



# *The IT Insider*

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

## What's New

We are now in the middle of Summer and Hurricane Season. Do you feel comfortable with your backup and disaster recovery plan?

Is the cloud for your business? Don't be intimidated by "The Cloud", it's simpler than you think. Read our article and call us to help guide you.

Download your FREE copy of "Protect your Network", our report for business owners looking to protect their company's critical data.

Read: Client Thank You Letter

## July 2016



This monthly publication provided courtesy of Mark Banens & Esteban Delgado Founders of BIZITSS

"As a business owner, 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!"



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...

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.

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

3. How shared servers can help you save time and cut costs.

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.

### 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

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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. 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. Yet, moving up a notch to the Google Apps "Unlimited" plan gets you unlimited storage, beating Office 365 hands-down.

**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!

Receive a Customized Cloud Assessment, Valued at \$297 - FREE When You Call Today!

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 786-766-8200 or e-mail me direct at [info@bizitss.com](mailto:info@bizitss.com) to book the valuable free service today!

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

## Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

**PROTECT YOUR NETWORK**  
"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at [www.bizitss.com/protect](http://www.bizitss.com/protect) or call our office at 786-766-8200

## Services We Offer

About "IT Insider" and Services we Provide.

Our goal is to bring you business intelligence each month. While some articles might have a technology focus, that won't be the sole purpose of this newsletter. If you have questions you would like us to write an article on, or if you want to subscribe a friend to this print newsletter, just email me at [mbanens@bizitss.com](mailto:mбанens@bizitss.com).

Our Services: IT Consulting.  
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Network Security.  
Network Monitoring.  
Managed IT Services.  
Backup and Disaster Recovery.  
Cloud Solutions.  
Virtualization.  
Office 365.  
Email/Spam Protection.  
VOIP Telephony.

Give us a call today at 786-766-8200 to discuss any additional needs or questions you may have.

## Client Success Story

Letter of Praise and Thank you.

June 26, 2016

To Whom It May Concern:

After a recent computer hacking incidence and positive resolution experience I felt the need to give thanks to Mark Banens and Bizitss. The server that is the hub for our chiropractic office was compromised and as a result was not able to start. Once we noticed the incident we called Bizitss and they immediately started the process offsite of "cleaning up" our server. At the end of the day when we went to restart the computer it was unable to do so making the server inoperable. Without proper function of our sever everything from a patient signing in to pulling up a patient file is unable to be done. In other words we would have to go back to the dinosaur ages of precomputers. This would greatly affect the way we are able to serve our patients. Bizitss sent a technician to our office at 8pm and thankfully they were able to get our systems running again that night. For this we are very grateful as the following days would have been very difficult without the computers.

I believe it is also important to note this is not the first time Bizitss has come to our rescue for immediate needs. On several incidences we have had issues that needed immediate attention and Bizitss has always attended to us immediately and with a positive resolution.

Currently with are looking to be more proactive and to start using the Bizitss protective monitoring to prevent some of these incidences from happening in the first place. However, we are very thankful we have a company such as Bizitss that is able to come in immediately if a breach is made. Thank you Bizitss for helping us be able to provide the services we do and for being a part of our team.

Respectfully,

Dr. Raymond C. Page, DC

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## 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

## 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

## Smart-chip credit cards may actually cause fraud to increase in the near term.

Yes, you read that right... A recent study from anti-fraud company Iovation and financial

industry consultant Aite Group shows that a mad rush in the dark web has begun. Fraudsters want to get the most value from stolen data before newer systems recognize the old magnetic-strip card numbers as clearly fraudulent. These attacks can be especially hard on merchants. Average losses range from \$980 to \$2,379 per incident, according to Javelin Strategy and Research LLC. To avert losses, businesses can use fraud-detection software, 3-D Secure or "tokenization" - the core of ApplePay and Android-Pay. But the problem won't just go away with the new chip cards. Cyberthieves aren't about to get honest and get new jobs... It pays to remain vigilant.

-CNBC.com

## Curl up in your hammock this summer with these three tech-savvy books.

Don't Make Me Think Revisited: A Common Sense Approach to Web Usability, by Steve Krug, focuses on intuitive navigation and information design. It's short, witty and packed with illustrations and a good dose of common sense. Dot-Com Secrets: The Underground Playbook for Growing Your Company Online, by Russell Brunson, shows how low traffic and conversion may just be symptoms of a bigger problem. The good news is that the real problems are easier to fix. And finally, How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro, by Steve Stockman, helps you create amazing videos you'll be proud to show the world.

-AlleyWatch.com



"Well that's not good."