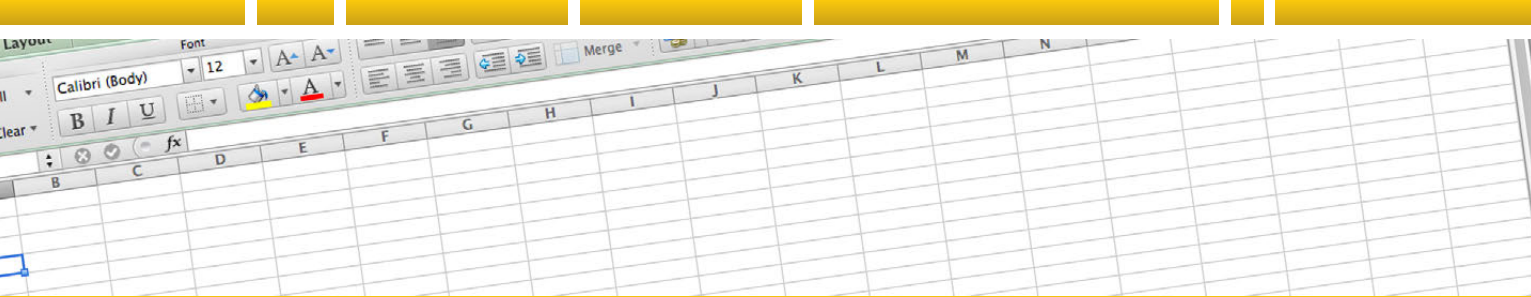
Q: What do you call a French guy in sandals?
A: Phillipe Phloppe.

Q: When do you go at red and stop at green?
A: When you're eating a watermelon.

Q: How do men exercise at the beach?
A: By sucking in their stomach every time they see a bikini.

Q: What do you call a dog on the beach in the summer?
A: A hot dog!

Q: Why do bananas use sunscreen?
A: Because they peel.



3 Microsoft Excel Functions Certain To Make Your Company More Productive

we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

1. Conditional Formatting.

Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will "pop out" based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.

2. CountIF, SumIF and AverageIF.

These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the supercool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.

3. Paste Special.

I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!



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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Sharon H! She was the first person to correctly answer last month's quiz question: How Many Downloads did the Microsoft Office for iPad App have in its first week it was released?

Answer: 12 Million

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

Name one of the popular services that use cloud computing.

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