

The Tech Tribune

Anniversary

Congratulations to Matt Maya!

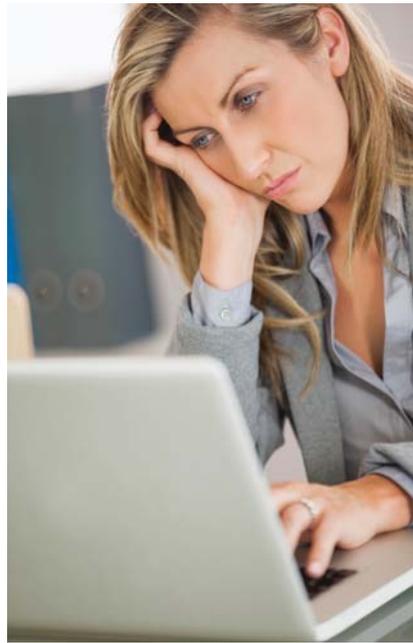
Matt has been with our company for 10 years. He has been a model employee, proven to be hardworking and dedicated to his career. His current position as Senior Project Engineer allows him to talk to our clients daily. One of the things our clients like about Matt is, "You would never know if he was having a bad day as he always answers the phone ready to help." Matt has grown to be an indispensable part of our team. Thank-you Matt, for your 10 years of service to Acts360!

June 2016



This monthly publication provided courtesy of Greg Sweers, CEO of ACTS360.

"As a business owner, 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 worries!"



If you're often – or even constantly – frustrated with slow loading times, screen freezes or crashing programs, your network may be in desperate need of an upgrade... or a tune-up. Here's how to make your network run like new again...

What's Slowing Your Network Down?

Most computers and networks bog down as they age. Here's why:

- Spyware, viruses and other stealth programs secretly hiding in your machine. And we mean "secretly." Today's sophisticated malware is more elusive than ever. Most users will never know what hit them until it's too late. The only tell-tale sign that your system has been infected is that it starts slowing down over

The #1 Cure For A Sluggish PC

time. These nasty bugs attach themselves to all sorts of programs in your network and work in the background, undetected.

- Your machine is overdue for replacement. Hey, it can only last so long. Manufacturers don't spec PCs to last more than about three to five years. When things start slowing down... or you can't install the latest software... or plug in some of the newer cables... it's time to start shopping. But there are ways you can extend your computer's useful life. Which brings me to #3...
- It's time for a tune-up. Just like a car, your network needs routine maintenance to run at top speed and performance. To keep it

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running smoothly, there are over 100 checks and updates that need to be done on a regular basis. These include disk defragmentation, patch management and the removal of unnecessary files and programs, to name just a few.

Our Free Tune-up Gets Your Network Up To Speed

If your computer network hasn't had the routine maintenance it needs to run well, we'd like to offer you a FREE Network Tune-Up. Valued at \$397, this FREE offer is our way of introducing you to our company. There's no cost or obligation when you say "YES!" to this complimentary service - but you have to act fast! Because of time and staff limits, we

can only provide this valuable FREE Tune-Up to the first five who respond!

When you are one of the first five to respond, we'll send one of our friendly expert technicians to your office to:

- Run a full diagnostic on your network to troubleshoot slow, problematic PCs, error messages and other problems.
- Review your firewall and security settings to make sure you are PROTECTED from hackers, viruses, spyware, etc.
 - Verify that your data is being backed up in a format that COULD be recovered in the event of a disaster.
- Review system logs for errors and other "red flags" that could develop into

"Review your firewall and security settings to make sure you are PROTECTED."

bigger problems.

- Examine your computer network's power sources to make sure it's safe from lightning strikes and power surges.
- Tune up your server to free up more space and improve its speed.
- Inspect critical components for dust buildup that can cause overheating, excess friction on moving parts such as fan motors and potential breakdowns.
- Check for loose or poorly connected cables.
- Clean out old and unnecessary temporary files that are stealing precious disk space.
- And much, much more...

Fair Warning: We can only provide this valuable FREE service for the first FIVE companies that contact us. So call today: 813.699.5356.

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

You will learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at
<http://www.acts360.com/workfromhome/>



Client Spotlight: Florida E.N.T. and Allergy

Florida E.N.T. and Allergy has been in practice for over 35 years, with 8 offices throughout Hillsborough. They are a leader in all ear, nose and throat issues; treating ages 0-99. Florida E.N.T. specializes in the fitting and treatment for hearing aids.

Florida E.N.T. called Acts360 two years ago when they needed to centralize their call center. Now, they solely rely on VoIP telephony and would never go back to traditional phone lines. "Acts360's VoIP solution allows us to work remotely without losing function and features. Their customer service has been superb and second to none!"

Carlos ~ Practice Administrator for Florida E.N.T.



Is Your Business Prepared For Hurricane Season?



In preparation for hurricane season, there are some steps your business should take to protect your data and technology from storm damage. Hurricane Season just began and runs through November 30, 2016. The NOAA recently came out with their predictions for this year's hurricane season at about average. The forecasts are for 10-16 named storms (including Alex in January), 4-8 hurricanes, and 1-4 major hurricanes. Having seen the water damage that relatively weak Tropical Storm Colin brought to our area this month, we at Acts360 want to make sure that we encourage all of our clients to take Hurricane preparedness seriously as we enter into this 2016 Hurricane season.

For Hurricane Preparation, the steps below should be completed before employees are dismissed from work due to a threatening hurricane:

BACK UP YOUR DATA - Having data backup procedures in place can play a significant role in protecting your business from a hurricane. Cloud-based storage provides an effective way for your company to keep its data safely removed from your physical location. The consistency and reliability offered by an offsite infrastructure approach can be invaluable in the days following a hurricane.

PROTECT FROM WATER AND WIND - If your business is in a flood zone, and a hurricane has a potential to impact your area, be sure to elevate your CPUs, printers, servers, and other network devices off of the floor when possible.

PROTECT FROM POWER ISSUES - Power outages and surges also cause issues for IT equipment. Your server and possibly computers should be plugged into a UPS - uninterruptible power supply - to allow them to keep running for a short time when the primary power source is lost.

After the storm, the steps below should be taken to resume normal computer operation after returning to work:

INITIATE DAMAGE - Take note of the condition of the computer equipment. If it is visibly damaged or wet, DO NOT plug the equipment in or turn it on.

VERIFY ELECTRICAL INTEGRITY - Computer equipment should not be turned on if electrical power is unstable. Confirm this with your system administrator if you are unsure.

VERIFY NETWORK SERVICE AVAILABILITY - Central services such as network connectivity, network file servers, or email servers may not be available. Verify the availability of services with your network administrator before proceeding.

VERIFY PROPER OPERATION - Return the computer to its original location, plug in all power cords and turn the computer on. Take note of error messages and write them down.

Bottom line- "BE PREPARED"

Your business doesn't need to go out of business as the result of a major storm. Acts360 is committed to preparing our clients to protect their business, both in making sure they have the proper technology to meet their current and future needs, and in advising them about safeguarding their businesses from weather-related, cyber and other disasters. Call us at 813-699-5356 to discuss how we can help your business.

Who else wants email subject lines that get prospects to open up, read and respond?

The best e-mail subject lines provoke interest and inform without giving too much away. Here are five templates you can customize to skyrocket your response rates. "Question about <<goal>>" - Curiosity about your question drives opens on this one. "Our next steps" - Follow up with a new contact or reengage one that's gone quiet. "Do not open this e-mail" - Ever tell a toddler not to do something? Use reverse psychology and win! "Know this about <<topic of interest>>?" - Offering a helpful tip or fact builds credibility and gets the conversation going. "10 mins - <<date>>" - Getting straight to the point makes it easy for your reader to hit "return" with a quick response.

-*Blog.Hubspot.com*

Google's AMP project could have a deep impact on your marketing.

If your business is like most, the majority of your market has migrated from desktop to mobile. If you're not reaching them there, you're probably not reaching them. Yet many mobile web pages are confusing, slow-loading and frustrating to users. And that mat-

ters to you, the advertiser. According to Kissmetrics, for example, 40% of web users abandon a page that takes longer than three seconds to load. Google's Accelerated Mobile Pages (AMP) project seeks to solve that issue by making the mobile experience fast, beautiful and secure for users. The sooner you "AMP up" your web pages, the greater your advantage over competitors.

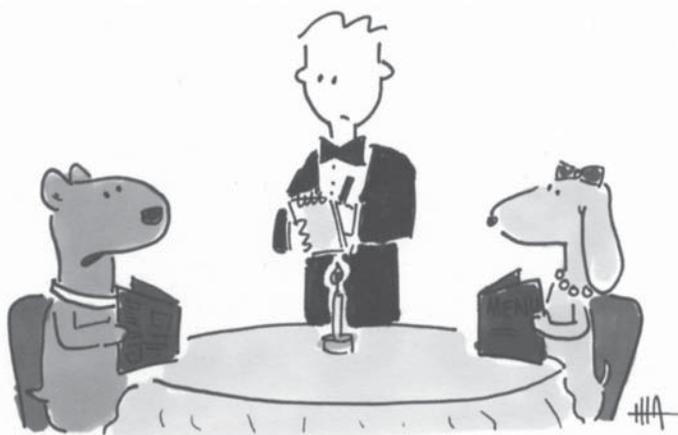
-*SearchEngineWatch.com*

"Mousejacking": Need you be concerned?

Researchers at security firm Bastille report that with a simple \$10 antenna and a few lines of code, hackers could take over your wireless mouse and keyboard. "Air-gapped" computers - that is, computers physically separated from the Internet - are particularly at risk. Fortunately, hackers' options are limited: they would have to be within a few hundred yards of their target, and likely would need to see its screen to unlock access. However, once inside, it might take only a few moments to inject a piece of malware. It's unlikely that anyone at your company will attract such a highly targeted attack. Yet it pays to not underestimate the vulnerability of even the most mundane of devices.

-*Popular Mechanics*

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"We'll both have the homework."

Experience the power of social scheduling with Doodle.

Trying to coordinate a team meeting can frustrate you even more than herding cats. Instead of wasting half your day tracking replies to a group e-mail thread, you can let Doodle do the work for you. You simply enter the name, location and description of your event, and select available dates and times. Then choose from a menu of settings, such as "if need be" options for busy participants, or confidential results so that only you can see the answers. Type in or copy/paste participants' e-mail addresses, add a personal message, and boom - you're done! Doodle does the rest, yet gives you control over the final outcome. And just think, no more cat-herding.

-*PCmag.com*

What can "Google My Business" do for your business?

According to a survey by SEO services company Bright Local, local search delivers a greater marketing ROI than any other digital marketing channel. And a well-optimized Google My Business page can be the best way to drive local clicks and calls to your business. It does that by helping you manage how customers find you in Google Search and Maps. To get the most out of Google My Business, first verify your business with Google. Then make sure your company's name, address and phone number (NAP) that's listed in your Google My Business page matches up exactly with your website, social profiles and local directory citations.

-*SmallBizTrends.com*



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