



“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!”

**Peter Verlezza**  
**SMB Networks, LLC**  
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“I’ll be right there. Let me just take care of this user. He’s about halfway through a three-hour download.”

# Technology Times

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

## **US Airways Emergency Landing Brings New Meaning To The Term “Computer Crash”**

It was a cold Thursday morning on January 15, 2009, when Bill Wiley boarded US Airways flight 1549 bound for Charlotte. Wiley was on his way to an important meeting for his employer, Computer Associates.

As you might expect he was diligent about backing up his information. In fact, he used two computers for safety; one for daily use and the other simply as a backup for redundancy. He also kept all his data on thumb drives and rarely carried both laptops at once.

As Bill planned for the meeting the night before his flight, the thought never crossed his mind that carrying both of his laptops could be a problem. After all, what are the odds of both machines failing at once?

Eighteen hours and an emergency landing later, Bill would quickly find the answer to that question when he was quoted as saying “I had no idea how screwed I was about to be.”

Even though the machines did not have classic hard drive failures, they were ultimately plunged into the ice cold water in the Hudson River, rendering them useless to their owner. When they were finally dredged up from the bottom of the lake, they were held as “crash evidence” by the federal government. More than three months later, Bill still hasn’t recovered his machines or any of the critical 250 megabytes of information stored on them.

Compare Bill’s story to that of passenger Paul Jorgensen who also carried his laptop on flight 1549. Immediately after the crash landing, Jorgensen panicked and thought, “I was going to be in pretty deep trouble...my life is in that laptop.” Pretty incredible that he’s thinking about his laptop when he was just spared his life!

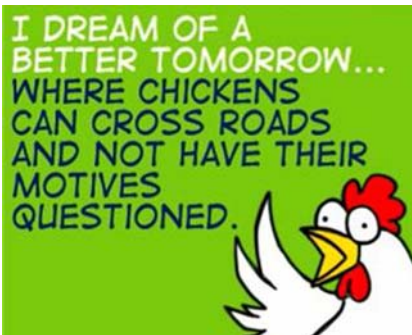
Fortunately for Paul, he backed up his laptop to a “cloud” based service. The crash landing happened on a Thursday, and the following Monday Jorgensen was back up and running again with all of his data, files and favorites intact.

As I read about the passenger experiences on flight 1549, two points jumped right off the page...

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# What Makes Us Different! We Provide . . .

- Help Desk Support
- Network Security
- Spam Filtering
- Virus / Spyware Protection
- Backup Disaster Recovery
- Wireless Networks
- Web Content Filtering
- Connecting Multiple Offices
- Network Design
- Servers, Computers, Laptops



1. **Hope is not a strategy!** Bill Wiley was *hoping* both laptops wouldn't fail; and for a long time he was right. But the most unbelievable thing happened on January 15<sup>th</sup> and hope didn't save his data; but smart planning did save Paul's.
2. **Physical redundancy is not enough!** Even though Bill had his data on a thumb drive and a second laptop, everything was destroyed at once; and if you have an onsite backup of your data as the *only* backup, you have the same risk of losing everything to a flood, fire, theft, or natural disaster.

## Are You "Hoping" Your Backup Won't Fail You Either?

### **You are relying on hope if you're using a tape back-up system.**

Tape drives have an average failure rate of 100%. When was the last time you conducted a trial restore using your current backup? That's the only way to know for certain your backups are working.

### **You are relying on hope if you don't have your data stored off site.**

Since your server locations are prone to fire, flooding, and storm damage, it's imperative to have an offsite copy of your data.

### **You are relying on luck if you don't have a completely automated backup routine that operates without failure.**

Human error is the #1 cause of data loss; that's why you want to take the human element out of the equation. What if someone forgets to back-up one day? Are your tapes being rotated properly? Automating your backups are the only surefire way to make sure no one forgets.

### **You are relying on luck if you don't have a way to quickly**

**RESTORE data.** Just having the data isn't enough; if you want to really be back up and running fast, you need an "image" of your drive. Let me give you an example: having your data backed up is akin to having an exact replica of all the furniture and personal belongings in your home kept somewhere offsite. If your house burns down, all your stuff is safe. HOWEVER, you would still have to rebuild the house and move everything back in; a task that could take days to complete. Data on your network is no different. If your server is destroyed, you would need to rebuild the server, reinstall all the software and THEN import all the data back. That's a couple of days work! Having an image of your hard drive is like taking a complete snapshot of your entire "house" and replicating it as is.

If you'd like to *move your strategy* from one based on hope and luck to **one based on absolute certainty** contact us for a Free "**Hassle-Free IT**" **system audit** where we will conduct an onsite 17 point review of your backup system to make sure you could quickly be up and running again in the event of a disaster. To claim your SMB system audit contact us at **[866 975-1688](tel:8669751688)** or **[peter@smbnetworksllc.com](mailto:peter@smbnetworksllc.com)**. Free audits are limited to the first 7 businesses that contact us, so don't delay!

Source Information: Edward C. Baig, USA Today March 30, 2009

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## Are Your Filing Cabinets Dangerous?

### Maybe That Backache Is Caused By All The Digital Devices You're Lugging Around...

If you carry around a laptop for checking e-mail, a cell phone for calls and text messaging, a digital camera, iPod and navigation system, I've got an easy way for you to 'lighten the load' and empty out your car or purse...

New smart phones, such as a BlackBerry or an iPhone, do it all from ONE sleek device.

For a long time, cell phones couldn't match the quality of individual devices for their specific functions, but the new smart phones have improved power, larger screens, and five-to-eight inch displays that can show turn-by-turn navigation. For many people, the phone is all they need UNTIL they start using some of the other features – then they're hooked!

So take a look these new phones and shave a good 10 lbs off your purse or laptop bag!

**Please Welcome My  
Newest Clients And  
Friends!**

**COMPLETE PEDIATRICS  
North Haven, CT**

**Best of luck  
with the opening of  
your new practice.  
We look forward to a long  
and rewarding relationship.**

**THANK YOU!**

The first time I read about the concept of the "paperless office" I thought it was a brilliant idea that would revolutionize the way we all do business. Yet despite the obvious logic of the idea, I don't know of any office that is truly paperless; as a matter of fact, most are just the opposite, swimming in piles of paper documents.

Maybe it's because most people haven't figured out how to go truly paperless. Or maybe we simply have some deep-rooted human need to touch the documents we use. Whatever the reason, these enormous piles of paper that never get filed, get lost or waste hours of our time moving, sifting, sorting and searching through them adds up to a BIG cost that can be hard to measure.

If you are suffering from 'paper overload,' maybe it's time you considered moving some portion of your paper contracts and files to a paperless document imaging solution. The costs of installing such a system have dropped dramatically over time, and often the hard costs can be easily recouped in a few short months. Here are just a few reasons why you should consider going paperless:

- **Reduce clutter & office space taken up by filing cabinets**  
Once you get the staff into the habit of scanning documents upon receiving them, you can avoid the endless piles of paper around the office and (eventually) get rid of big, bulky filing cabinets that take up space.
- **Save time filing and searching for documents**  
An entire universe of documents can be searched in seconds using simple search criteria, such as a word or number in a document. This means less time wasted in searching through paper files, your office is far more efficient and organized, and you'll be able to respond to customer requests, orders, or questions much faster.
- **Reduce or eliminate missing documents**  
Scanning and filing of documents get them to the right place with few exceptions; that means critical contracts, order forms and files will have much less a chance of getting lost or misplaced.
- **Faster, surefire recovery after physical disaster**  
Electronic documents backed up electronically can be reprinted and saved; documents lost to fire, water damage, coffee spills, tears or other physical damage can't ever be recovered.

You can also streamline business processes by adding process flow tags to new, inbound documents. For instance, you could add a "Current Review Status" field, electronic routing list, or even a "Document Expiration Date" field to a document – items that are often managed with yellow sticky notes or small routing slips.

A document management solution is something that every business should at least look into, especially if you're still receiving a lot of paper. Call us at [866 975-1688](tel:866-975-1688) if you'd like to discuss how you could benefit from a Virtual Filing System and learn the various options available for your business.

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The **Connecticut Audubon Society** (CAS) recently convened its Board of Directors for an urgent meeting. The branch had converted all of their Board Meetings among their six offices to network teleconferences, rather than in person meetings. When President Bob Martinez reached his office, he found his technology inoperable. He placed a call to the **SMB Networks** team, as his company participates in their “**Hassle Free IT**” program. Instead of the anxiety that usually accompanies high tech breakdowns, SMB resolved the problem immediately. Bob continues to rave about SMB Networks: “They have helped us utilize technology to deliver better products and communications to our members across the State.” “In an increasingly decentralized operating environment, we are more reliant upon technology to reach our constituency and engage them,” says Martinez.

The ultimate resolution to CAS’s technology needs emerged through an encounter with one young child. The then four-year-old attended a CT Audubon camp two summers ago. One day his dad came to pick him up, and the child enthusiastically guided him through the center, with a child’s passion. The dad, an Executive with Fujitsu, a computer hardware company, was so impressed with CAS that he asked the director if his company could donate some electronics, since the company was in the process of looking for grant recipients.

This encounter became the turning point that allowed CT Audubon to benefit to the tune of \$1.5 million dollars, enabling them to outfit and network all of their centers. As Martinez says “It was like giving a nuclear weapon to a stone-age tribe.” Yet before they could take advantage of this generous gift from Fujitsu, they needed to identify a service provider to help them integrate it. At this critical time, Martinez met Peter Verlezza, founder of SMB.” Other companies had urged CAS to consider expensive T-1 networking, but SMB’s quote for “**Remote Office**” provided the infrastructure and service that met their specific needs, at substantially lower cost, entailing a savings of \$54,000!

According to the CT Audubon Society, who not only “provides research and indicators for the State Legislature on the important issue of Conservation of Habitat,” the organization reaches thousands of families each year through programs at the centers and in outreach to schools across the State. Marketing and Communications Director Mara Neville shares many stories on how the summer Audubon camps have had distinct impacts on helping children reshape their lives and ultimately, their careers.”

CT Audubon’s President is excited about the REAL prospects for growth, especially now that SMB is involved. “Not only is Peter a wonderful head of the company to work with,” says Martinez, “but we speak to the helpful, friendly and responsive individuals he works with, and utilize their services EVERY DAY. ‘Hassle Free IT’ allow us to maintain our equipment and have high tech support 24/7! Each IT staff member is an expert trouble-shooter, and CT Audubon does not have to carry the burden of having its own on-site IT staff.”

Since the organization does not need to divert valuable staff attention to the technical infrastructure that keeps them running, they can utilize the professional workforce to advance their critical missions. Ms. Neville says CAS is more than about birds. The birds are indicators of the health of our habitats; “we share this planet and are responsible for one another and all the living creatures that thrive here.” CAS sees its mission in growing and reaching more families and children to take that responsibility seriously. Half of the bird species that indicate good health are at risk now, and we would love to see families involved in experiencing nature and taking small steps to protect our habitats.”

Founded in 1898, Connecticut Audubon Society conserves Connecticut’s environment through science-based education and advocacy focused on the state’s bird populations and habitats. CAS operates nature facilities in Fairfield, Milford, Glastonbury and Pomfret as well as an EcoTravel office in Essex and an Environmental Advocacy office in Hartford. CAS manages 19 wildlife sanctuaries around the state, preserves over 2,600 acres of open space in Connecticut and educates over 200,000 children and adults annually. Working exclusively in the state of Connecticut for over 100 years, CAS is an independent organization, not affiliated with any national or governmental group. Please visit [www.ctaudubon.org](http://www.ctaudubon.org).