

TECHNOLOGY TIMES

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

Xerillion & HP K1 Racing Event

Join Wayne & HP on September 15th for an action-packed afternoon.

Learn how HP is making things better for small business and why you should start obtaining computers with Windows 10 operating systems.

Click to register:

[https://](https://www.eventbrite.com/e/xerillion-k1-racing-event-vip-invite-only-tickets-26781455053)

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Betting The Farm Your Backups Are Safe?

It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on *Toy Story 2* noticed that Woody's hat started disappearing. Then his boots... Then all of Woody - gone! Other characters started disappearing too.

A rogue command in their system

had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, *Toy Story 2* was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to



August

Wayne Chapin
President
Xerillion

Did you know...

The Olympics selected Microsoft Azure to provide live and on-demand streaming for its production of the 2016 Olympic Games in Rio?

Microsoft Azure will provide a record 4,500 hours of online content, making it easier for viewers to find content.

another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in

possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could

handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until <DATE> we're offering our complete audit, normally valued at \$297, free to companies here in the <CITY> area.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with Datto's backup and disaster recovery.

Call 847-995-9800 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

"Everything had been tied into that one database. And no backup."

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

WORK FROM HOME GAMEPLAN

"The Ultimate Small Business Guide To Setting Up A 'Work From Home' System For Your Staff"



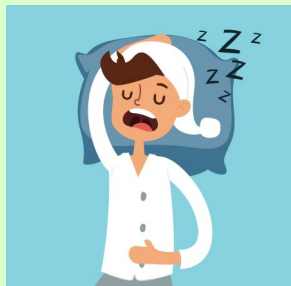
Secrets Every Business Owner Must Know Before Installing A 'Virtual Network' To Allow Employees To Work From Home, On The Road, Or From A Remote Office

You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at www.xerillion.com/WorkFromHome

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm Of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.

Xerillion & HP K1 Racing Event



On September 15th, Wayne Chapin, President of Xerillion and HP will be hosting an event for Xerillion clients at K1 Racing in Addison.

During the event Wayne & HP will be presenting :

- Exciting new products from HP
- Why to start obtaining computers with Windows 10 instead of Windows 7
- Xerillion's recommended line of HP laptops and desktops
- Xerillion's recommended line of servers from HP
- What kind of company should move to the cloud, and which type of company should have an on-premise server.

Seats are extremely limited, please register now to reserve your space.

Click to register:

<https://www.eventbrite.com/e/xerillion-k1-racing-event-vip-invite-only-tickets-26781455053>



Windows 7 Extended Support Phase

Windows 7 is in extended support which means Microsoft will no longer update the operating system, only patch it. Would you like to talk about a gradual refresh of your older windows 7 laptops and desktops? Call or email Wayne to discuss your options, 847-995-9800 or Ask@Xerillion.com.

Here are 3 ways LinkedIn can generate new business for you.

1) Above all, earn the ask. The more value you provide in the relationship, the more "right" you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn's search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.

-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of software

that gets into your computer through stealth means – even if it's a premier operating system – then Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn't been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer's configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c'mon, tell us that's not malware!

-ComputerWorld.com

Imagine owning the domain rights to Google.com - even for just 60 seconds...

When Babson College MBA student

Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn't take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they'd cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells "Google."

-DigitalTrends.com

Is the IoT a "Clear And Present Danger"?

According to a U.S. government report, the "Internet of Things" could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn't whether it's good or not ... it's how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com

Who Else Wants To Win A \$10 Gift Card?

One of the first computer science PhDs was earned by:

a) Henry Kissinger b) Sister Mary Kenneth Keller c) James McDivitt d) Leonard Nimoy

**Call 847-995-9800 or email
Ask@Xerillion.com with your answer!**