

Technology Times

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

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March 2011



"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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MARCH 13TH



Client Spotlight: Apex Advertising, Inc.



"We can now rest assured that our IT requirements are being handled 24/7/365 and that gives us great peace of mind..."



Spring cleaning is the period in spring time set aside for cleaning a house, normally applied in climates with a cold winter. The most common usage of spring cleaning refers to the yearly act of cleaning a house from top to bottom which would take place in the first warm days of the year typically in spring, hence the name. However it has also come to be synonymous with any kind of heavy duty cleaning or organizing enterprise.

Spring Cleaning was embraced at Apex Advertising when we hired Main Street Software to organize and review our internal IT infrastructure. We chose Main Street Software based on several

factors. We liked the way they outlined the strategic plan for hardware and software management that would take place over the next few years. They provide documents that are understandable and easy to follow. Their initial "Spring Cleaning" showed us we had equipment on contract that was out of warranty, not being used, missing updates, flashing signs of distress. Main Street Software came into Apex and clearly identified what needed to be done on a 911 basis, took care of that triage and now monitors our systems on a daily basis. Their total care service plan gave Apex Advertising the trust and confidence in our IT infrastructure. As a business owner, we have appreciated the excellent communications from Main Street Software detailing how the transition would take place from our previous IT

provider. This included a schedule, a list of responsibilities, and the result was a transition that was smooth and transparent. Not one of our employees had a glitch. We now see reports on a consistent schedule featuring what the techs at Main Street Software see on a daily, weekly, monthly or as needed basis. Apex Advertising can now rest assured their IT requirements are being handled on a 24/7/365 basis. This gives us great peace of mind as we move ahead into our 20th year.

Apex Advertising was established in 1991. Apex was named a "Best Place to Work" in 2008 by The Counselor Magazine. Apex is a privately held company with 24 employees located on Old Tree Drive in East Hempfield Township with offices in Philadelphia, Richmond VA, and San

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March Trivia Challenge

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

Anne Marie Williams of Kairos Health Systems, Inc. She correctly answered our question:

In what year did Hallmark make its first Valentine card?

The answer was **d) 1913**

Congratulations, Anne Marie!!!

She won a Big Tin of Chocolate.

Now, here's your chance to win an Oxalis (shamrock) plant!

Please note: One prize per entrant per quarter.



This Month's Trivia:

According to legend, what did St. Patrick drive out of Ireland?

- A) Witches
- B) Leprechauns
- C) An SUV
- D) Snakes

Call now with your answer: **717.898.2946**

Email your answer to Amy: **amy@mssinc.com**

Must answer by March 21st to be eligible

4 Questions About Backups That Business Owners Should Know The Answers To

The old saying, "Pack your own parachute," comes to mind when I think of data backups or, more specifically, data RECOVERY. However, how many people actually know how to pack their proverbial data backup "parachute" and instead rely on someone else – be it an employee or vendor?

If that's you, read on. Since the absolute WORSE time to check your backups is AFTER a data disaster, all company CEOs ought to know the answers to the following questions NOW so they aren't unpleasantly surprised later when data gets erased and they're scrambling to get back up and running:

1. Where EXACTLY is your data being backed up, and how do you get access to it? If it's being hosted in a remote place, you ought to have the account information and a direct contact you can call if your vendor or employee goes missing with this information. Ideally, it should be in your network documentation that is kept in your operations manual or somewhere you can easily access it if necessary.

2. Who's responsible for monitoring the backups to make sure they are working? When data is lost, the finger pointing starts. It's not uncommon to hear, "Well I thought (they/he/she) was in charge of our backups!" only to discover that this person (be it a vendor or employee) actually has no idea that they had such an important responsibility. Keep in mind that many offsite backup companies allow you to store your data there, but they won't

agree to ANY responsibility for whether or not the data is being backed up correctly, completely or in a format that can be restored.

3. How often do you run a test restore? The only way to know if your backups are working properly is to conduct a test restore or "fire drill" of your data. We recommend running this once a month at a minimum to verify that you can actually restore from your backups in an emergency.

4. If your data is lost, what's the process required to restore it? Some business owners don't realize that their raw data backups would take a LOT longer to restore than they imagine. If you are not "imaging" your data (a process that takes a snapshot of your server as is) you will have to reload all of your software, set up the network, reconfigure your settings and THEN restore the data – a process that can take the better part of a week PROVIDED you still have your original software discs and licenses.

Our Free Backup Assessment will give you the answers to these critical questions. If you don't know the answers to these questions, give us a call to schedule a FREE inspection of your backup process. At a minimum you'll know for sure that your data is safe and in a format that can get you back up and running again FAST.

Call: 717-898-2946 or e-mail us at: info@mssinc.com

Diego CA. The company provides imprinted business gifts, e-commerce company stores, fulfillment, embroidery and over 800,000 different products. Tee shirts, Pens, Sport Shirts, Jackets, USB Drives, Key Tags, Picture Frames, Chocolates, Smoked Turkey, Fleece, Caps, Calendars, Umbrellas, Shopping Totes, Golf Balls, Embroidered Clothing, Seminar Pads, Trade Show Handouts, Beach Towels, Magnets, Decals, Ring

Binders, Lanyards and 799,988 other items can be produced with your logo, with delivery on many items in 24 hours. We can produce one embroidered shirt or 100,000 pens for a new product introduction. We can deliver a TV in every size. Need sales awards, employee service awards such as a watch or ring, we'll have them delivered on time. Need special packaging, no problem. Seat Cushions, mini-soccer balls, balloons, crystal

awards, calculators, portfolios, leather desk pads, floor mats 4 feet or 400 feet long with your company name, lapel pins, rubber wrist bracelets, say that three times real fast... if you can think it....Apex Advertising can deliver it. Give the Imprinted Business Gift People at Apex Advertising a call.

You can reach Frank at 717-396-7100 ext 114 or frauch@apexadv.com. Or visit their website at www.apexadv.com.

* **Apex Advertising, Inc Special Offer** *
* **Free embroidery set up with any Eversole Run clothing purchase.** *
* **Offer expires 11-11-11.** *



Shiny New Gadget of the Month: www.RescueTime.com

This month's "Gadget" is not an electronic device. It's an online tool I'm sure you'll be interested in checking out.

RescueTime is a web application that tracks where you spend your time while working on your PC and then reports how productive you are based on what you consider productive time. Want to know how much time you REALLY spend checking e-mail, watching YouTube videos or on Facebook? RescueTime will tell you. After you've let it collect some data, you can



go back to the site and tag various activities such as "work" or "fun time" to better track where your time is going every day. You can also set goals for yourself on how much productive versus unproductive time you should be spending every day and get notifications when you aren't hitting your goals.

They offer a free version you can download or a paid version that will track the productivity of your employees or a team of people.

March "Morning Coffee" Meetings *Mark Your Calendar!!!*

15TH

8:30am - 9:30am

"Free Audit of Your Voice and Data Costs, Saving You Money"

We invite you to join us and guest speaker Casey Roe from Mid-Atlantic Communication Consultants. He will be discussing his free audit on your phone system and internet connectivity which could save you money.

Seats are limited, so register now!

Email amy@mssinc.com to reserve your seat.

17TH

8:30am - 9:30am

"Backup and Disaster Recovery - Why This Is Important To You"

If you still have a tape backup or if your business would suffer if your server was down more than an hour—attend this event. Seats are limited, so register now!

Email amy@mssinc.com to reserve your seat.



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.



3 Reasons To Have A Blog (Even If Nobody Reads It)

Building a massive following online is no easy task. But before you give up on your company blog due to the disappointing number of people who read and comment on it, here are 3 reasons to reconsider:

Search Engine Optimization. If for no other reason, blogging weekly about a particular topic will work wonders for your search engine optimization. Make sure your blog entries frequently include the keywords that people are likely use when searching for your services online, but avoid spamming the blog (overusing the words). There's no scientific percentage here; just don't repeat them so often that your writing seems unnatural to your readers.

Free PR. The media is constantly surfing the web for content and for experts who can provide content and commentary. All it takes

is one reporter to find you online and you could get tons of free publicity. You can bolster your chances of getting mentioned by writing about current events in the world or local news. For example, if you sell insurance and a hurricane or other natural disaster hits your town, you should blog about useful tips for people submitting claims to their insurance agents or how to determine how much insurance you should have, etc.

Indirect Selling. Writing stories about projects you are working on, clients you're serving or case studies is a great way to showcase your expertise and "indirectly" sell services. Of course, you can also use your blog for new product or service launches and get direct input from clients and prospects on new products and services they want to see.

Welcome My Newest Clients & Friends!

- **Serena Riedel**
- **Gereldine Cosgrave**
- **Chris & Katina Clugston**
- **Steam Into History, Inc.**
- **Carla Shenk**
- **Anne Lloyd**
- **Eileen Hull**

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!

- ◆ Email: amy@mssinc.com
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- ◆ Fax: 717-898-3087