



Friendly Customers!  
 Friendly Connections!  
 Friendly Computers!

February 2014



# Technology Today

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

“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!”

- Bill Schubert, Friendly Computers

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## New Service at Friendly Computers

24 x 7 service for the home

Friendly Computers has moved increasingly towards providing services in a managed system for our business clients. Rather than waiting for them to call us and tell us there is a problem, we act as their IT department and monitor their systems full time. That way we can anticipate and correct problems, maintain tight security systems, and ensure that their IT is ready for emergencies.

For a long time we’ve wanted to do that very thing for our residential customers but the tools haven’t been available. With the continued growth of managed services there are new tools available and the price has come down enough that we can offer the same service to individuals.

Here are the particulars of **Friendly Residential Service**:

We put a very small agent—a piece of software—onto the residential PC. It runs in the background and allows us to see what is happening in the operating system. It allows us to anticipate and correct small problems before they cause bigger ones and usually before the customer even notices. When the PC has a problem it kicks out an alert and we can call and fix them remotely. There’s also a button the customer can push to notify us of something going on we haven’t seen or to ask a question. We provide an antivirus integrated with the monitoring agent and we provide 10GB of off site storage. During working hours we promise to answer questions or problems within four hours and if we need to come on site to fix something we guarantee to be there within 48 hours. Typically we’ll be there sooner and answer your questions quicker but those are the promised times. And the on site charges are reduced 10%.

All of this at a very reasonable monthly rate, frequently one that is less than what the customer has already been spending on problem correction! We’re excited about it so pass it on to your mom. She could use some Friendly Computer Service!

*Bill Schubert*

Get More Free Tips, Tools, and Services At My Web Site: [www.FCOFG.com](http://www.FCOFG.com)

# What are the choices for backing up my business?

## *2nd in a series*

Seems simple. Make a copy and keep it safe. How hard can that be? But the target being backed up is always changing. Information is never static and data always grows as it changes. Then there is the 'safe' part. Resources spent in maintaining a backup system should not exceed the value of the data. Already getting a little complicated here. Between data revisions and tornados the whole thing can be a bit daunting. In reality I think safeguarding data, backing it up, can be one of the most complex tasks in IT.

### **I've got a definition of a backup.**

A backup has to be Offsite, Automatic, Retrievable, Encrypted, Monitored and Tested.

**Offsite**—A backup of your data on site is just a copy and is no help at all in a real disaster. It is very good to have and is useful for quick retrieval in some cases but a backup is offsite.

**Automatic**—If a person has to push a button to create the backup then it will not happen the day before a disaster. There's a rule somewhere that says that. If not, there is one now.

**Retrievable**—There has to be a system to get the data back in a time frame that fits the business for which the backup was made. Sometimes that needs to be near instantaneous, sometimes it can be much longer. Maybe this is one of those times that an IT specialist should help?

**Encrypted**—Fortunately this is as easy to do as it is critical. Encryption at the local PC is the standard and nearly all backup systems have this incorporated in their software.

**Monitored**—Backups will fail the day before you need them. Automatic, systematized monitoring is critical.

And one last thing that backups need—**Testing**. Periodic retrieval of part of the backed up data to see that it can be done when things are quiet increases the chances of doing it right in an emergency. Every piece of this has to be in place for it to be a true backup. If your business does not meet this criteria, give us a call. It's what we do.

Questions? Give us a call. 512-931-0303

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## **The Internet of Things**

This is not new. The train has been on the tracks for a while but momentum is building and the impact of connected devices will be felt by everyone soon. No one would deny that The Internet of People has changed the world, but the next revolution will be even more dramatic: The Internet of Things.

Take your basic soda machine. It can take your order, make change, or take your credit card, but even so, it is a dumb machine. What it might do, what it will do, is take inventory of sodas and wirelessly order sodas that it needs. It will take inventory of itself as well, noting which of its parts are not working in optimum fashion, and order the replacement parts.

According to Alain Louchez, Center for the Development of Application of Internet of Things, this technological revolution could well signal a new, dynamic economy of experts in data storage, analytics, data security, consulting, education, and training services, all industries that will spring up to support the machines.

Louchez says that in coming years, a trillion everyday objects will become smarter. Your door will know where you are by communicating with your cellphone and it will open, but not for bad guys.

Think of all things communicating with each other to make life work the way you want it.

**Late note: This was VERY big at CES this year. Lots of IoT things available. Expect to see much more about it in the near future.**

## Shiny New Gadget Of The Month:

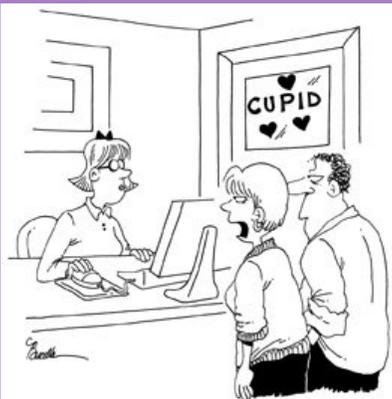


### The Alarm Clock Reimagined

This Sound Rise from Soundfreak is much more. It provides a dock for iPod, iPhone, iPad type device and usb connections for everything else so no more dead devices in the morning.

It has blue tooth connectivity so that you can play your bed time Pandora music through some much better speakers. It has a very small footprint and some nice alarm features including dual alarm, weekend alarm and gradually increasing volume for your choice of wake up sound.

The Sound Rise can be found on it's home web site: [soundfreak.com/store/sound\\_rise](http://soundfreak.com/store/sound_rise)



"Does he give booster shots?"

## Work on your business and Life

Just because author Jack Canfield holds a record for having seven books on the New York Times Best Seller List (at the same time), you might think he's already told us everything he knows about success.

Not true. With co-author Janet Switzer, his latest book, "The Success Principles: How to Get from Where You Are to Where You Want to Be," gives new, straight forward advice on how to have a successful business and a successful life as well.

One busy reviewer of this Amazon five-star book says he's so busy, he often reads selected chapters in a book. He can open this book to any topic from "Ask! Ask! Ask!" to "Transform your inner critic into an inner coach" and in no time he has new revelations. He knew the tips described there could get him powerful results.

Canfield presents 64 success principles that he claims always work and draws on his own experience and that of others to illustrate them.

Sixty-four principles may seem excessive, but each receives a concise, easy-to-digest chapter that challenges readers to risk creating their lives exactly as they want them. Many of the principles are familiar, such as "Take 100% Responsibility for Your Life," but he has a nifty way of summarizing them.

Amazon reviewer Erika Jorgensen says Canfield's definition of success is primarily monetary, but he includes plenty of anecdotes depicting average folks who saved themselves from the brink of bankruptcy after following his principles. And his cheerleader-caliber enthusiasm should benefit anyone looking to improve their lot in life.

*The Success Principles: How to Get from Where You Are to Where You Want to Be* by Jack Canfield and Janet Switzer, available in 20 formats including hardcover, paperback and Kindle.



The second week in January Friendly Computers attended International CES (formerly known as the Consumer Electronic Show) in Las Vegas scouting out the bleeding edge of shiny gadgets.

We've found some products that you will find useful and we will start reporting about them soon.



## Technology and You

There have been some legendary cliffhangers in television history. People endured a year of media and celebrity speculation before they found out who shot JR.

Did they like the wait? Probably not. According to a survey by Netflix, people who can watch the next episode of a show they love do watch the next episode. Or six of them.

Of 1,500 Netflix customers surveyed, 61 percent said they have watched from two to six episodes of a TV show in a single sitting. It's called binge watching.

And 73 percent of the survey respondents said they have positive feelings about binge watching television. About 50 percent said they prefer to have another person watching with them when they are on a binge.

## Watch What You Post!

*Maybe just give it one more thought before you hit enter.*

Facebook, Twitter, Instagram, Snapchat, Google Plus...

It really is not all good, no matter what people say, and it's not all anonymous. There are tips to remember when posting on the Internet.

The hapless Depree Johnson, 19, could have benefited from those tips. He was just doing a little bragging about his guns and money on Instagram when he heard a knock on the door. Well, maybe not that quick. But he heard a knock on the door shortly after he took a picture of himself with his guns.

A sheriff's deputy in Palm Beach County took note of the picture, the guns, and the fact that Johnson is a convicted felon who is not supposed to have guns. Thus, the knock on the door ensued when the deputy obtained a warrant.

The result was a happy deputy and an unhappy prisoner with 142 counts of felony charges against him for burglaries and other offenses.

And it's not just felons who have to worry.

A whole new area of lawsuits are blooming out there for people who give really nasty reviews about a company online. They are called SLAPP suits (Strategic Lawsuits Against Public Participation) and they aim to silence a complainer, according to [dailyfinance.com](http://dailyfinance.com).

Online reviews are bread and butter to companies. A bad review can ruin sales and, if the review is false, some companies are taking their case to their lawyers.

If you plan to post a review online:

- \* Tell the absolute truth.
  - \* Aim to help others, not to destroy the company.
- (Wait. Just wait a day or so before you start typing.)

Have fun, but be careful out there!!

There was no winner in last month's trivia. USB stands for Universal Serial Bus and it is a standardized piece of technology that does not require special installation to be recognized on any computer. It is how nearly all keyboards, mice, printers, and many other external pieces of equipment are attached to the computer. Universal since they can plug into any USB port and work.

Now, here's this month's trivia question. The winner will receive a gift card to Gumbo's North.

**How many legs did Three Legged Willie have? What was his first name and what was his profession?**

Note from previous month:  
It was Dawn Corbell, not Don who won. The editorial staff has been roundly chastised.

**Call us right now with your answer!  
512-931-0303—or email to [bill@fcofg.com](mailto:bill@fcofg.com)  
And win a \$25 gift certificate to  
Gumbos North in Georgetown  
If you've previously won, please sit on your hands.**