



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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12 Surefire Signs That Your Business Is Ready For A Server

Is Your Business Limping Along on Outdated Computers and a Peer-to-Peer Network That Hinders You More Than it Helps You?

Here are 12 Surefire Signs That Your Business Could Greatly Benefit by Upgrading Your Network...

If you are like most small businesses, you acquire desktop computers, phone systems, and software in a random, "buy-it-when-you-need-it" fashion as your business operations demand it.

But at some point, this patchwork of stopgap technology you've acquired is going to end up costing you more in downtime, system errors, breakdowns, and other problems than it would to rip out and replace everything.

If you've suddenly become aware that you're at that stage of growth in your business, then you want to stop purchasing more software and hardware in a willy-nilly fashion and get serious about planning for your future growth and business operations so you don't end up with a big pile of expensive hardware and software spaghetti that doesn't meet your business needs.

One Big Secret To Saving Money

One secret to saving money on IT costs is to strive for as much uniformity and connectivity as possible across your business network - and the first place to start achieving that is a server.

If you have two or more computers that are loosely connected to share information, printers, scanners, Internet access, and fax machines, then you could inject a great deal of simplicity, productivity, and security with a small business server. A server simply acts as a single, specialized computer that ensures all of the computer connected to it (called "clients") have

access to the resources, information, and systems they need, faster, and with fewer problems. It also acts as a centralized manager to make sure data is secure and organized.

They're Not Just For Big Business Anymore

At one time, servers only made sense for large organizations because of their high cost and complexity. But today, there are very affordable and easy-to-implement server systems designed specifically for a growing small business. If you're not absolutely certain that installing a server could help your business enough to justify the cost, here are 12 surefire signs that your business could definitely benefit from an upgrade.

12 Signs That Your Business Is Ready For A Server

1. You have two or more computers that need to share office equipment (printers, fax machines, scanners) and resources (Internet access).

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12 Surefire Signs Your Business is Ready for a Server Continued...

2. You have irreplaceable files and data residing on more than one computer that needs to be secured from loss, corruption, or unauthorized access.
3. You need (or would like to have) secure access to your computer files while traveling or working from home.
4. You need to back up critical files on more than one computer, and you would like to be able to restore accidentally deleted files or previous versions of your files.
5. You need CRM (customer relationship management) software and accounting programs to manage and communicate with your growing list of clients and vendors.
6. You need to manage different versions of one file.
7. You need a central communication system that makes it easy to schedule group meetings and share information with employees, vendors, and customers.
8. You need to allow employees to share databases and other software tools.
9. You would like to send group faxes and e-mail broadcasts to customers and vendors.
10. You want to save money by hosting your own company website and e-mail.
11. You want to control employees' access to sensitive financial records and personnel information.
12. You want a central access point for information instead of having to hunt down various files and data from various computers on your network.

The Concept of the *Slight Edge*

All master craftsmen demand excellent tools to complete their work. They know that the best tools allow them to focus on creating their next masterpiece rather than being sidetracked, frustrated, or limited by the tools they are using. The computers, software, and office equipment you use are the tools you use *every day* to create your greatest masterpiece: your business. If the technology in your office is not simplifying your business and making it easier for you to get more done with fewer employees, it's costing you a lot more than the price of a server.

While there is no shortage of white papers on the

topic of ROI (return on investment) for upgrading technology, you and I know that this is truly a hard cost to quantify; however, there certainly IS a cost and depending on your business operations and how you use the computers and technology in your office, the cost may be significant.

The "Latte" Factor

In his book *Automatic Millionaire*, author David Bach talks about the "latte" factor. Simply put, most people end up financially broke not because of the big purchases they make, but because of the small, seemingly innocent day-to-day spending of small amounts of money over a long period of time. For example, no one thinks twice of spending \$4 for a cup of coffee at Starbucks every morning. However, add that up over the course of a year and they've invested \$1,460 into a daily cup of coffee. Why am I telling you this? Because massive loss of productivity in any business plays out exactly the same way.

Think about this: a faster processor and a faster hard drive with greater capacity allows you to open and use applications faster, saving a few minutes every hour. Information is centralized which saves a few more minutes every hour in finding files. There are fewer crashes and hang-ups. Each of these little things adds up to significant employee hours saved over the course of a year. Then there's the cost-savings of outsourced IT support. A properly configured and maintained client-server network is far easier to support and troubleshoot than a patchwork of computers that are loosely connected. All of this translates into higher revenue from your technology investment and should land on your bottom line.

Learn How a Network Can Give You All of These Benefits and More!

If you're interested in discovering how upgrading to a client-server network could help your business, contact us for a free consultation during the month of December. We can sit down and discuss the pros and cons, the costs, and how a server can help address specific problems and productivity bottlenecks you are experiencing in your business.

There is absolutely no cost or obligation when you invite us into your business. If we discover that your network is just fine the way it is, we'll tell you that and not try to sell you on something you don't need.

Simply call Sid Herron at 206-774-0619 or e-mail info@mooselogic.com

The Lighter Side:**Lines On Resumes We Hope Aren't True!**

- ◆ **My ability to complete projects on time is unspeakable.**
- ◆ **Hope to hear from you shortly.**
- ◆ **Here are my qualifications for you to overlook.**
- ◆ **Previous experience: Self-employed (a fiasco).**
- ◆ **I am a rabid typist.**
- ◆ **Education: College, August 1880 to May 1984.**
- ◆ **Special skills: I Speak English.**
- ◆ **I am sicking an entry-level position in your company.**
- ◆ **Served as an assistant sore manager.**
- ◆ **Married, eight children. Prefer frequent travel.**
- ◆ **Education: B.A., Loberal Arts.**
- ◆ **Objective: To have my skills and ethics challenged on a daily basis.**
- ◆ **Experienced with office machines and make great lattes.**
- ◆ **Graduated in top 66 percent of my class.**

Enter Our Best New Year's Resolution Contest and Win a FREE [Prize]!

Research shows that the most popular New Year's resolutions are to lose weight and start exercising. But there are plenty of other self-improvements people strive for, such as getting along better with someone, visiting a foreign land, or saving money for retirement or a new house. Please let us know about any interesting or unusual resolution you have for 2006, even if it's a funny one! The person who gives us the most interesting or unusual story about their New Year's resolution will win a [prize]. All you have to do is e-mail, fax, or mail your New Year's resolution into us. It doesn't have to be a lengthy story, but the more you elaborate, the better your chances. We'll announce the winners in a coming newsletter so keep your eyes on upcoming editions of "Bits-N-Bytes!"



"I've put on a lot of weight, but I'll lose it all in the Spring."

Real-Time Backup and Disaster Recovery

According to a University of Texas study, only 6% of companies suffering from a catastrophic data loss survive—43% never reopen, and another 51% close within two years. With odds like that, you have to ask yourself, "How lucky do I feel?"

The traditional practices of backing up to magnetic tape, and transporting tapes off-site, is good in theory, but our experience has been that people often forget to change the tapes, or to take a set of tapes home when they're supposed to (or bring a set back in), and very few organizations actually test their backup tapes to insure that they're getting good backups!

Ask us about the new backup appliance from Lasso Logic that continuously backs up critical files in real time, and can transmit the most recent version to an encrypted off-site storage location, *automatically!*



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Services We Offer:

- *MooseGuard*TM Managed Services
- General Network Repair and Troubleshooting
- Network Design & Implementation
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Wireless Networking
- Thin Client Computing
- Spam Filtering
- Storage Solutions

Use this space for:

- Announcing for a seminar or event
- Promoting a new product or service
- A traditional family recipe ("Mama's Corn Pudding")
- A picture of you and your staff saying "We all want to wish you a happy, healthy holiday!"
- Promoting a free report.
- Promoting a joint venture partner of yours.

Additional articles can be found on the Master Mind Group website.



We'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want us to research? Have a funny story or a resource you want to share with the other subscribers? Send it to us! We are always looking for new and useful content to add to Moose Views.

Call us at: 206-774-0619

Or send email to: feedback@mooselogic.com

FREE Computer User Awareness Guide:

How To Keep Your Computer Safe From Crippling Pop-ups, Viruses, Spyware & Spam, While Avoiding Expensive Computer Repair Bills

Do you constantly get hammered by pop-up ads that come from nowhere and interfere with you using your computer? Does your computer run slowly, act funny, or crash unexpectedly? Are you getting tons of spam from unknown senders? If so, then it's absolutely critical that you get and read our Free Report to learn:

- Computer scams, threats, and rip-offs that you **MUST** be aware of.
- Surefire signs that you are infected with spyware, malware, and viruses.
- Sneaky, underhanded ways cyber criminals access your computer, and how you can stop them dead in their tracks.
- The absolute worst type of program to install for your computer's health; go to these sites and indulge in these seemingly innocent activities and you're practically guaranteed to get infected with vicious spyware and destructive viruses.
- The single biggest cause of expensive computer repairs – and how to avoid it.
- 7 Simple steps to keep your computer safe from pop-ups, viruses, spyware, and malware, while avoiding expensive computer repair bills.
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