This Month's News:

April 2016

This monthly publication provided courtesy of Paul Riendeau, CEO of Southern New England Computer Services.

"With Windows 10 rolling out across the globe, now is the time to make sure your backups are in place and running right! If you are thinking of performing any upgrades to your network, make sure your backups are up to date to avoid any possible data loss and downtime associated with it."

Will Your Backups Be There When You Need Them?

When the livelihood of your business depends on data stored in your computer network, you simply cannot afford to leave anything to chance. Data preservation and the ability to retrieve it at any point in time is the foundation of business continuity.

Yet the facts about backup failures are shocking:

- According to the Boston Computing Network, 31% of PC users have lost data due to events "beyond their control."

- Analysts at the Hughes Marketing Group found that 40% of businesses that experience a critical IT failure go out of business within one year.

- In a recent Gartner study, only 35% of backup tests were successful.

Some of the more common reasons for backup failures include unintentional formatting of a hard drive, accidental data deletion, malware or virus attack, firmware corruption, natural disasters, logical errors and continued computer operation when the hard drive is starting to fail.

So how certain are you that your backup system is 100% reliable? Could a false sense of security be preventing you from taking actions that will insure your backups will really be there when you need them?

7 Ways to Avoid Data Disaster Due To Backup Failure

Without proactive measures in place – and Murphy's Law being what it is – the odds of a successful restoration when you need it most may not be as great as you'd like to think… So what can you do? Here are seven ways to avoid a damaging loss of data due to backup failure.

1. **Insist on regular, remote and redundant processes.** A good rule of thumb is 3-2-1. That means three copies of your data stored in two off-site locations, backed up a minimum of one time

per day.

2. **Don't go too cheap on disk drives.** Less expensive arrays that save money by doing without features like redundant power supply and hot spare disks may leave your data at risk.

3. **Guard against human error.** Make sure people performing backups and restores know exactly what to do – and what not to do. Take people out of the loop and automate wherever possible. And be especially cautious in situations where backups aren't a part of someone's regular duties.

4. **Are your backup software settings being checked routinely?** When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups

"…leverage the knowledge, skill and experience of an expert."

that fail completely. Do the people who maintain your backups include this on their regular to-do list?

5. **Could some files be getting left out?** As resources are added and priorities shift, files and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

6. **Address network issues immediately.** Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky adapter, can hurt your backups.

7. **Ask for help with your data backup and recovery system.** You cannot be expected to be an expert in all things. Yet data is the

backbone of your business – its protection and recovery should not be left to chance. Why not leverage the knowledge, skill and experience of an expert in the field?

Even with all these measures in place, the best way to keep your organization safe from harm due to data loss is to verify your backup system by performing regular test restores. This will help identify any problems in advance so they can be fixed – allowing you to avoid getting hit with an ugly surprise when you least need it.

The Smart Way To Assure Backup Success
Unless your team has all the time and expertise required to consistently close all open loops in your backup system, your organization may be at risk of serious harm due to data loss. **If you are already our client, have peace of mind that we have you covered.** If you're not a client, we strongly recommend that you let us perform a **Backup Audit** for you ASAP. Contact us today at 401-684-3036 or email news@snecsllc.com to schedule this highly valuable free service – before disaster strikes.

Refer-a-Friend and Get Free Gifts!
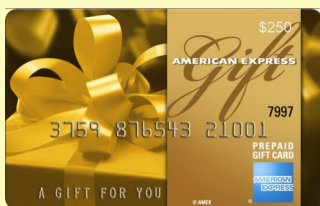
We **love** having customers like you and, quite honestly, wish we had more like you! So instead of just wishing, we are doing an ongoing "**Refer-a-friend**" event.

Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a $300 value). Once we've completed our initial appointment with your referral, we'll send you a **$25 Amazon gift card**. As an ongoing promotion, for **every referral** that you send, you will receive a $25 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us.

As an added bonus, if they join and become a client of ours, **we will send you a $250 Prepaid Gift Card** for introducing your friend to us.

Simply call us at **401-684-3036** or e-mail us at news@snecsllc.com with your referral's name and contact information today!

Technology Spotlight: Tile

Do you have a habit of losing your keys, your wallet, your phone, or just about anything important? Well, Tile can help with this. Tile is a tiny Bluetooth device that you can attach to a keyring or stick to anything.

The idea and the setup is simple; link the tile to your account, assign the tile a name (like "keys") and you're done. Use your phone to track your Tiles, make them sound an alarm to find items faster or do a "last known" location to find things if they are out of your immediate range. If something is lost (like your luggage or a laptop), you can claim it as lost and use the entire Tile community to help track down your item (all discretely and securely). You can even use your Tile to find your phone by making it ring with a double-press, even if it is on silent.

No charging required, water resistant, and available starting at $25 each, this little square can give you back all the time you waste searching for your things. Available online directly at Tile.com or from local retailers.

Windows 10—Time To Upgrade?

On July 29th, 2015, Windows 10 debuted. Since then, there have been numerous updates, patches and kinks ironed out. With each month that passes, more software vendors are becoming compatible, more hardware is intergrading and more users are settling into what has become to many, the best version of Windows yet.

Many users are thrilled about one simple thing, the Start Menu is back, with the ability to integrate the live tiles (or not). This isn't the only thing to be excited about. The other positive about Windows 10 is the FREE upgrade for any user running genuine editions of Windows 7, 8 and 8.1. However, this offer is set to end on July 29th, 2016 (the 1-year anniversary of Windows 10).

Now, with April upon us, we are approaching the home stretch of that free upgrade window. Since we began testing Windows 10 in it's early beta stages, we have seen this operating system make leaps and bounds forward in terms of adaptability, functionality and stability. With the next upgrade in the works (codename: RedStone), we think this is the best time to proceed with the adoption of Windows 10 in a business environment.

Microsoft has learned from the past and does not want to endure the same issues it did from letting Windows XP stay around so long. With Windows 7 approaching it's 7th year anniversary, it is easy to forget how fast time flies by. As a comparison, the release of Windows XP was 2001 and Windows 7 was released 8 years later in 2009. Many consider Windows 7 as "The New XP" and Windows 10 as "The New 7" since each has similarly built off of its predecessors in a way that was innovative and functional.

By having everyone on the same operating system, Microsoft can better protect their community by patching and securing everyone at once. Also, hardware and software developers can work on making their products work on one platform (Windows 10) rather than 4 different systems. This means less glitches, less compatibility issues and less stress associated with adding or upgrading business specific devices and/or software.

We strongly recommend having an IT professional perform the update within a business environment as every network is different and the transition may not be smooth. If you think you are ready for Windows 10, please contact us at 401-684-3036 to schedule an account review to plan the next steps needed before you take advantage of Microsoft's free upgrade to Windows 10.

Expert of the Month: Cabinet Gallery

This month, we are highlighting the entire staff at Cabinet Gallery. With their showroom located in Woonsocket, they specialize in kitchen and bath designs, cabinetry sales and service as well as countertops and decorative hardware. Cabinet Gallery has been providing beautiful kitchens and baths since 1984. Roger Landry, owner and founder, is joined by the rest of his family, Carol, Donna, Jeannine and David to create this multi-generation family owned business. Together, they have earned multiple awards including being the winner of "Best of Houzz" in customer service and "Best Kitchen and Bath Dealer" in RI and Southeastern MA. They also do commercial casework and customized nursing and receptionist stations to fit their client's needs. "We build it in our shop to their specifications" says Jeannine Dugan. They don't just 'sell cabinets', they are knowledgeable and personable design specialists. They can help design a custom solution for your particular space or cosmetic goals.

Their showroom isn't the only place to check out their handiwork. Their newly designed website is a great place to visit and get inspired. With photo albums loaded with their talented designs and tons of customer testimonials, they live up to their stellar reputation. Another thing that sets them apart from the rest is that they have their "Declaration of Values" readily available on their site. With this powerful piece, it really shows their character as not only a team but a family. "Quality, Honesty, Respect, Knowledge and Collaboration" is the foundation in which Cabinet Gallery is built.

When asked about working with the team at SNECS, Jeannine had this to say; "They provide excellent customer support and I am always confident that when I have an IT issue, I'm only one email away from assistance. Someone gets back to me very quickly and I never have to worry that I am going to lose productivity or experience computer downtime. I just email the support backup team and the experts take over."

Cabinet Gallery has two locations but the Design Showroom at 895 Cumberland Hill Rd. in Woonsocket is the place to visit for any inspiration or design needs. You can also call them at 401-765-2020 or visit their website at www.cabinetgalleryltd.com for hours or more information.

Are you making these three mistakes on LinkedIn?
1. Forget LinkedIn as a place to build an audience. Instead, focus on media like Facebook, Twitter or your blog to attract consumers. 2. Don't help competitors. It's great to connect with colleagues, but when you link with people who work for your competitors, you're exposing your entire network to the competition. Be selective about who you connect with. 3. Unless you work for a big brand, it's pointless to sell yourself without first selling your company. As a principal or executive, you need to tell a story that's bigger than your own career. Show how your company brings value, and then how you've contributed to that effort.   -*Wall Street Journal*

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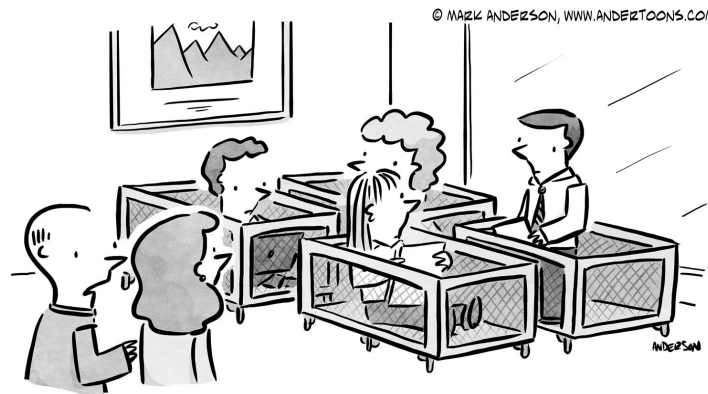
"They're smaller and cheaper than cubicles, plus we get naptime."

Battle of the "Read-Later" apps: Pocket vs. Instapaper
As it turns out, this duel is more about user preference than which app is better. Instapaper sports a clean, newspaper-like look that filters out ads, video and images. If you prefer reading text without distraction, this is your app. Pocket, on the other hand, displays images like a proud parent and flaunts colors behind bouncy animations. If you prefer the full multimedia experience, you'll like Pocket. Pocket also offers tagging, which some may prefer to Instapaper's organizing by folder. Each comes in a free version, which is more than adequate for most users. Bottom line? Pocket is best for multimedia, Instapaper for pure reading. -*Lifehacker*