



MOOSE VIEWS

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Moose Views

is a monthly newsletter prepared by Moose Logic to bring you information and tips on maintaining a trouble free network.

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View past issues at:

www.mooselogic.com/mooseviews

Announcing Moose Logic Cloud Services!

We apologize that the August issue is a little late getting to you, but we've been holding the presses so we could make this announcement.

We've been thinking about, writing about, and investigating "cloud computing" options for quite some time now. We've shared some of our thoughts and concerns in previous issues of this newsletter, as well as on the Moose Logic Blog. (Just go to www.mooselogic.com/blog and select the "Cloud Computing" category.)

But our biggest concern was that we didn't want to announce something until we were **sure** that we could offer you services that met our own standards for reliability, security, and the safety of your corporate data.

We're happy to announce that we can now extend that offer to you. In fact, we can offer you a range of services, depending on your business needs.

Just want hosted Exchange and/or SharePoint? We can do that. Want a way to provide cloud-based file backups for your laptop users who are constantly on the road and never connect to the corporate network? We can do that, too. Want to get out of the server business entirely and move your entire infrastructure into the cloud? We can do that, too.

We can provide you with a XenApp 6 desktop in the cloud that looks and feels like Windows 7, and that is accessible from almost any client device, anywhere you have an Internet connection. (We can provide you with a true Win-

dows 7 desktop in the cloud, too, but it's going to be much more expensive, because of the license constraints Microsoft puts on hosting desktop Operating Systems.)



Our hosted Exchange service includes personal archiving with unlimited storage (discovery and compliance archiving is optional, depending on what you need).

But the big story is data security. We can customize the backup and replication depending on what your business needs are. Ideally, we'd like to see everyone implement a system that automatically transmits copies of their most critical data to an alternate site. But the reality is that not everyone is going to be willing to invest in that level of security.

For many organizations (you know who you are), simply moving their data into a SAS 70 Type II certified data center, with the latest hardware and software, power protection, multiple redundant paths to the Internet, fire suppression, and an automatic 14-day backup rotation will yield **huge** improvements in security and reliability over the in-house infrastructures they're currently running on.

But if you want to invest in more protection, you can. We can provide file-level replication of critical data to an alternate data center. We can replicate both files and images of your servers to a storage repository at our own facility or yours. As we've said before, it's your data. You get to decide how much

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Dog Days of Summer

The term “dog days of summer” is one that most people are familiar with. But do you know what it means? Technically, the “dog days of summer” run from July 3 to August 11, and are associated with the hottest days of the season.

The dog reference has to do with the night sky. Sirius, the brightest star in the summer sky, is in the constellation called Canis Major, which means “big dog.” Ancient people living in the Mediterranean region believed that such a large star as Sirius generated heat, just as the sun does. During the days from early July to mid-August, Sirius is in conjunction with the sun. This means that it rises and sets, and is in alignment with, the sun. These ancient people thought that the heat from the sun was being joined by the heat from Sirius, causing much warmer days. They called this time of year the “dog days,” after the constellation Canis Major.

Folklore about these unique days continued into relatively modern times. You can probably still find some older folks who remember the old wives’ tale about fish losing their teeth during the “dog days of summer.” With no teeth, the fish developed sore gums and were unable to feed until the return of cooler weather. For these folks, this helped explain why fishing at their regular fishing holes was so poor during the late summer months.

Five Summer Lightning Myths

During the summer, thunderstorms can not only bring rain, but thunder and lightning. To protect yourself from dangerous lightning, keep these common myths in mind next time you see a storm brewing.

1. Lightning never strikes twice.

Many locations and objects get hit by lightning several times every year. These include tall buildings like Chicago's Sears Tower and the Empire State Building in New York. There are also locations, such as mountain peaks, that will receive many lightning strikes each season. Other large structures, such as radio-television antennas, also can receive repeated strikes.

2. Lightning only occurs with thunderstorms.

While lightning does require moisture in the air to form, it doesn't have to be raining to create lightning. In fact, one of the most dangerous times for a fatal strike is just before a storm. Lightning can also travel horizontally, striking in areas that are still sunny. It is even possible for lightning to form during snow showers.

3. Lightning is only a danger outdoors.

Shocks from lightning strikes can travel into structures, usually through metal pipes, bathtubs, and electronic devices. If there is lightning in your area, stay off of your telephone, do not take a shower or bath, and limit your computer use. It is also possible for lightning to

strike through a window, so if there is a danger of lightning in your area, take precautions to avoid this danger by closing any open windows and doors.

4. A person who has been struck by lightning shouldn't be touched.

Lightning strike victims are not electrified by the jolt. In fact, they carry no electrical charge and most likely need assistance from those nearby. Rescue personnel should be immediately called, and the victim should be evaluated by bystanders immediately, as they often need CPR to survive.

5. Lightning will not strike bodies of water.

Lightning can in fact strike anywhere, including on water. Being on a boat or swimming will not protect you from a lightning strike. Lightning strikes to water have been known to kill fish in the immediate vicinity. To protect yourself, anytime there is the danger of lightning, even if none has been seen yet, you should remain indoors until the danger has passed.



A family had several guests over to dinner and everyone had been seated at the table. The mother asked her small daughter to lead everyone in saying grace. The little girl balked, saying she didn't know what to say.

“Just say what you hear Mommy usually saying,” replied her mother.

“OK,” said the little girl. “Dear Lord, why on earth did I invite all these people over for dinner?”

Moose Logic Cloud Services (continued)

to invest in protecting it.

One thing you can depend on is that this is *not* a one-size-fits-all offering. There is no such thing, and if you try to build one, it will fit no one well. It is an offering that can, and will, be customized to your specific business needs.

Cloud computing is not necessarily the right answer for everyone—but it can offer substantial returns on investment for some, and we believe that's how you need to evaluate the opportunity.

We can help you quantify the savings that could result from putting your infrastructure in the cloud instead of continuing to invest in new servers every few years, continuing to pay for server software upgrades, and continuing to pay all of the support costs associated with having that infrastructure on-site.

And once your infrastructure is in the cloud, accessible from anywhere with virtually any client device, a world of other options open up for

you.

It's easy to scale up and scale down if your head count rises or falls. We can provision or de-provision users in minutes.

In many cases, client PCs can be replaced with thin-client terminals, which require far less maintenance than a PC, consume less power, and typically last longer. (Although we don't necessarily recommend that you throw away perfectly good PCs, you might want to phase in thin clients as PCs fail or reach the end of their useful life.)

You could even institute a "bring-your-own-PC" option rather than continuing to purchase desktop or laptop systems. Many of your employees probably already have systems that are set up just the way they like them, and would prefer to use what they have rather than have you provide them with a workstation that's *not* set up the way they like it. Some of your employees may be MacBook users, and would love to be

able to use their MacBook at work.

With a cloud-based desktop, the only requirement is that the client device be able to run the Citrix Receiver, and you'd be hard-pressed to find a system these days that won't.

So if you've been thinking about what cloud computing can do for your organization, give us a call, and let us craft a proposal to your specific business needs.

As you know if you've been reading *Moose Views* for any length of time, we've been working with Citrix technology ever since there has been Citrix technology to work with. We know when an infrastructure is built right—and our cloud services infrastructure is built right. We wouldn't offer you anything less.



Curing the Afternoon Slump

You know the feeling. Your eyelids start to feel heavy, you have trouble concentrating, and your energy level plummets. The afternoon slump happens to many people during the time between lunch and quitting time. Next time you feel sleepy at your desk, try these strategies to reenergize.

Take a break.

It is not enough to just take a break from your work. You also need a change of scenery. There is nothing better than heading outside for about ten minutes. If you can, walk for a few minutes. Not only will the sunlight boost your mood, but the movement will help your body feel more energetic.

Have a snack.

Grab something to eat, but not just any snack. Foods loaded with carbs will further deplete your energy level. Instead have something rich in protein, like some low-fat cheese, a hardboiled egg, or some sliced turkey.

Have some tea.

Instead of grabbing another cup of coffee or an energy drink, try some tea instead. There is some caffeine in tea, but it is also full of antioxidants. The change to a flavored tea can be enough to awaken your senses for the rest of the day.

Talk with your coworkers.

Move some group activities to the mid-afternoon instead of trying to get your solo work done at this time. The collaboration will perk up your brain and keep you from zoning off. You can also use this time to make phone calls, since the act of talking is more active than sitting still while trying to concentrate.

Would You Like To Submit An Article, Story, or Tip for Moose Views?

Do you have a funny story or a resource you want to share with other subscribers?

Send it to me! We are always looking for new and useful content to add to Moose Views, including partners who want to submit articles!



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Services We Offer:

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- General Network Repair and Troubleshooting
- Network Design & Implementation
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Spam Filtering
- Voice over IP Phone Systems



By the Numbers: Back to School

- Almost \$7.5 billion is spent at family clothing stores in August, reflecting the increase in back to school shopping.
- There are over 77 million children and adults enrolled in school throughout the United States, with 55.5 million of those enrolled in elementary through high schools.
- There are almost 99,000 public schools in the country and almost 34,000 private schools.
- The annual salary of public school teachers in California is \$65,800. In contrast, teachers in South Dakota received the lowest pay in the nation at \$36,700. The national average is \$52,800.
- It pays to stay in school. The average annual salary of workers with an advanced degree is \$83,144. Compare that to \$21,023 for those without a high school diploma.

Source: U.S. Census Bureau

Vinyl Record Trivia

August 12 is Vinyl Record Day...

- The first flat discs, called records, were produced in 1887 to be used in toys.
- The first vinyl records were produced in 1930. Before that, records were made from a brittle substance containing shellac
- The Beatles originally wanted to include a picture of Adolph Hitler on the iconic cover of their Sgt. Pepper's Lonely Hearts Club Band, but removed it at the insistence of Parlophone Records.
- One of the most valuable vinyl records is "That'll Be the Day" by the Quarrymen. Only one copy was made and has always been owned by Paul McCartney. It is valued at \$200,000.
- Long-playing records became the prevailing format in 1948, when Columbia Records introduced the first successful 12-inch disc, allowing up to 30 minutes of playing time per side.

This Month in History

- August 1, 1790—The first U.S. Census was completed, counting four million people in the U.S.
- August 2, 1876—Wild Bill Hickok was killed during a poker game.
- August 3, 1492—Columbus set sail from Spain.
- August 4, 1790—The U.S. Coast Guard was established.
- August 5, 1861—The first income tax was signed into law by Abraham Lincoln.
- August 6, 1911—Lucille Ball was born in Jamestown, NY.
- August 7, 1959—The first picture of earth from space was transmitted by a U.S. satellite.
- August 9, 1944—Smokey Bear was introduced.
- August 11, 1841—While still legally a fugitive, Frederick Douglass, a former slave and a brilliant orator, writer, and abolitionist, gave his first public speech at an anti-slavery convention on Nantucket Island.
- August 12, 1851—The first sewing machine designed for home use was invented by Isaac Singer.
- August 12, 1981—The IBM PC was introduced.
- August 14, 1893—The world's first automobile license plates were issued in Paris, France.
- August 15, 1769—Napoleon Bonaparte was born.

Coming Events

View all coming events with registration links at:
<http://www.mooselogic.com/events>