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NEOLORE NETWORKS INC.

TECHLORE

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

INSIDE THIS ISSUE:

"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.

My Computer Network Doesn't Need Regular Monitoring And Maintenance, Does It?

This is probably one of the biggest and most costly misconceptions that many business owners have. Usually this is because they've been fortunate enough to never have encountered a major computer-related disaster, but that's similar to someone thinking they don't need to wear a seat belt when driving a car because they've never had an accident.

Computer networks are complex and dynamic systems that need regular updates and maintenance to stay up, runs fast and problem-free. In fact, it's surprising how fast a brand new computer will slow down after a few weeks or months of use without proper updates and maintenance. Here are just a FEW of the critical updates that need to be done on a weekly, if not daily, basis:

- Security patches applied – with NEW viruses and hacker attacks cropping up DAILY, this is a CRITICAL part of maintaining your network.

- Antivirus updates and monitoring.

- Firewall updates and monitoring.

- Backup monitoring and test restores.

- Spam-filter installation and updates.

- Spyware detection and removal.

- Monitoring disk space on workstations and servers.

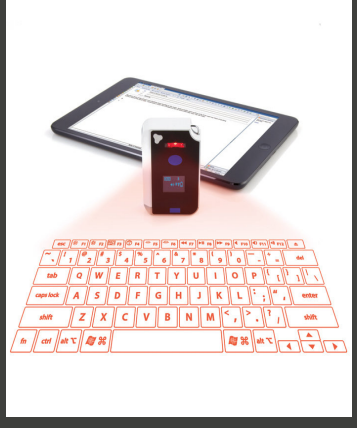
-Monitoring hardware for signs of failure.

- Optimizing systems for maximum speed.

A computer is just like a car: if you don't change the oil, replace the filter, rotate the tires, flush the transmission and perform other regular maintenance, it will eventually break down and cost you FAR MORE to repair than the cost of the basic maintenance – and cars are far simpler than a computer network!

Shiny New Gadget Of The Month:

Laser Projection Virtual Keyboard



Put the future at your fingertips with our virtual laser keyboard. This revolutionary little gadget uses state-of-the-art laser to project a virtual keyboard onto any flat surface. It tracks your fingers like magic using advanced optics and connects via Bluetooth to any Apple or Android device – it can even connect to your laptop!

You touch, it types. Transform any flat surface into an instant workstation and type up a storm any time and virtually anywhere you may want. The Bluetooth technology allows a quick and easy pairing with your tablets, your smartphones and most laptops, and this little device comes with a USB cord for easy charging. It can last up to two hours of continuous typing.

Get it first at www.Brookstone.com and show it off. It packs plenty of punch for $120.

What The Difference Is Between Disaster Recovery And Business Continuity And Why You Should Care

Face it, downtime is depressing, difficult, and downright dumb. You can't afford to lose business, customers, and your reputation because of failed computer systems. That's why it's so important to pay attention to Disaster Recovery (DR) and Business Continuity (BC).

Almost every business depends on secure, reliable computer systems. It doesn't matter if you're a retail estabilshment, an online business, or a service provider, you rely on technology in order to perform everyday functions.

The Costs of Downtime

The cost of downtime is significant. In this Internet-connected age, most companies lose money when their services are down. Customers cannot order products, so they go elsewhere for services. It's also difficult to communicate with people when your e-mail and web sites are inaccessible. Downtime hurts your competitiveness. Eventually your company's reputation can be damaged.

This is why Business Continuity is so much more important than simple Disaster Recovery practices. You want to prevent downtime instead of recovering from it.

So, what's the difference?

Disaster Recovery is simply one part of Business Continuity. The word "disaster" indicates a situation where continuity has been broken. If you are recovering from a disaster, your computer systems are down. Your business information systems essentially failed. Typical disruptions include planned, unplanned, intentional and unintentional events. A backhoe can snap a telecom line at a nearby construction site, for example. Malware or viruses might take down your local network.

Business Continuity describes the way you eliminate disruptions. That's the big difference between DR and BC. When hard drives, servers or networks fail, BC practices ensure that duplicate systems are in place. When downtime occurs, BC systems instantly switch to copies of the same data you have been using all along.

Smart Business Continuity Solutions

These days you have several options to help keep your computers running and your information available 24/7. Storage solutions that contain backed-up, redundant hard drives, like Network Attached Storage (NAS) and Storage Area Networks (SAN) help you recover in failure situations. Your users never see that a drive failed. Their data and applications are always available, even if hardware breaks. Similarly, modern networking technologies protect organizations from networking failures. Both these hardware solutions help you maintain business continuity when things break.

However many companies don't have the latest hardware and software installed. It's important to upgrade your systems in order to take advantage of the new solutions. You need to have a plan for dealing with natural disasters, hackers, viruses, legal threats and new rules governing data protection.

3 Business Continuity Considerations

Here are some key areas to examine:

1. Consider how important computer systems are to your bottom line. Do you rely on an internet connection for payment? If you lost your customer database, would that immediately impact your business?

2. Pay attention to your storage habits. Make sure all critical data is backed up to a central server in your office AND in another physical location. Your best option for offsite storage usually is a "cloud" backup solution.

3. Think about installing a local NAS or SAN device that has several copies of your data on separate disks. Many of these devices now also have built-in cloud backup solutions. Ultimately, the data and applications you use to run your business need to be protected. Consider them vital organs to the health of your business.

Please Contact NeoLore Networks Inc. to see how we can best help you create a Disaster Recovery or Business Continuity Plan (613-594-9199 or sales@neolore.com).