

Executive IT Insider

...The Exclusive Edge to Today's Technology

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November 2016



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

"Looking to start using **VoIP phones** (or maybe you aren't happy with your current provider)? You are in luck because we are rolling out our new line of **VoIP** services! We can handle everything from **install, hardware and training**. Interested? Get in touch with us and we can plan a rollout that works for you and your business."



Winter 2017: Disaster For Your Data?

With winter just around the corner, everyone around you may be getting "all wrapped up" in the upcoming holiday season...

But you've got a business to run, customers to keep happy and mission-critical data to keep safe, even if a major blizzard, lightning strike, windstorm or epic flood is taking place right outside your door.

Here are 5 easy steps you can take this holiday season to get your office prepared for this winter's worst, without seeming like Mr. Grinch.

Be ready for power outages. A power outage can hurt your business in more ways than you think. Besides employee downtime, it takes time to safely get everything back up and running. Then you need to make sure no critical files have been damaged or lost.

Autosave features can help minimize

lost files in a sudden power outage. An uninterruptible power supply (UPS) can give your team anywhere from ten minutes to an hour to back up files and properly shut down equipment. If you need longer power durability during an outage, you might want to look into a backup generator.

Keep lines of communication open. Customer frustration due to production delays and not being able to reach key people at your company can be very costly in terms of both revenues and your company's reputation. Here are three ways to make sure calls to your office don't get bobbed when a storm rolls in:

1. Create a new automated greeting to let callers know about changes in hours or closings.
2. Set up an emergency override that automatically reroutes key phone lines to one or more numbers that

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- can be reached during an outage.
3. Make sure you and your staff can access voice mail remotely – from a smartphone, by e-mail as an attached sound file or transcribed message, or as a text notification.

“Be sure it’s set up well in advance to avoid any glitches when that winter storm hits.”

Manage employees working from home.

Many of your employees can work from home if need be. But you’ll need to prepare in advance if it’s not the norm at your company. Have your IT specialist check with employees who could work from home during rough weather. They’ll need a virtual private network (VPN) to safely access the company network. Be sure it’s set up well in advance to avoid any glitches when that winter storm hits and you need it most.

Have a disaster recovery plan (DRP) ready to go. Unless you can

afford to shut down for days at a time, or even just a few hours, it’s absolutely critical to keep a written DRP on hand. Write out step-by-step details of who does what in every

type of winter disruption – from simple power outages to blizzards, flooding or building damage caused by heavy winds or lightning. A downed network can cost your company big-time

every minute it’s offline. Make sure your plan includes one or more ways to get it back up and running ASAP. Consider virtualizing key parts or all of your network so your team can access it remotely. Once you’ve written out your plan, keep one copy at your office, one at home and one with your IT specialist.

Get help from a professional you can trust. Trying to recover your data after a sudden or serious outage without professional help is business suicide. One misstep can result in

losing critical files forever, or weeks of downtime. Make sure you’re working with a pro who will not only help set up a recovery plan, but has experience in data recovery. The old adage about an ounce of prevention applies doubly when it comes to working with the right people who can help you prepare for – and recover from – whatever winter throws your way.

Want help getting ready for winter? Call for a FREE Winterization Checkup.

Let us help you make sure your phone lines, Internet connections and internal network can take the tough weather. One of our experienced professionals will come in to examine your systems and review your disaster recovery plan with you to make sure nothing critical has been left out in the cold. We even have some templates to help get you started.

Call us at 401-684-3036 or e-mail us at support@itsupporttri.com TODAY – because you never know when a sudden storm will blow in.

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 Amazon Gift Card** for introducing your friend to us.

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

Technology Spotlight: Zus Smart Car Charger & Finder

Smartphones today are the #1 accessory for everyone. The biggest complaint is that they take so long to charge when using car adapters. This month's spotlight doesn't just solve this problem, but another common issue; finding your car in a crowded lot or city.

The Zus Smart Car Charger & Finder is perfect for just about everyone. This tiny adapter boasts 2 USB adapter ports able to charge up to 4.8A/24W devices. This means faster charge times for smartphones and tablets. There are even little lights above the ports so plugging them in at night is easy.



What sets this adapter apart is the fact that it has a mini GPS device built into it. With this, you can sync it to your smartphone and locate your car with the app. It also has a bonus feature "Parking Meter Alert" to time your parking and avoid tickets. The app is available for both iOS and Android devices. The only downfall is because it is GPS dependent, it doesn't work in underground/covered lots where signal is weak.

For \$30 on Amazon, the Zus is the perfect travel accessory for just about anyone.

Why Goal-Setting Doesn't Work

When we were kids, we thought we could write down everything we wanted and mail it to the North Pole, and then, magically, all our desires would appear, on schedule, under the tree in our living room, complete with pretty paper and a bow.

I think many people must still believe in Santa Claus. You cannot simply write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year and wait around for your life to change. Sorry, but it's time to grow up and get serious.

The heart of the problem

The first step to changing the trajectory of your life, as well as what you achieve and sustain, is to take complete responsibility for your circumstances today. Wherever you are in life right now is your own doing – good or bad, it's your fault. Your parents aren't responsible, the economy isn't, McDonald's isn't; you are. You are 100% responsible for everything – by what you did, what you didn't do or how you responded to what was done to you. Once we get that straight, then we can get to the heart of how to fix or improve any outcome as you desire.

You don't get in life what you want; you get in life what you *are*

Let's say you want to earn an extra \$100,000 in income this year. Who do you have to become to achieve this? Once you've decided who you need to be in order to accomplish your goals, you

have to figure out how this elevated person operates. How do they show up in the world? If you're unsure, if you lack a vision of your potential, find a model. Emulating the habits of someone you respect is one of the greatest keys to moving from where you are to where you could be.

The price

During the pursuit of what you want in one area of your life, be careful what you sacrifice in other areas. Also, be aware of the price you must pay to achieve the prize you seek. Some prizes might cost too much, and they might only be realized after payment has been made.

It's up to you

Now is the time to write the script for the life you have always dreamed of having – the health, the relationships, the thriving business, the financial abundance and freedom, and the knowledge that you are making a significant difference in the world and with the people around you. You can have it all, but it will require you to get serious and relinquish the fantasies that debt fairies will leave a stack of cash under your pillow while you sleep. Or that the Easter Bunny will bring you miracle diet chocolate. Or that you can click your heels and your relationships will all be better. It will take rigorous planning, relentless commitment and steadfast dedication.

And *that* is why success is reserved for the willing few.



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Expert of the Month: Jason and John D'Amico of D'Amico Manufacturing Company

Our spotlight shines on two brothers, Jason and John D'Amico, owners of D'Amico Manufacturing Company, who are celebrating their 20th year in business. A great feat for any small business, this local duo are our "Experts of the Month".



Founded in 1996, the D'Amico Manufacturing Co. keeps true to a Rhode Island tradition as a family owned and operated jewelry manufacturer. You can see the influence of the Ocean State in some of their jewelry, which includes starfish, lobsters, sailboats, seashells and anchors. They produce high quality silver and gold items like rings, bracelets, earrings and pendants. Over the past two decades they have earned the trust of not only local customers, but also clients across the country.

With their commitment to both quality and service, they have a solid reputation with their customers. "We have a good quality control system," says Jason. "We're a small company so we are able to keep track of the quality." This helps because customer satisfaction is a top priority. "We also sell basic jewelry that can be sold just about anywhere." This makes them a great vendor for all types of stores across the US. They provide flexibility for other small businesses (like seasonal shops) to carry quality jewelry without having to buy in massive bulk like other manufacturers.

Because they don't require minimum orders, they can cater to a larger number of people. This helps when clients are looking for specific gifts as a "thank you" for a group (like bridesmaids) or create a custom charm bracelet. They also have an on-hand inventory, which allows for overnight shipping in most cases. Half-pairs of earrings and custom orders are available for customers with specific needs as well. With this personal touch, they stand apart from some of the larger jewelry manufacturers.

You can contact the D'Amico Manufacturing Company at 800-989-5520. You can also check out their website at www.damicomfg.com. They even have an online order form available for convenience.

Betcha didn't know your iPhone could do these 4 things:

The iPhone might not be a superhero's first weapon of choice, but did you know your iPhone could track any villain who nabs it? It even records every place it's been over the past few months. Click through Settings > Privacy > Location Services > System Services. Need to send a self-destructing message? Go ahead, send that secret picture or video and tell it to self-destruct in two minutes. Head to Settings > Messages. Need to hang shelves in your Batcave? Just go to iPhone's Compass and swipe left to access its level feature. You can even discover hidden power hogs. Navigate to Settings, then Battery, for a peek at your phone's worst offenders. -Mashable

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"You'll experience denial, anger, bargaining, depression, acceptance, and finally, stuffing."

Love digital books, but hate reading on a laptop or tablet?

If you've never tried an e-reader, you are really missing out. So what makes e-readers so different? For one thing, they don't let you do anything else. No temptation to tweet, or check up on work. They're built just for reading. And they don't shoot light into your eyeballs. With no glare, it's a more pleasant read, even in sunlight. Plus, battery life is a breeze. You could easily go two to four weeks without a charge. Then there's the content itself. Sure you can find endless material on the web, written for skimming, and for visitors with the attention span of a gnat. But isn't it time you cozied up with a great novel instead? -TheNextWeb.com