

TAZ Technology Report

November 2015

Volume 9, Issue 11

Little-Known Facts About Data Backup

What Every Small Business Owner Needs to Know

Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.



Your business is only as solid as your data backup.

Imagine what would happen if your network went down for days and you couldn't access e-mail or the information on your PC. How devastating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server...do you have an emergency recovery plan in place that you feel confident in?

If you do not have good answers to the above questions or a rock-solid disaster recovery plan in place, you are quite literally playing Russian roulette with your business. With the number of threats constantly growing, it's not a matter of *if* you will have a problem, but rather a matter of *when*.

But That Could Never Happen To Me!

After 12 years of working with small and mid-size businesses in Southeast Michigan, we've found that *most* businesses will experience

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Date to Note:

TAZ Networks will be closed on Thursday, November 26. Monitoring will continue 24/7 for our Computer Care Advantage Clients.



Microsoft® Partner
Silver Midmarket Solution Provider

Our Mission:

To provide the highest quality service and technology solutions for our clients, while pushing ourselves to greater knowledge and understanding.

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some type of backup glitch or major network or technology disaster. This can end up costing *thousands of dollars* in repairs and restoration costs without the right plan in place ahead of time.

Remote Backups: Why EVERY Business Should Have Them In Place

Remote backup, also called offsite backup, online backup, or managed backup, is a service that allows you to maintain a secure copy of your data in a different location than your office.

Usually this type of backup is done automatically via the Internet after hours to a high-security facility.

The **ONLY** way to completely protect your data and guarantee that you could restore it all after a major disaster is by maintaining an up-to-date copy of your data offsite in a high-security facility.

Standby Server — The Best Solution for Backup and Disaster Recovery

If you really want to sleep well at night, a Standby Server Solution helps ensure the survival of your business, even in the face of a downed server, failed server or disaster. There is no better business continuity solution.

Our Standby Server technology starts as low as \$299 a month and gives a comprehensive solution:

- Provides high availability, redundant off-site co-location facilities.
- Includes offsite backup and data storage to give you a comprehensive disaster recovery solution.
- Brings failed servers up in minutes, not days or hours, giving you fast access to the essential data that keeps your business running.
- A comprehensive data protection business continuity solution.

Don't let system failures, malicious attacks, or property damage threaten your business! Contact TAZ Networks today!

Final Notice! Win a Laptop from TAZ Networks!

Refer a friend to TAZ Networks between August 1, 2015 and November 30, 2015 for a chance to win a new Lenovo ThinkPad!

For each qualified referral you provide, your name will be entered into the drawing for a chance to win the new Lenovo ThinkPad.

How the program works:

- Enter your referral's contact information at **taznetworks.com/referral-contest**
- We will contact them to schedule an appointment.
- We will give you a \$25 gift card for every referral that meets with us.

- When your referral becomes a Computer Care Advantage client, we will give you a \$100 gift card.
- After November 30, 2015, we'll choose one referrer to win the new Lenovo ThinkPad.

What is a qualified referral?

- The business you refer has 15+ PCs.
- The referral contact person is a decision maker in the company.
- The referral business needs help with their network, data backups and security, disaster recovery, or a second opinion on how they are doing things now.
- The business you refer is within 1 hour of Brighton, including

Detroit, Ann Arbor, Flint, Lansing and all points in between.

How to Participate:

Simply enter your referrals at **taznetworks.com/referral-contest**.

Program starts August 1, 2015 and ends November 30, 2015.



Win \$25, \$100, or a business-class Lenovo E555 laptop!

The President's Corner — Ready to Throw Away Your Servers?

It's hard to believe we are writing the November newsletter when it's 70 degrees out and we all have spring fever. Time to get that last round of golf in and enjoy it while it's here. Michigan certainly can be breathtakingly beautiful this time of year.



One thing that has been consistently interesting with more and more prospects and clients that I visit lately has been the comfort level with cloud computing. As younger employees enter the workforce the comfort level is extremely high. They have been using cloud-based services their entire lives, so it is a natural extension to use them in their businesses.

Some businesses are at the cusp of retiring their existing servers and, rather than lay out a large capital expenditure, they are looking for a way to only use the resources they need when they need it.

If you haven't looked at cloud-based desktops we highly recommend that you do. Our "desktop as a service" TAZ Cloud Desktop gives you a fully functioning desktop for all users in your organization fully hosted in a secure data center that is watched and monitored 24x7. With redundant generators and redundant internet connections we have experienced no downtime since we've moved these hosted services to our new facility. It truly is a great option for a small to medium sized business that is looking to get enterprise-level security and support in a package where they pay only for the number of users they have,

not the number of users they MIGHT SOMEDAY have.

We encourage you to at least listen to the concept of a "desktop as a service" before your next server purchase. Our clients on this service have 75% fewer service issues than those that have servers in-house. That productivity gain can really allow a small business to do more with less staff, and as we all know staff is our number 1 biggest cost. Even eliminating one unnecessary position might potentially mean your EBITDA goes from negative to a nice big fat positive number.

Happy computing! — **Tavis**

Tavis Patterson is the President and founder of TAZ Networks.



Meet the Tech: Sean Marcucci

Sean has been using computers for as long as he can remember. His professional experience started with a graphic design job at a banner printing company. Sean quickly realized he enjoyed fixing the printers and helping the customers more than designing the banners.

After that, Sean took a job working for a small writing and web design company and another working for a software company before accepting a Service Desk

Technician position at TAZ Networks.

Currently Sean has his Comptia A+ certification and is working toward earning a couple different Microsoft certifications.

Sean's free time is spent chasing his two year old son and spending time with family. He also enjoys creating games and teaching himself programming.

Welcome, Sean!



*Sean Marcucci
Service Desk Technician*



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*Tell us what you think! Tweet to
@taznetworks or find us on
LinkedIn and Facebook.*



We're Hiring!

It's that time again — we're looking for a Service Desk Technician with a great phone manner and excellent troubleshooting skills.

If you know a trained IT person with some networking experience, excellent customer service skills, and a great personality, send them our way!

Our Service Desk Technicians are challenged by a variety of environments and technologies, assisting different clients on a daily basis. All applicants must be self motivated and able to work alone or with their team and thoroughly document all work.

The desk techs typically work in the office, although more experienced people are sometimes sent to clients on an emergency basis.

Interested? Know someone who might be perfect for this opportunity? Please go to **taznetworks.com/careers** for more details.



Who wouldn't want to work with great people like Steve, Alex, and our other staff?