



"As a business owner, I know you don't have time to waste on technical and operational issues.

That's where we *shine!*"

**Managing your technology, so you can manage your business**

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New Haven, CT**

### Inside This Issue...

How To Avoid This \$15,000 Problem In YOUR Business.....Page 1

Forgetful? This Gadget's For You.....Page 2

What Thomas Edison Knows About Failure.....Page 2

Never Again Waste Time Looking For A Document. See How On.....Page 2

The Story of A Husband Who Got "Lucky".....Page 3

A Big Security Mistake That Could Leave You Without A PC For Days.....Page 3

Why This Could Be The End of Google As We Know It.....Page 4

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# Technology Times

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

## Is The Paperless Office Now A Reality?

If a gust of wind suddenly came through your office, would it leave you with piles of paper chaos? If you still have manual and paper processes, it probably would. It might be your manual service tickets, your 3-ply invoices, or the mountain of paperwork that arrives on your desk from clients that you have to sift through, sort, and file every day. If you're honest, you probably don't have to think too hard to find at least one process in your company that is a giant frustrating paper trail, far from the well-oiled machine you'd like it to be.

If you can't stand the thought of this kind of chaos, you may want to consider document management. Simply put, a document management system is software and hardware installed on your network that can streamline business processes while drastically reducing the amount of paper you use. A document management system saves you money, helps your business run more smoothly, and gives you a sense of pride that everything is running as efficiently as it should be.

Most document management systems also have a document imaging component, which is the term used to describe the way your current paper documents and files become electronic. Typically, your files are scanned in with a multi-function copier/scanner, and the document management software then helps you label and organize that file.

How do you know if a document management system is right for you? Ask yourself the following questions to find out.

**1. Do you have at least one employee who files or retrieves documents?** Let's say it takes 6 minutes for a \$20/hour employee to physically get a file, review what they need, and return it to the file cabinet. If they do this just 3 times a day, it's taking 18 hours and costing you over \$1,500 every year. Multiply this by 10 employees and you've got a \$15,000 problem. With document management, getting those same files is basically instantaneous, making a big impact on productivity savings.

**2. Do you use more than one file cabinet?** According to Coopers & Lybrand, the average cost to fill and maintain a single 4-drawer file cabinet is over \$6,200 per year (including average cost

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## Shiny New Gadget of the Month



“Arrggg...I forgot my phone!” If you utter this phrase regularly – this month’s shiny gadget can come to your aid.

The ZOMM, a “Best of Innovations” award winner at this year’s Consumer Electronics Show, is a poker-chip sized device that clips on to your keychain or your pant loop and warns you when you’ve stepped away from your phone. Developed by a Mom (who was tired of forgetting her cell phone at restaurants and coffee shops) and her husband (who was no doubt frustrated as well), the device is like a wireless leash for your phone, sending an alert if your cell phone is left behind. And, as soon as your phone is out of range, the ZOMM can answer your calls, too.

In an emergency situation and can’t grab your phone? The ZOMM can also call emergency assistance from anywhere in the world and can sound off a loud panic noise if you want to dissuade a potential attacker.

The device costs about \$80 and will be available sometime in Q2 of 2010 from [www.zomm.com](http://www.zomm.com).

The downside? People who forget their phones now have to *remember* to wear the ZOMM. Guess the inventors forgot about that.

of floor space). If you’ve run out of space in your own office and now rent storage space elsewhere, your costs are even higher. Document management eliminates the need for these.

**3. In your industry, are there any regulatory compliance issues in regards to storing client information?** The medical field has HIPPA, the financial world has Sarbanes-Oxley, and other professionals such as attorneys have an ethical obligation to protect private information. Many other business types have to be compliant with other regulations like the Patriot Act in terms of securing their information. Because of the encryption included, document management provides the security needed to comply with almost any of these regulations.

**4. If your paper files were stolen, are you worried about the damage it would cause your business? Would those records be gone forever?** It’s a lot easier for someone to walk into your office and swipe a file than it is for someone to hack into a document management software, de-code the encryption, and do so without being traced. If your documents and files are stored electronically, and you have a proper backup and disaster recovery plan, your information stays safe, no matter what happens.

**5. Do you have employees that work remotely or have multiple locations?** With the right document management system, files and electronic records of any kind are easily accessible from anywhere. Plus multiple people can view the same file at the same time, something nearly impossible with a physical file.

**6. Have you ever spent more than a couple of minutes searching for a document on your server?** Probably one of the most frustrating events in any work day is combing through the endless files on your server to search for the document you need. After a few minutes of futile effort to find what you need, your frustration turns to anger and you either turn into a raving lunatic, recruiting others to now join the search party for the blasted file that you KNOW is there, or you give up altogether – neither of which is very good for productivity. Document management ends this problem by giving you an easily searchable, organized place to store your files.

If you answered “yes” to any of the above questions, then a document management system may be just what you’re looking for. Call us at **866 975-1688** today to learn more.

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*“I have not failed. I’ve just found  
10,000 ways that won’t work.”  
– Thomas Edison*

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## The Lighter Side... What's Luck Got To Do With It?

A woman's husband had been slipping in and out of a coma for several months, yet she stayed by his bedside every single day. When he came to, he motioned for her to come nearer.

As she sat by him, he said, "You know what? You have been with me all through the bad times. When I got fired, you were there to support me. When my business failed, you were there. When I got shot, you were by my side. When we lost the house, you gave me support. When my health started failing, you were still by my side..."

"You know what?"

"What dear?" She asked gently.

"I think you bring me bad luck."

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"We must believe in luck. For how else can we explain the success of those we don't like?"  
- Jean Cocteau

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"You're lucky, Ted. You're the only one around here who doesn't get treated like a number."

## Are You Making These Security Mistakes When Surfing The Web?

Does your computer ever run slow, act funny, or crash unexpectedly? Do you get a ton of pop-up ads, even when you are not actively surfing the web? Has your browser been "hijacked" and replaced with another unknown browser? If so, your computer is infected with malicious spyware and viruses that can alter your computer, steal your confidential information, and disable the use of your PC, leaving you without a computer for hours or days while you get it fixed.

And what's worse –most times once your computer has been hit by these threats, it has to be completely wiped in order to fix it. Unless you have a backup image (a snapshot of everything on the PC, exactly as it is), it will never quite be the same again. You may lose software programs that you downloaded, but don't have the disk for, your icons won't be where you remember them, and "little" things like your default printer could be all screwed up. It can be a nightmare.

One big misconception many computer users have about spyware and viruses is that these programs somehow invaded their computer through no action or fault of their own – in most cases, this is simply not true.

Malware, spyware, and viruses are usually a result of some action taken by the user (you or an employee that uses your computer). Remember, cyber criminals are *incredibly clever* and gain access to your computer via some of the most innocent and common activities you are performing; that is why it SEEMS as though it is your computer's fault when in reality, YOU are unknowingly giving these hackers and auto-loading devastating programs free access to your computer.

Deadly programs to avoid are free "enhanced" web browsers, screen savers, and just about any "cute" programs you come across that are free to download. Always read the terms and conditions before downloading ANY program to look for clauses that allow them (the software vendor) to install spyware programs on your computer.

Unfortunately, installing programs is not the only way a hacker or malware program can access your computer. If you do not have the most up-to-date security patches and virus definitions installed on your computer, hackers can access your PC through a banner ad on the web that you accidentally clicked on or through an e-mail attachment that you opened.

Hackers have also figured out ways to install malicious programs on your computer via your IE web browser, **EVEN IF YOU DIDN'T CLICK ON ANYTHING OR DOWNLOAD A PROGRAM.** Microsoft is constantly providing "patches" to their operating system software, and all it takes is one missed update to leave you completely vulnerable.

That's why it's so important to have someone in charge of updating your computers and server DAILY. An innocent web search by an employee can end up bringing on a host of viruses, hacker invasions, or

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## Is Google Going Away?

Erik Qualman thinks so. In his book, "Socialnomics" and in a viral video on YouTube, Qualman demonstrates what he calls the "social media revolution" and explains why search engines, like the one provided by Google, will one day be unnecessary.

Qualman says that soon we will no longer have to search for the products and services we want - those products and services will use social media, like Facebook, to find us.

The news has already done this. Log on to any website, turn on any TV station, listen to any radio station, and at some point you'll hear the news, even if you weren't tuning in for it. Qualman believes that, like the news, the products and services we want will now be right there in front of us, without us having to do the research. Social media will allow companies to learn far more about their prospects and customers than ever before, and give them insight into what they need to deliver.

Of the 100 million users of Facebook, 34% post opinions about products and brands. If you use Google to search some of the largest brands in the US right now, you'll see that 25% of the time the top 20 results are all user-generated content from social media-type sites. In other words, good or bad, your customers and prospects are posting their opinions about your company. And those rankings are becoming much more important than how Google ranks you.

other evil attacks that end up costing you hundreds or thousands in lost wages and repair costs. The best way to make sure you're protected is to enroll in a 24/7 maintenance and monitoring plan, like our **Hassle Free IT**, you get the latest patches and updates automatically plus a knowledgeable IT staff to resolve anything the updates missed.

## Protect Your Computer From Viruses, Hackers, and Malicious Spyware; FREE REPORT Reveals How

Our FREE Consumer Awareness Guide titled: "How To Keep Your Computer Safe From Crippling Pop Ups, Viruses, Spyware, & Spam, While Avoiding Expensive Computer Repair Bills" will give you insider tips on how to keep your computers squeaky clean and avoid expensive and frustrating downtime. **Download it FREE now at:**

<http://www.smbnetworksllc.com/free-stuff.php>

Please join us in welcoming our newest clients:

### New Jersey Audubon Society

a not-for-profit organization fostering environmental awareness and conservation, located throughout the state of New Jersey.

### Physicians Billing Service

Cheshire CT, serves large and small medical practices through out Connecticut for more than 15 years.

**Welcome to the SMB family!**

## Who Else Wants To Win A 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... **Louise Cirrincione** from The Write Approach in Woodbridge! She was the first person to correctly answer my quiz question from last month:

**When did Valentine's Day become associated with romantic love?**

- a) Victorian Era b) Middle Ages c) Nineteenth Century d) The 1950's

*The answer is: b) Middle Ages*

Congratulations Louise! Now, here's this month's trivia question. The winner will receive a \$20 gift card.

**The term "druid" comes from the Celtic for an expert on what tree?**

- a) Oak b) Birch c) 30 Cherry d) Apple

**Call me right now with your answer!**

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