

Technology Times

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

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"As a business owner, I know 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!"

– Val Aubry
Main Street
Software, Inc.

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What Is "Cloud Computing"?

Cloud computing refers to the "next evolution" of the Internet and how users (you and me) access, store and work with applications, files, e-mail, data and more. Instead of having all your files and applications stored on a PC or laptop, cloud computing puts this workload onto a high-speed, high security server that you access via any Internet connection or device. Why do this? Several reasons:

1. You can connect to your files and applications from anywhere on (practically) any device.
2. You'll save a lot of money on IT support, maintenance and software since those responsibilities are assumed by your cloud provider.
3. You only pay for the applications, storage and software you use. A good comparison for this system is the way you access the electricity that runs into your home or office. To use it, you just plug the appliance of choice into any outlet. Like electricity, which is metered, with cloud computing you just pay for the services you use.
4. Most cloud solutions offer instant backup and the ability to be back up and running again fast. Since your files and applications are hosted online, a failed server or PC won't put you out of business, and the chances of a data center going down (the place where your files and apps are stored) is very, very slim.



Chances are you're already using cloud computing without even knowing it. If you bank online, access an e-mail service like Yahoo! Mail or Gmail, or use an e-mail broadcasting service like ConstantContact, you're using cloud-based apps (also called SaaS or "software as a service").

Many businesses are moving to cloud computing because it frees them from having to install, maintain and upgrade expensive, overblown PCs that cost a lot to maintain. It also makes adding and removing users (or employees) quick and easy since you simply pay for what you use each month and nothing more. Other advantages include unlimited storage, automatic backups, higher-level security and the ability to access your information from any device anywhere. Plus, cloud-based networks don't require the ongoing maintenance that traditional server-workstation networks require.

However, not every application or situation is suited for the cloud. While many line-of-business applications still can't be hosted in the cloud and require a commercial-grade Internet connection with a backup such as DSL or cable, there's no doubt that cloud computing is here to stay. Advances are being made rapidly to make it the better solution for most businesses. Of course, we're here to help you understand your options and the pros and cons.

See insert for our "Cloud Computing Solution".

More information on Office 365 will be provided in our July issue.

Shiny New Gadget of the Month:

mobileme

If you're a Mac device junkie and have a Mac at home, a PC at work, an iPhone in your pocket and an iPad in your car, check out MobileMe. This software allows you to store email, contacts and calendars — even shared ones — in the cloud and automatically keeps them in sync across all your devices.

Other cool features include the ability to remotely locate a lost iPhone or iPad. And if you're certain it fell into less-than-honest hands and you don't think you'll be getting it back any time soon, you can remotely wipe the device clean of all your data.

The Gallery enables you to create a beautifully displayed online gallery of your photos and share them with others in just a few clicks, allowing your friends and family to add photos of their own. And the iDisk app gives you the power to store and share large files online as well as access them remotely.

MobileMe costs only \$99 for a year's subscription and \$149 for a family pack that gives you one individual account with 20GB of storage and 4 family accounts with 5 GB of storage. Not sure if it's right for you? Then sign up for a free 60-day trial at: www.apple.com/mobileme

June Trivia Challenge

The Grand Prize Winner of May's Challenge is...

Karen Remley from Central State Distributors in Harrisburg. She correctly answered our question:

What was put on sale for the first time in May of 1886?

The answer was... **b) Coca-Cola**

Congratulations, Karen!!!

She won a beautiful boutique of flowers.

Now, here's your chance to win a small soft-side insulated picnic cooler.



This Month's Trivia:

What inventor averaged one patent for every three weeks of his life?

- A) Thomas Edison
- B) Benjamin Franklin
- C) Alexander Graham Bell
- D) Nikola Tesla

Call now with your answer:

717.898.2946

Email your answer to Amy:
amy@mssinc.com

Must answer by June 24th to be eligible

Please note: One prize per entrant per quarter.

How To Get A List Of Ideal Prospects For FREE

With LinkedIn.com, you can build lists of people who match your ideal prospect – and even get introductions – all for the cost of a few clicks.

For example, if you want to reach the HR managers at companies in a certain geographic area, simply go to LinkedIn and follow these steps:

1. Set up an account and connect with your clients, friends and vendors. The more "connected" you are online, the easier it will be to get introduced to new prospects.
2. Click on the "Advanced Search" link located near the main search form.
3. Customize your search by entering in the industries, title, location and keywords that would be related to the prospect you are looking to find. For example, you could enter "HR" or "Human Resources Manager" in the title search, and then narrow your results down using the "Postal Code" lookup and "Within X Miles" setting.
4. Unless you want a particular industry, leave that area unchecked.
5. When the list comes up, do a sort by "Relationship" so that those with the closest relationship to you or your contacts are ranked towards the top. If you find someone you want to connect with, look for people YOU know who can introduce you.

7 Simple Ways To Keep Your iPad Secure



- **Don't leave it lying around** Although this is common sense, you've probably violated this rule more than once. iPads are easy targets for thieves, so don't let it out of your sight when in a public place – and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen iPad.
- **Use a passcode** Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information.
- **Consider enabling automatic data erasing** You can configure your iPad to erase your data after 10 failed passcode attempts. Clearly this is not a good solution for anyone who constantly forgets a password or those who have kids who might try to endlessly log in to use your iPad.
- **Sign up for MobileMe** As mentioned opposite page, this software will allow you to locate a lost iPad and, if it's not recoverable, you can remotely wipe the device of your private information.
- **Limit its capabilities** You can set your iPad to restrict certain functions such as access to Safari, YouTube, installing applications and explicit media content using a passcode. In the corporate world, an IT administrator could set these restrictions for company owned devices. At home, you can use this to restrict what your children can do with your iPad.
- **Install software updates** As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.
- **Only connect to trusted WiFi networks** Public WiFi's are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.



The Lighter Side...

The World's Funniest Real Ads

Believe it or not, these ads actually found their way into newspapers all over the world.

- Braille dictionary for sale. Must see to appreciate.
- FOR SALE BY OWNER: Complete set of Encyclopedia Britannica. 45 volumes. Excellent condition. \$1,000.00 or best offer. No longer needed. Got married last weekend. Wife knows everything.
- For sale, Hope Chest, brand new, half off, long story.
- Christmas sale. Handmade gifts for the hard-to-find person.
- Wanted, man to take care of cows that does not smoke or drink.
- Three-year-old teacher needed for preschool. Experience preferred.
- Tired of working for \$9.75 per hour? We offer profit sharing and flexible hours. Starting pay \$7 -- \$9 per hour.
- Our sofa seats the whole mob and it's made of 100% Italian leather.
- Nordic Track \$300 hardly used, call Chubby.
- Joining nudist colony! Must sell washer and dryer \$300.
- Free puppies: 1/2 cocker spaniel, 1/2 sneaky neighbors dog.
- Snow Blower for sale...only used on snowy days.
- Bill's Septic Cleaning: "We Haul American-Made Products"
- Cows, calves never bred...also 1 gay bull for sale.
- Nice parachute - Never opened. Used once.



Products & Services We Offer:

- ◆ Small Business Network Support
- ◆ Offsite Desktop & Network Monitoring
- ◆ Network Upgrades & Implementation
- ◆ Virus Protection & Removal
- ◆ Network Security & Firewalls
- ◆ Hosted Exchange
- ◆ PC Repair & Troubleshooting
- ◆ Backup Disaster Recovery
- ◆ PC's & Networking
- ◆ Accounting Solutions
- ◆ Programming Services

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We are proud partners of the WAC Consulting Group

Independently owned companies sharing expertise & enhancements to better serve our individual accounting customers' needs.



How Exposed Are You Online?

Is privacy in America dead? With all the camera phones, online tracking software and social media sites, you can pretty much bet on it. But that doesn't mean you can't protect yourself.

For starters, go to Google Maps and search on your name to see if they have a picture of your home mapped out. If so, you can request to be removed. Next, set up a Google alert for your name (and company name if you're a business owner). Google will e-mail you any time something is posted about you with a link so you can keep an eye on reviews, photos, etc. Next, go to www.Spokeo.com and search on yourself – you might be shocked at how much information is posted about you, your home, your income and personal life. You can request to be removed from this site by going to www.spokeo.com/privacy.



Welcome My Newest Clients & Friends!

- Pam Danhoff
- Fred Kaylor
- Hillyard Service Systems
- Carolyn Smith



Referral Program

We will pay you **\$25** for anyone that you refer to us that becomes an appointment.

When you give us a referral that becomes a new client, we'll pay you **\$75 more** and give your referral **\$100 off** their first purchase of \$500 or more.



We Want Your Input!

We want to hear from you! Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

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