



“As a business owner, I know 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!”

- Scott Phillips, Synergy Computing

Volume III, Issue V
May 2010
Santa Barbara, CA

Inside This Issue...

New Way To Eliminate Computer Hassles & Save Money Page 1

A Phone For The Business Owner Who Likes To “Look ‘Em In The Eye” Page 2

The Only Way To Know With 100% Certainty That Your Data Is Safe Page 3

A Lesson On Communication Page 3

How To Reduce The Amount Of Time You Spend On Facebook Page 4

How To Save \$20-\$30 Every Time You Buy A New Cell Phone. Page 4

Happy Mother’s Day

Sunday, May 9

Memorial Day

Monday, May 31

Our office will be closed on Memorial Day.

Technology Times

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

STOP! Don’t Upgrade Your Server Until You Read THIS

A new breakthrough in technology may change the way you think about traditional computer networks. It’s called “Cloud Computing” and could save your business quite a bit of money on software, hardware, upgrades and services. Here’s how it works...

Instead of purchasing hardware and software to be hosted at your office, cloud computing puts your programs and data on a highly secure “super server” (also called a data center) online. These servers have huge amounts of storage space and power that no small business could ever fully utilize. The data center then “rents” a portion of the space, power and software licenses to multiple businesses, giving you top of the line resources at a fraction of the cost. All you need is an Internet connection and you’re in business.

This is not a new concept and companies like Salesforce, gMail, Google Apps, Constant Contact, and many other online applications have been offering their services this way for years – and because it’s so much more economical than installing, hosting and supporting a network in-house, the concept is catching on fast. Still skeptical?

Here are 9 reasons why this concept is catching on FAST with small to medium business owners, and why you might consider it too:

1. You have an INSTANT virtual office. Cloud computing allows you or your employees to access and work from any secure PC, laptop or device. If you have employees that travel, are in remote locations or who need or want to work from home, this is an ideal solution.

2. You’ll save hard dollars on software, hardware and support. First, you won’t have to purchase, install or maintain servers or other network equipment. You also won’t need “super computers” to run the software, allowing you to purchase lesser-expensive laptops and PCs. Second, the software will be cheaper as well because you are renting it instead of purchasing it. Finally, IT maintenance and support costs will drop because the server is being maintained by the hosting company, not you.

Shiny New Gadget of the Month



Asus Videophone Touch

It's the next generation of mobile phone: The mobile *video* phone.

For the busy entrepreneur on the go this device could mean more face-to-face meetings and a more personalized conference call experience without being confined to the office.

In addition, the device may even contribute to better communication with staff, vendors, and clients since the video aspect allows you to see and react to both verbal and NON-verbal cues.

The Asus Videophone Touch AiGuru SV1T, as it's called, is certified to work over Skype, an Internet calling service that provides free or inexpensive calls all around the world.

About the same size as a small hardcover book, the device is easy to carry and sports a 7-inch screen.

Set-up is easy too. Just turn on the Asus AiGuru SV1, set the date and time, and let it search for wireless connections in the area.

Typically, it can find an available wireless network within seconds and connect right away. Once it's connected to the Internet, you simply sign in with your Skype user name and password, and call away.

The device costs about \$235 and can be purchased online or through most office supply or electronics superstores.

3. Less Downtime and Problems. Software in the cloud runs on extremely fast and reliable systems that include some form of redundancy. What that means is if one server or component stops working, another server or component will instantly take over without you even realizing something happened. Compare that to your own server going down; until you get it fixed, you're unable to work.

4. Automatic Disaster Recovery. If we've said it once, we've said it 100 times; make sure you back up your data. But when your data is hosted in the cloud, the backup is done automatically for you. Since your software and data reside on an offsite server in a data center, you already have a way to access it even if you couldn't get into the office.

5. Less Expensive To Scale Your Network Up Or Down. If you start to run out of space on your local office computer or server, you'll need to purchase an additional hard drive and pay for the installation. In a cloud computing environment, you just pay for the amount you need and increase your storage plan when necessary. And if you want to scale BACK, you can do that without penalty.

6. Hassle-Free Software. If you've ever had to search for software disks you know what a pain it can be. With cloud computing, all your software is loaded on a server in a datacenter and then shared over the Internet. There are no software disks to manage, organize or file.

7. Environmentally Friendly. Because resources are shared, cloud computing uses significantly less power. You also won't have to upgrade your hardware as often, which means fewer PCs, laptops and other components piling up in landfills.

8. No More Expensive Software Upgrades. Networks in the cloud benefit from automatic software upgrades; best of all, they are done FOR you. When a software upgrade is needed, only the server "in the cloud" gets loaded up with the most up-to-date software versions. Then each computer accesses this software via the Internet.

9. Reduced Maintenance. When your software is in the cloud, patches are automatically applied, meaning fewer reboots and downtime for maintenance. It's all taken care of for you.

“All life is an experiment. The more experiments, the better.” - Ralph Waldo Emerson



FREE Tips, Resources, Reports, and Services Available To Our Clients and Friends

Your Name: _____

Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please (___) Mail, (___) Fax, or (___) Call me immediately with the following FREE info:

Business & Consumer Awareness Guides (order one or all):

- What Every Business Owner MUST Know To Protect Against Online Identity Theft
- 12 Surefire Signs Your Business is Ready for a Server and How It Will Skyrocket the Speed, Security, and Reliability of Your Computer Network.
- What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems
- What Every Small Business Owner Should Know About Backing Up Their Data To Get A FAST, Easy, And Economical Recovery In The Event Of A Disaster
- Ultimate Small Business Owners Guide To Setting Up A 'Work From Home' Program Or Remote Network Access
- Small Business IT Advisory Guide for Choosing an Honest Repair Guy
- Office Move Checklist
- How To Pick A Good Password

Services:

- | | |
|---------------------------------------------------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> General Network Repair and Troubleshooting | <input type="checkbox"/> Remote Backup Services/Storage Solutions |
| <input type="checkbox"/> Network Design and Implementation | <input type="checkbox"/> Disaster Recovery |
| <input type="checkbox"/> Synergy Complete IT Managed Services | <input type="checkbox"/> IT Outsourcing for IT Departments |
| <input type="checkbox"/> 24/7 Network Remote Monitoring | <input type="checkbox"/> Voice over IP (VoIP) Phone Systems |
| <input type="checkbox"/> Virus/Spam Protection/Removal | <input type="checkbox"/> I need help in finding a solution for: _____ |

Refer A Friend...

Refer a new customer to us and we'll give you a FREE Apple iPod shuffle!

Referral Name: _____ Company: _____

Their Phone: _____ E-mail: _____

Their Address: _____ City, ST Zip: _____

Share A FREE Subscription...

Please send a free monthly subscription of your Technology Times Newsletter to the following person. Please also send them a friendly note that I referred them and that they can cancel at any time they wish.

Name: _____ Company: _____

Address: _____

City, ST Zip: _____ E-mail: _____

4 Ways To Request This Information:

CALL us direct: 805.967.8744
FAX this form: 805.456.3839

MAIL this form: 5662 Calle Real #425, Santa Barbara, CA 93117
E-MAIL your request: info@synergyinc.net

The Lighter Side... Communication Is Key

An elderly farmer went to the attorney's office and said he wanted to get a divorce. The attorney asked if he had any grounds.

"Yeah, I got about 240 acres," the farmer said. The attorney replied, "But, I mean do you have a case?"

"No, I have a John Deere."

"Well, do you have a grudge?"

The farmer said, "Yeah, I got a grudge. That's where I park my John Deere."

"No, I mean do you have a suit?"

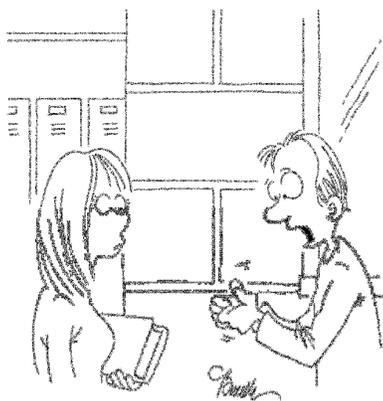
"Yes, sir, I got a suit. I wear it to church on Sundays."

Next, the exasperated lawyer asked, "Well, sir, does your wife beat you up or anything?"

"No, we both get up about 4:30."

The attorney finally asked, "OK, so why do you want a divorce?"

"Well," said the farmer, "I can't have a meaningful conversation with her!"



"I lost my cell phone three days ago and I'm still stuck in text mode."

“How Certain Are You That Your Business Could Be Back Up And Running After A Disaster?”

Free Backup Check Reveals The Truth

Have you ever lost an hour or two of work on your computer because it crashed? Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled. Imagine what would happen if your network went down for days where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Most small business owners have no idea of the importance of disaster recovery planning because they are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. In most cases, no one is watching to make sure the backups are working, the virus protection is up-to-date, or that the network is “healthy.”

This is like saying you're too busy driving your car on the highway to put your seatbelt on. Taking that simple preventative step doesn't really show its true value until you get into a head-on collision; at that point you are either extremely relieved that you had it on or incredibly sorry that you didn't.

The same holds true with your data backup. Obviously the information on the disk is far more valuable than the disk itself. If your company depends on having access to the information stored on your server or PC, then it's time to get serious about protecting it from damage or loss.

Want To Make Sure Your Backups Are Working? Then Call Us Now For A FREE Backup Check!

During the month of May, we're giving away a FREE Backup Check to review your backup procedure and uncover any problems or failures you might not be aware of. If we find anything amiss, we'll let you know and make a few recommendations on how to remedy the problem. You are under no obligation to purchase anything or to take our recommendations.

Don't wait for a disaster to find out if your backups are working! Contact us now and gain peace of mind:

**www.synergyinc.net/checkmybackup
805-967-8744**

Get More Free Tips, Tools, and Services At My Web Site: www.synergyinc.net

3 Turnkey Ways To Learn More About Your Customers

These days, getting up-to-date information from your contacts isn't easy. On top of managing your e-mail and phone calls, now you have to check Facebook, Twitter, My Space, *and* Linked-In just to make sure you don't miss something. It's enough to make your head spin.

But Microsoft Outlook may have the solution. Outlook Social Connector (OSC), a recent add-on to Outlook, puts all your social media communications and emails in one place, eliminating the need to check multiple sites for the info you need.

Both avid fans and rare users of social media will likely find the new OSC tool to be a big time saver. Here are 3 reasons why:

1) Communication History.

Can't remember the last time you e-mailed someone? Looking for an attachment referenced in an e-mail? Your mailbox is searched and recent messages, as well as a list of attachments you've exchanged with that person, appear. A quick look at the OSC reveals the last time you received an email from them, and one click opens it up.

2) Updated Contact Info. In real time, your OSC will go out to social networks and let you know what your colleagues and friends are up to. If your contacts update their profile or change their status, OSC will tell you that too.

3) Adding New Contacts. With a simple click, you can request to be someone's friend or colleague on any social network and OSC will add them to your contact list.

Coming Soon: Interchangeable Cell Phone Chargers

When it's time to upgrade your cell phone, there's a cost you probably don't think about until it's time to pay the bill: the charger. Sure, your new purchase comes with a wall charger. But if you want to charge your phone in the car, that old one you have just won't work.

Fortunately, all that is about to change. Seventeen wireless handset manufacturers have agreed to make interchangeable chargers that will work for the majority of new cell phones, according to USA Today. This is expected to take place by 2012. Hurray! One less expense at the cell phone store!



"I'd Love to Speak at Your Next Community Event!"

Do you have a community event and would like me to speak to your audience about technology or computer topics? Contact me Now! I would love to help you! Just let me know the date, location, who is attending and a topic you are interested in.

Scott Phillips, President • info@synergyinc.net • 805-967-8744

Who Else Wants To Win A \$25 Gift Card?

"Take my monthly Trivia Challenge and you could win too!"

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please... Robert Jones of Santa Barbara! He was the first person to correctly answer my quiz question from last month:

Who was the first female LPGA golfer to amass \$1 million in her career?
a) Kathy Whitworth b) Juli Inkster c) Jan Stephenson d) Amy Alcott

Congratulations Robert, you've won a \$25 Gift Card to Blenders In The Grass! Now, here's this month's trivia question. The winner will receive a gift card to The Coffee Bean & Tea Leaf.

Colonel Aureliano Buendia had 17 sons with 17 different women in which of these novels?

- a) Mona Lisa Smile b) One Hundred Years of Solitude
 c) Dirt Music d) The Satanic Verses

Call me right now with your answer!
805-967-8744