

# Executive IT Insider

...The Exclusive Edge to Today's Technology

Published and Distributed by Southern New England Computer Services

## This Month's News:

*Navigating The Cloud: Gold Mine or Minefield? .....* 1

*Refer-a-Friend .....* 2

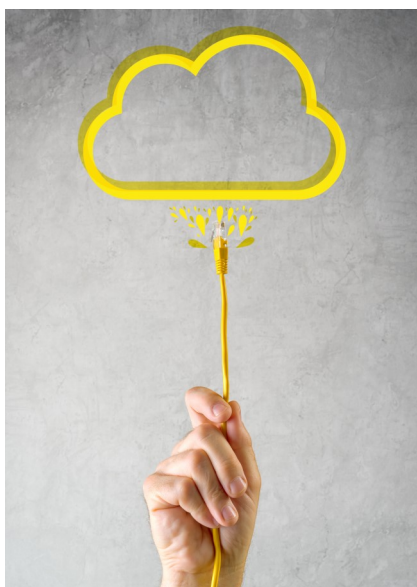
*Technology Spotlight: Weight Gurus Bluetooth Scale. ....* 3

*The Biggest Problem In Business Today .....* 3

*Expert of the Month: Sandra Bell of MEDI Weight Loss .....* 4

*Has Your Business Fully Harnessed The Power of Social Media? .....* 4

*Google Home vs. Amazon Echo: This Should Be Good .....* 4



## Navigating The Cloud: Gold Mine...Or Minefield

Is the cloud a good fit for your company or not? On the one hand, taking full advantage of today's cloud capabilities could be key to becoming a top player in your market. On the other, without proper oversight, just one cyber-break-in could bankrupt your organization...

So just what is a "public" versus "private" network, or cloud? Simply put, a public cloud serves many organizations, while a private cloud is proprietary to just one. We'll cover each so you can more easily navigate the pitfalls and possibilities each one presents.

Feeling a little confused, or perhaps even overwhelmed, about your company's cloud options?

Don't worry, you're not alone. In this article we'll help you unravel your choices so you can make the most out of this game-changing technology.

To really take full advantage of the cloud, there are (at least) three things to consider:

1. Whether to use a public or private cloud network – or both.
2. Which cloud-based apps deliver the best value for your organization.
3. How shared servers can help you save time and cut costs.

### Which Is Best For Your Network: Public, Private...Or Both?

One advantage to using a public cloud is that you can start using it in just minutes. It allows you to easily scale up or down, as your business needs change. And, with pay-per-use pricing, you only pay for what you need.

However, compliance with government regulations often can't be achieved in a public cloud. Also, public networks don't offer the same degree of control that a locally based private network can provide. And in a public cloud, you never know who you're sharing a server with. All that being said, a hybrid cloud may be your best model.

*Continued pg.2*

## July 2016



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

"With the Summer upon us, now is the prime time for people to take vacations. Take advantage of the downtime and have us come out and perform some tune-ups around the office that would otherwise interfere with your staff's day-to-day routine."

For instance, compliance-controlled work can be handled in a private network, while less restricted tasks can be done over a public one.

### Cloud-Based Apps: Microsoft Office 365 vs. Google Apps For Work

You'll find countless cloud-based apps for business. However, Office 365 and Google Apps For Work are two of the most popular cloud-based productivity suites in the market today. Both allow you to create documents, spreadsheets and presentations on your own, as well as in real time with team members. They also provide video conferencing and cloud storage. Here's a quick rundown:

**Storage** – At a paltry 30GB, the storage you get with the basic version of Google Apps For Work pales in comparison to the 1TB you

get with the Office 365 Business Essentials plan. Google Apps does offer an "Unlimited" plan getting you unlimited storage if you want to upgrade.

**Collaboration** – Both Google Apps For Work and Microsoft Office 365 make real-time collaboration with team members in different locations easier than ever. Due to its simplified features and web-based origins, Google Apps may be easier to work with. However, users accustomed to Microsoft Office may prefer the more familiar feature set of Office 365.

### Then There's Amazon...

Amazon-shared servers allow you to grow and shrink your web presence with demand, easily store and retrieve data from a super-reliable network of worldwide data hubs and deliver content at blazing speed – all at minimal cost.

While Amazon has led the field in

this new type of service, companies like Microsoft, Google and IBM, as well as niche players like Rackspace, Salesforce and Oracle, have all jumped into the fray.

Each offers a varying range of toolsets that can make your network more productive and reduce overall operating cost.

Navigating your computing choices in today's cloud-driven world can be complex. And it isn't getting any simpler as the field rapidly evolves. Not sure what to do? We can help!

Call us to schedule an evaluation of your business applications to see where we can help you improve your business by utilizing the cloud!

You don't need to navigate the cloud alone. Let one of our experienced professionals analyze your organization's use of today's cloud technologies. We'll help you boost productivity and cut costs. Call **401-684-3036** or e-mail us directly at [support@itsupportri.com](mailto:support@itsupportri.com) to book this valuable free service today!

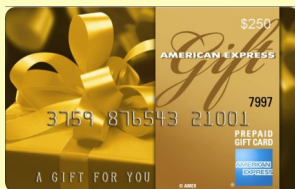
*"Amazon-shared servers allow you to grow and shrink your web presence with demand."*

## 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@snecslc.com](mailto:news@snecslc.com) with your referral's name and contact information today!

## Technology Spotlight: Weight Gurus Bluetooth Smart Scale

With the Summer in full swing, we are all getting into the spirit of things. From getting our fill of hamburgers and hot dogs on the grill or indulging in some sweet treats like ice cream or Dell's Lemonade, we may be indulging a tad too much.

This is where the Weight Gurus Bluetooth Smart Scale comes to the rescue! This scale is able to sync up with your FitBit, Google Fit, Apple Health and other popular fitness apps while keeping track of your weight. No fitness device? No problem! You can also sync it via your smartphone.

It is able to keep track of up to 8 different users. This scale measures weight, BMI, body fat, lean mass, water weight and bone mass. With so much data, it will be easier to see that if you've been working out, that the weight you gain is muscle and not fat.

Available  
online at

Amazon.com for \$59.99, this scale can keep you and the whole family in check and keep your summer clothes fitting great all year round.



## The Biggest Problem In Business Today

In an October 2006 cover story, "The Search for Talent," *The Economist* reported that finding the right people is the single biggest problem in business today:

THESE are heady days for most companies. Profits are up. Capital is footloose and fancy-free. Trade unions are getting weaker. India and China are adding billions of new cheap workers and consumers to the world economy. This week the Dow Jones Industrial Average hit a new high.

But talk to bosses and you discover a gnawing worry – about the supply of talent.

"Talent" is one of those irritating words that has been hijacked by management gurus. It used to mean innate ability, but in modern business it has become a synonym for brainpower (both natural and trained) and especially the ability to think creatively. That may sound waffly, but look around the business world and two things stand out: the modern economy places an enormous premium on brainpower, and there is not enough to go round.

The best evidence of a "talent shortage" can be seen in high-tech firms. The likes of Yahoo! and Microsoft are battling for the world's best computer scientists. Google, founded by two brainboxes, uses billboards bearing a mathematical problem: solve it for the telephone number to call. And once you have been

lured in, they fight like hell to keep you: hence the growing number of Silicon Valley lawsuits.

I doubt that surprised most readers. The fact is, virtually every manager struggles to find and hire the talent necessary to drive his or her business forward.

We've all been there. We've all heard the horror stories of the CEO who sank a multibillion-dollar public company, the district manager who allowed his region to fall behind competition, even the executive assistant who couldn't keep a schedule. Most of us have lived those stories and could add dozens more to the list. Even we ourselves in some cases are the ones who made bad "Who" decisions.

A few years back, my wife and I hired a nanny we'll call Tammy to look after our children. Unfortunately, I had what my six-year-old calls a "space-out moment," and when I hired her I neglected to apply the methods I've written about in all my books, lectures and consulting.

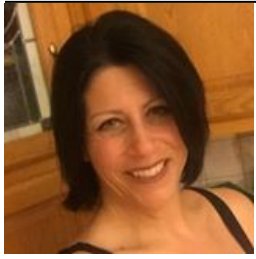
Not many months later, I was on the phone in my home office when I saw my two-year-old running naked down the driveway. I immediately hung up on my client and raced outdoors to stop my daughter before she ran into the street.

Fortunately, the FedEx truck was not barreling up the driveway at that moment. Then I went looking for Tammy to find out what had happened. All she could say was, "Well, it's hard to keep track of all of the kids." It is, but, as I explained to her, that's exactly what she had been hired to do.

Sometimes a "Who" problem can mean life or death.



Geoff is Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the *New York Times* bestselling book *Who: The A Method for Hiring* and the author of the #1 *Wall Street Journal* bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.



## Expert of the Month: Sandra Bell of MEDI Weightloss

Sandra Bell is the General Manager of MEDI Weightloss in Warwick, RI. MEDI Weightloss is a medically supervised weightloss clinic specializing in one-on-one plans to help people of all types achieve healthy weights and establish positive eating habits for their life. Their programs are individualized for each person. When a new patient is taken in, they are given a full health consultation. Each person will have their medical history reviewed by MEDI's team of doctors, nurses and nutritionists to fully develop a plan that fits their unique lifestyle and body type. Patients will have blood-work and an EKG done before a program is determined to ensure the safety and wellbeing of the person. There are also weekly one-on-one meetings to ensure the client is staying on track with their program.

Sandra is not only the GM but a Health and Wellness Consultant to her clients. "We are their support team" says Bell. "They come in weekly and also get short term goals as they approach their goal weight. When they reach their goal weight, we don't just send them off, they can still come in once a month and keep themselves on track. We help people that are looking to lose 10 pounds or 200 pounds. Because it is medically supervised and individualized, we can treat just about anyone, with or without any medical condition."

Because they are medically supervised, they are able to work with corporate sponsors to promote wellness plans within companies. They are able to offer their employees discounts to promote better health and can even help lower health insurance costs as their health improves.

When her practice needed some IT support, she called in SNECS to do a network overview. "What I really liked is that they were very aware of the whole HIPAA privacy act and the requirements that we needed in terms of our security. Everyone gets trained, everyone stays on top of all the newest issues and that's the reason that I went with them."

For more information, you can call them at 401-739-7900 or visit MEDI Weightloss on the web at [www.mediweightloss.com](http://www.mediweightloss.com). You can also email Sandra directly at [sbell@mediweightlossclinics.com](mailto:sbell@mediweightlossclinics.com).

**Has your business fully harnessed the power of social media?** By 2018 the number of active social media users is expected to grow to 2.55 billion. If your customers are there, and if you intend to grow, that's where you need to be. Step 1 is to become visible. Once you have a good presence, here are six things you can do next: 1) Promote your products and services. 2) Provide personalized offers to your consumers based on how they behave online. 3) Build channels with influencers. 4) Engage your followers with quizzes and contests. 5) Put buying options on your social media pages. 6) Gather customer feedback. Above all, make sure your website comes across great on cell phones and tablets. That's where users are accessing social media. -SmallBizTrends.com

© MARK ANDERSON, WWW.ANDERSTOONS.COM



"Well that's not good."

## Google Home vs. Amazon Echo: This should be good...

The battle for an always-listening virtual assistant has begun. Scheduled to launch this fall, Google Home seeks to unseat Amazon Echo, which launched in 2014. Both devices act as personal assistant, music hub and smart-home control point. Echo has a big head start in smart-home control, breadth of features and "charm." It answers to the name "Alexa," whereas Home's "OK Google" just doesn't have the same appeal. Yet Home has a more attractive, customizable look. And, unlike Echo, Home can carry on a more intelligent conversation with you, answering questions in context rather than having to ask for more information each time. All that, plus Home's connectivity with streaming devices, makes it a formidable challenger. -Cnet.com