



TECHLORE

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

INSIDE THIS ISSUE:

Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?	page 1	Don't Be a Domino Pusher	page 3
Free Report Download	page 2	The Lighter Side: Truely Random Facts	page 4
Could Terrorists Really Use Software To Crash Your Car?	page 2	3 Expensive Missteps You're Probably Making With Your Data Backups	page 4
Shiny New Gadget Of The Month: Nest Learning Thermostat	page 3	Monthly Trivia Questions: Win a \$25 Gas Card!	page 4



“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.

Which Of These 4 Cloud Computing Solutions Is The Right Fit For You?

Most likely you've heard all of the commotion around cloud computing and know that it's the “Next Big Thing” in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help their business. “What are my options?” and “What is right for me?” are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1. Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various

devices (laptops, desktops, iPads, phones) via the Internet.

2. Hybrid Cloud: Although “pure” cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

3. Point Solutions: Another option would be simply to put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.

4. Public Cloud vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared

infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don't want their data held in a public environment. Keep in mind that there is no “perfect” one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company's needs and business requirements.

Free Report Download:



If You Are Considering Cloud Computing For Your Company Don't, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important

that you get and read this special report, "4 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud".

This report will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 3 little known facts that most IT consultants don't know or won't tell you about cloud computing that could

end up causing you MORE problems and costing you more money than you anticipated. Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today:
<http://www.neolore.com/free-stuff/reports/>



Could Terrorists Really Use Software To Crash Your Car?

A recent AOL online article titled "The Scary Truth Of How Terrorists Could Crash Your Car" freaked a lot of people out by implying that terrorists could easily hack into your car's computer systems and wreck your car (or hundreds of cars at a time) at speeds exceeding 100 mph. While that is a scary thought to consider, the facts are quite a bit less severe than the article suggests. Nothing like some great sensationalist journalism, eh?

What really are the facts? Could you really be hacked driving your car?

- Cars are more and more dependent on software and electronics to run everything in the car, including GPS, music, brake systems, your power train, throttle and more.

- A new car is a rolling computer with 80 to 100 microprocessors and 100 million lines of software code.

- Researchers from the University of Washington and UC San Diego recently were able to successfully hack into an ordinary sedan, lock and unlock the doors, turn the engine on and off and listen to a conversation going on.

- In another experiment, researchers compromised an auto repair "pass-through device" that helps technicians diagnose problems, which then allowed them to install software on every car that touched that device, potentially allowing them to control a wide range of auto functions on those cars.

- New studies are being done on how to use wireless connectivity in cars to help avoid accidents, route traffic more effectively and make our travels even safer (over 90% of accidents are due to human error, and smarter cars can potentially fix that).

But the truth of the matter is that, although cars are packed with computers, very few systems can currently be controlled wirelessly from outside the car. In all reality, someone would likely need to install an additional attachment to your car's computer system to really take it over. Stay tuned, however, as I'm sure that this is going to be an ongoing discussion for many years to come.



Shiny New Gadget Of The Month:

Nest Learning Thermostat



The Nest Learning Thermostat is an electronic, programmable, and self-learning wifi-enabled thermostat that optimizes the heating and cooling of homes

and businesses in order to conserve electricity. And if the company's claims are correct, this smart little device can save you 20% off your energy bill each year.

Nest is built around an operating system that allows interaction with the thermostat via its easy-to-use control wheel or through your iPhone, iPad, Android phone or computer. Control your thermostat anywhere with an easy-to-use interface. This smart thermostat can determine whether or not you're

around or whether the sun is shining on the thermostat and instantly adjust accordingly—saving your money.

Since the Nest is connected to the Internet, you can instantly access your device settings or energy history and schedule from any device, anywhere.

The Nest thermostat is available online for \$249 at www.nest.com,

Don't Be a Domino Pusher

You can line up DOMINOS in a beautiful pattern and spend hours doing it ... but all you have to do to knock them all down is PUSH over the first one (the lead domino) and the rest will follow. The same is true about a business. You can spend years and years building up a great business with a super reputation and one employee can cause a customer to never do business with you again. One employee can PUSH a customer the wrong way and run them off ... in other words ... they knocked down one DOMINO. But, could that one upset customer cause other customers to follow them?

In today's society of instant global communication, one upset customer can put the story out over the internet of your RIP-OFF ... AWFUL SERVICE ... UNFAIR TREATMENT ... and seriously hurt your business. PUSHING the one DOMINO can sometimes cause a whole lot of DOMINOS to fall ... maybe all of them.

We found out today the appliance repairman who works for the company that has done ALL of our warranty work tried to pull a fast one on us, a \$2,964.00 fast one.

Before I spend that kind of money, I think a second opinion is in order. So, we got the name of a really talented repairman who had done work for our neighbor and had him diagnose the problem. He said it would only cost \$74.96 to fix the problem. He had it fixed in less than one hour.

We had purchased ALL our appliances for our home from the first repairman's company and they had done ALL the previous small repairs for warranty work ... but out of warranty ... BANG! ... time to soak the stupid consumer who has no idea what is wrong. That repairman is right. I don't know about appliances, but I do know how to dial a phone. I do know how to go online and get other opinions. I do have neighbors who may have had similar problems.

Now, what damage has been done by the first repairman? TRUST has been destroyed. CONFIDENCE in what the first repairman (and his company) says is now a thing of the past. Will I ever do business with them again? No! There are a lot of other companies who sell and service appliances. Will I tell my friends about what happened? You bet I will. Will they

believe me? They sure will. More customers will be lost because of what happened to just one customer.

Every single day companies PUSH over dominos (customers) not realizing the potential damage that might be caused. I would suggest you start handling every customer like they are that Lead Domino who can possibly knock them all down. If you handle your customers with the care and honesty they deserve, then you won't have to worry about other dominos falling (customers leaving).

Your customers aren't obligated to do business with you. You need to assume your customers are always teetering, swaying, wavering ... getting ready to fall over (go somewhere else) if you push them the wrong way ... and on their way down they might just knock over some other dominos (customers) as well. Are there any DOMINO PUSHERS in your company? You better hope not.





The Lighter Side: Truely Random Facts

• If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.

• The numbers '172' can be found on the back of the U.S. \$5 dollar bill in the bushes at the base of the Lincoln Memorial.

• President Kennedy was the fastest random speaker in the world with upwards of 350 words per minute.

• In the average lifetime, a person will walk the equivalent of 5 times around the equator.

• Rhode Island is the smallest state with the longest name. The official name, used on all state documents, is "Rhode Island and Providence Plantations."

• Elephants are the only mammals that can't jump.

• When you die your hair still grows for a couple of months.

• Every year about 98% of the atoms in your body are replaced.



3 Expensive Missteps You're Probably Making With Your Data Backups

1. Not Doing A Reverse Backup. If you use any line of business application in the cloud to store data – including accounting records, client files, etc... you should be backing ALL of that data back to your location on a regular basis. How frequent? That depends on how much you are willing to lose. If you could lose a week of data, then backup weekly. If the thought of that puts you into fits, then backup daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don't risk it!

2. Depending On Employees To Save Data To Your Server. Many offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being backed up; and if you're depending on them to remember to do it, you're asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone's memory.

3. Having A Single Point Of Failure. If you're still using outdated tape drives (and we hope you're NOT) you might discover that nobody can remember the

password to access the data on it. Or there may be only one person in the organization that knows where your data is being backed up and how to access it. A smart move would be to walk through a couple of "what if" scenarios to see if you actually have what you need to recover your data.

Having a good, reliable backup and disaster recovery plan are essentials for every business that should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want

the cheapest parachute strapped to your back? Of course not – and that doesn't mean you need to spend an arm and a leg for the most expensive one either.

CONTACT NEOLORE NETWORKS TODAY TO MAKE SURE YOUR BACK UPS ARE DONE PROPERLY
613 594 9199



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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Bob S! He was the first person to correctly answer last months quiz question: How much does the "I'm Feeling Lucky" button cost Google every year?

d) \$110,000,000

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

What % of car crashes are caused by human error?

a) 95% b) 90% c) 85% d) 80%

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