

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.

5 Smart Tips To Know Before Moving Your Data To A Cloud-Based Application

1. Back It Up!

Migrating data to any new location is a mess and anything can go wrong. Therefore, make sure you have good, recent backup copies of everything before you make the move.

2. Maintain An On-site Copy

At first, moving to the cloud can be a bit scary. What can help mitigate the risk (and the fear) is keeping a local, on-site copy of your data and network image on a NAS (network-attached storage) device. That way you have a local on-site copy in addition to the working cloud copy.

3. Have A “Plan B” To Access The Internet

One of the biggest questions about moving IT to the cloud is, “What if the Internet goes down?” To mitigate that fail point, have a business-class Internet connection as your initial and main way to connect, and then also have a second Internet connection service as a backup. If <<Rogers>> is your main connection, you might consider keeping a <<Bell>> wireless account as a backup.

4. Use It As An Opportunity To Do Some Housekeeping

You could just copy and paste your files from your local

machines into the cloud, but why not take this as an opportunity to re-evaluate the structure and organization of that data? Here are some ideas:

- Re-evaluate and/or update your file naming conventions and file organization. A good file naming policy will make it much easier to find

- Files and information. Also, consider reorganizing all the folders into smarter, more efficient categories.

- Consider who will be using what and what levels of permissions are required to access files. Revisiting your permission levels will help

keep sensitive data from falling into the wrong hands.

- Look at old files and consider deleting them or archiving them so they aren’t cluttering up your server and costing you money for storing and backing them up.

5. Phase The Move

Don’t try to migrate everything all at once. Create a transition plan and implement it. Make sure you move your files in bite-size pieces so that the changes are easy to digest for your clients, employees, partners and everyone else involved. This also gives you the opportunity to test the water before taking the plunge, and it allows you to put out one fire at a time instead of having all systems down or broken.

Free
Report
Download

What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

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



Two Basic Ways to Determine the Size of Your Market

Understanding the size of a potential market is all-important. If a market is too small, you can't make money, no matter how innovative your products or competitive the pricing. That's where a market analysis comes in. Here are two basic methods:

Top-down analysis:

Determine the total size of the market and then estimate your share of that market. Here's how a typical top-down analysis might go: "Let's see. I will sell a widget everyone can use, and since there are at least 3 billion potential users, even if I only manage to land 1% of that market I'll sell 30 million apps!"

Sound optimistic? That's how a top-down analysis usually sounds; it's like the stereotypical "2% of a \$1

billion market is \$20 million!" sales forecast made in hundreds of pitch meetings every year.

Bottom-up analysis: Estimate potential sales to determine a total sales figure. A bottom-up analysis evaluates where products can be sold, the sales of comparable products and the portion of sales you can gain. While it takes a lot more effort, the result is usually much more accurate.

Here's a quick example. Say you just developed a new external hard drive and want to determine if there is a profitable market that will sustain a real business.

1. Where are hard drives pumps typically sold? You decide to focus on specialty computer stores, at least at first, since landing shelf space at Walmart isn't particularly likely.

3. How many of those stores will be willing to stock your drives? Talk to as many as you can to see if they would be willing to carry your product. If you talk to 100 and 30 claim they will, be conservative and cut that number in half. If 15% of stores actually carry your product, that's 750 stores.

4. How many drives does a shop sell over the course of a year? Say the stores average 200 total drives a year. Every shop carries a variety of drives, so assume you can sell 30 drives a year to each shop.

The final math is easy: 750 shops times 30 drives per shop equals 22,500 drives a year.

The key to sizing up your market is to stay objective and make an honest and unbiased evaluation of how viable your product or service will be. Always go into business with realistic expectations — that way the only surprises, at least where sales are concerned, will be pleasant ones.



Shiny New Gadget Of The Month: 3Doodler



The 3Doodler makes 3D printing accessible to anyone with some time and a little creativity on their hands. It is an instant 3D printing pen, letting you draw whatever you want in real time and real space, allowing your imagination to soar in any direction. It is very easy to use; users stick resin into the back, then select the speed at which the resin comes out. As the resin is heated users

can shape it however they like, and takes only a few seconds to dry.. Anyone who can doodle on a page can use this pen, making it suitable for kids and adults alike, making it a simple and accessible form of 3D printing for everyone. It retails for only \$99, making it a fun and affordable gadget for anyone.

www.3doodler.com

Barn Movers

In 1981 Donna and Herman Ostry bought a farm in the small town of Bruno, Nebraska, about 60 miles outside of Omaha. The farm came with a big barn that had been built back in the 1920s and also had a nice little creek that flowed through their property. The creek was both a blessing and a problem for the Ostrys. It was great to have readily available water for their farm animals but it also flooded a lot during heavy rains. The barn floor seemed to always be wet and muddy, and then in 1988 they had a huge flood where the water rose about 30 inches up the side of the barn walls.

The Ostrys desperately needed to move the barn to higher ground, but the cost to contract with a company that has both the capability and equipment to move a barn of this size was prohibitive. One night, sitting around the dinner table, Herman Ostry commented that if he had enough people he could pick the barn up and move it to higher ground. Everyone laughed off the comment as silly ... everyone except his son Mike.

I wonder if "young" Mike knew that people scoffed at the idea of traveling 30 miles per hour on a railroad car. People actually thought that traveling that fast would stop the circulation of the blood. I wonder if "young" Mike knew that Eli Whitney was laughed at when he showed his first cotton gin, that Thomas Edison had to install his electric light free of charge in an office building before anyone would look at it or that Samuel Morse had to plead before 10 Congresses before they would even look at his telegraph (which revolutionized communication). Maybe "young" Mike just thought ... WHY NOT... and then he set out to figure out a way to make his Dad's statement a reality.

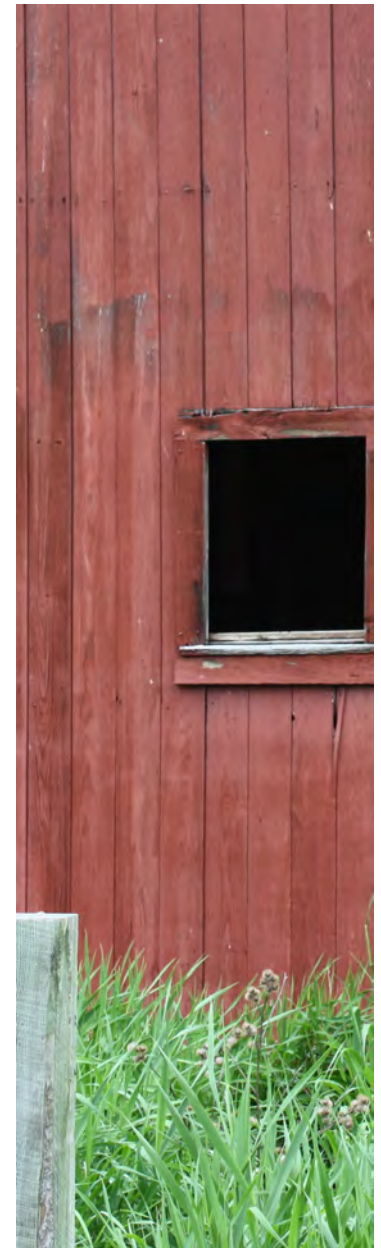
Young, inexperienced, doesn't-know-any-better Mike did some calculations and figured out that the barn weighed about 17,000 pounds. He then figured out that he could design a steel grid system that he could place under the barn that would weigh another 3,000 pounds. So, the total weight that would need to be lifted was 10 tons. "Young" Mike figured if he could gather up about 350 people, they would all need to only be able to lift approximately 50 pounds each.

Mike presented his calculations to his dad, and they both

thought it would work. Mike and his dad got a little lucky on the timing when they presented their idea to their small town. Nebraska was getting ready to celebrate its centennial, and the town of Bruno had put together a committee of townspeople to decide on different things to do for the celebration. Mike and his dad convinced the town to make the barn moving a part of the celebration. The word got out and over 4,000 people from 11 states witnessed the event.

A little before 11 a.m. on July 30th, 1988, in front of the local television cameras, 344 people moved the barn 143 feet up a gentle slope to its new foundation. All in all, it took 3 minutes to move the barn. So, the next time somebody hits you with an idea that you think is silly or maybe even impossible ... think again, and never discount the POWER of TEAMWORK.

Relive this idea again in your head. Someone in a meeting says, "Let's move a 17,000-pound barn 143 feet up a slope, and do it in less than 3 minutes, using no machinery." Now, that idea sounds pretty impossible and far-fetched to me. But a need, a desire, a creative mind, a well-designed plan and a giant team, all working together, made it happen.





The Lighter Side:

How Balloons Teach Teamwork

Once, in a seminar of about 50 people, the speaker decided to change his presentation to prove a point. He decided to do a group activity. He gave each person a balloon and asked them to write their names on it with a marker. All the balloons were gathered up and

put into a small room. The attendees were all let into the balloon-filled room and were asked to find the balloon with their own name on it within 5 minutes. As expected, everyone was frantically searching for their name, colliding with each other, pushing around others and creating utter chaos. At the end of the 5 minutes, no one had found their own balloon. The presenter then asked the

attendees to randomly pick up one balloon and give it to the person whose name was written on it. Within minutes, everyone had their own balloon. "This is what is happening in our lives," the presenter explained. "Everyone is looking frantically for their own happiness, not knowing where it is." Our happiness lies in the happiness of others. Give happiness to other people, and you shall find your own. This is the purpose of human life.



Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operation system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber-security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running

if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

- No further updates or security patches released. 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.

- Loss of compliance. Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.

- Increased security risks. Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.



Free Server 2003 Migration Plan Gets You Started
As your preferred Microsoft Partner, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at 613-594-9199 or go online to: <http://www.neolore.com/>

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Andrew H! He was the first person to correctly answer last month's quiz question: How much time should you give for your internet and telephone connections to be installed following a move?

A: 6 Weeks

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: What is Microsoft Windows Server 2003's end of support date?

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