

# THE PROBLEM SOLVER

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

## What's New

We are pleased to announce that DP Solutions now offers **MobileFirst Mobile Device Management (MDM)**. This powerful tool helps clients ensure secure and efficient mobile device use within their organization.

With MDM, mobile devices, such as smartphones and tablets, are centrally managed by IT administrators. This allows business management to determine the level of control and security they have over their staff's devices, including the ability to remotely locate, lock & wipe; enforce security policies; determine access restrictions, and more. Contact your DPS representative for more information.

## September 2016



This monthly publication provided courtesy of Simon Tutt, President & CEO of DP Solutions.

"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 problems finally and forever!"

## The Difference Between Data Backup And Disaster Recovery

Here's a big (and scary) misconception you might have about your data backups: *backing up your data guarantees a fast recovery*. It does NOT! In short, data backup is nothing more than copying files. There are a number of ways data can be backed up, both manually and automatically—and you don't need to know all the technical ins and outs of them. But what you DO need to know is whether your current backup is set up in a way that would allow for the fastest possible recovery time in the event of a disaster or data-erasing event. You might be shocked to find out it's not as fast and easy as you'd like to think.

### Disaster Recovery Vs. Data Backup

Let's start by defining what "disaster recovery" is. Disaster recovery is the process by which you will RECOVER the functionality of your data, software programs, devices and business operations in the event of a "disaster." A disaster can be as simple as a server crashing or a more catastrophic event such as a tornado. But here's the real kicker: MOST data loss is not due to a natural disaster such as a flood, hurricane, tornado, etc. Most data is lost because of simple human error, such as employees accidentally deleting files, faulty hardware or even a virus or hacker attack that brings down your entire network.

Because most businesses believe "that could never happen to me," they are caught completely off guard when there's a major outage or files get deleted or corrupted beyond recovery. They THINK because they have things "backed up" they can instantly get those files back and start working again. Not so.



**Here's a perfect analogy:** Let's suppose you could back up all the personal items you have in your house—your clothes, furniture, valuables, etc., and somehow maintain a copy of everything in a warehouse 1,000 miles away from your current residence. Now let's suppose (and God forbid) your house burns down, destroying everything with it. You'd be relieved that you had a copy of everything somewhere else, so it's not a total loss (which, by the way, is why your backups need to be OFF-SITE, not on devices in your office).

But here's the problem: If your house burned down, you might have a copy of everything you own, but you no longer have a place to put it. So, for starters, you have to rebuild the house. Next you have the project of getting everything out of that storage unit into your NEW house. Then you have to rearrange everything. This is exactly how most backup systems work UNLESS you are running "image" backups. An image will allow you to restore your server, PC, device, etc., FAST because you're not backing up single items but, instead, the ENTIRE HOUSE.

### Will Your Backup Allow You To Recover FAST?

If you want to learn how you can use image backups for faster disaster recovery, sign up for our **Free Data Security Analysis** at [www.dpsolutions.com/secure](http://www.dpsolutions.com/secure) to reveal just how fast you could be back up and running again in the event of a disaster.

## How To Make Your Smartphone A Mobile Office Workhorse

Smartphones are a workplace double-edged sword. On one side, they are mobile computers, capable of performing useful functions, and getting real work done. On the other, they can be a distraction: texting, web browsing, gaming and more. The temptation to goof off is real, but so is the productivity power.

The threat of off-task usage is often a major point against using (or having) the devices in the workplace. The trick to staying productive is not just having the willpower to avoid distraction, but also knowing how to get the most out of the device. Communication and boundaries must be clear from the get-go.

### Using a smartphone when it's appropriate:

**As a second screen** — When you don't have the luxury of a second monitor, a smartphone can make itself useful doubling as a "second screen." Use it as a companion to your desktop when you have several windows open and need ready access to e-mail or another document. Or use it while you step away from your desk.

Smartphones and tablets can keep us productive while we move—whether we are moving to a meeting across the building, or across town. It could be used to write or edit documents, check and respond to e-mail.

**Voice/note/image recording** — Record audio from a meeting or phone call. Some smartphones have an audio recorder built right in. Those that don't can use a number of apps to get the job done, such as Cogi Notes & Voice Recorder.

If you need to take down a few notes, like the audio recorder, many smartphones have a note app installed. Alternatively, an app like Evernote can sync with other devices, meaning you



have your notes wherever you need them. No more misplaced or lost notes!

Cameras are ubiquitous on smartphones. Take a picture of a whiteboard scribbled with the meeting notes, or grab a shot of documents for later use. A smartphone camera is particularly useful when you don't have a scanner handy.

**Document editing** — Many mobile office suites, such as Microsoft Office Mobile (Excel, PowerPoint, and Word) make creating and editing documents on the go nearly as easy as working on their desktop counterparts.

When you are conscious of the ways your smartphone or tablet can help in the workplace, it can make sense to use it in concert with a desktop computer. If using an additional device boosts productivity or efficiency, then the risk of distraction can be worth the reward. Smartphones and other mobile devices aren't for every workplace. They have value, if you achieve a boost in productivity.

## FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide to backing up and protecting your business from significant – or total – loss.

### You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 7 things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The No. 1 cause of data loss that businesses don't even think about until their data is erased. **Claim Your FREE Copy Today at**

**[www.dpsolutions.com/12facts](http://www.dpsolutions.com/12facts)**



## Client Spotlight: Cambridge Pediatrics

Cambridge Pediatrics is your child's medical home! They are a Southern Maryland-based patient centered/family centered medical home that improves the health of patients and all children. They accomplish this because they CARE for their patients and families through: Care, Advocacy, Research and Education.

Cambridge Pediatrics is committed to being the best pediatric medical home in Southern Maryland by providing the best pediatric care in the area, being an advocate for children and their families, providing training for future pediatric clinicians and participating in research to advance the practice of pediatrics.

Cambridge Pediatrics has been a client since 2005 and most recently joined DP Solutions roster of Confidence Plus Managed Network Services clients. With consistent and proactive monitoring of backups, Confidence Plus allows Cambridge Pediatrics to safeguard their patient and practice data, while ensuring they can access those records in the event of an unplanned outage. To learn more about Cambridge Pediatrics, visit [www.cambridgepeds.com](http://www.cambridgepeds.com).

## 5 Essential Rules Of Being A Great Leader

**1. Expand Your Vision.** If you had to choose, wouldn't you rather expect too much than expect too little? A small vision of what's possible limits you AND your team. When Daniel Burnham famously said, "Make no little plans. They have no magic to stir men's blood," he was pointing out that the size of the motivation is directly proportional to the size of the leader's expectation. Little visions create little motivation.

No leader wants to think unrealistically, but I believe more leaders are limited by their thinking too small than by overreaching. My friend Erwin McManus says it well: If you're big enough for your dream, your dream isn't big enough for you.

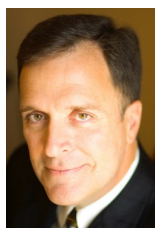
**2. Invest In Learning.** The wider your intellectual bandwidth, the greater your leadership potential. Ideas and the ability to act upon them are the fuel of those who lead large. What one skill, if you mastered it, would create the greatest payoff in your life? What does your team most need to learn to power up its performance? What original sources of information and ideas can you find to get you out of the mainstream of common thought that produces only common results?

**3. Narrow Your Focus.** No matter how big the vision, you can only truly concentrate on one important

thing at a time. Distraction is a killer of accomplishment. The danger isn't just in trying to do too much, but in trying to do too much at one time. Rid yourself of the obsession to do the trite, easy and expedient. Instead, focus on those activities, relationships and events that will move you most quickly to achieving your vision.

**4. Upgrade Your Team.** Leaders frequently quote Proverbs: Without a vision, the people perish. Less often considered is that without people, the vision perishes. You will be as successful as the people who work with you. Have you surrounded yourself with the right people? Are they clear on the vision? Have you created shared focus for each team member so he or she isn't wasting time on the insignificant? As a leader, you need to be able to make tough calls and cut underperformers from the team.

**5. Enjoy The Process—Good And Bad.** If you're not having fun in achieving your goals, those around you probably aren't either. Remember, you can't get "inspired" results from "uninspired" people—so it's critical that you maintain a positive, enthusiastic outlook and focus on you and your team's strengths, opportunities and the people who matter to prevent you from burning out.



**Mark Sanborn, CSP, CPAE**, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of eight books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com)



## IFTTT connects the apps you love.

Create simple connections between ■ apps like Facebook, Dropbox or Gmail – or any physical device that links to the web, such as your fridge, thermostat or light dimmers. The beautifully simple concept “IF This, Then That” connects a Trigger (If This) with an Action (Then That). For instance, a movement detected by your Nest camera at home sends you an e-mail, text or other warning. Each trigger-action pairing is what IFTTT terms a “recipe.” You can easily whip up your own recipes, or use any of the thousands already created at IFTTT.com. Or get “IF” at the App Store or Google Play. With IFTTT, the only limit to your productivity may be your imagination. *-Live-Smart*

## Considering a web conferencing service?

Adobe Connect, WebEx, Citrix, Join.me and Zoom lead the pack in online conferencing services. They ■ all allow you to meet anyone online, anytime, anywhere you have a mobile or desktop device linked to the web. While Adobe Connect is more suited for larger-scale enterprise environments,

Join.me seems aimed at smaller companies and solos. Still, each one of the top dogs listed here covers a wide range of features and pricing, and each includes a robust feature set worth considering. Aspects to compare include technical capabilities, AV quality, ease of use and value. And most offer a low-end free plan you can try out, to sample their wares, with varying restrictions.

*-Info-World*

## Facebook Audience Insights helps you build awesome ad campaigns.

Imagine a treasure trove of highly granular data about your ideal ■ audience – all yours for the taking. Facebook helps you target by age, income, education, career, gender, location, buying behavior and Facebook activity. With that data, you can define your audience according to your desired conversion goal. From there you can fine-tune your marketing strategy, discover popular content and start attracting more attention. For example, if you notice that a lot of your visitors follow a certain publisher, you may want to strike up a deal for a private ad buy with that

publisher. Just be aware that the data Facebook provides may not be applicable in other media, such as Twitter or Google Adwords.

*-Entrepreneur*

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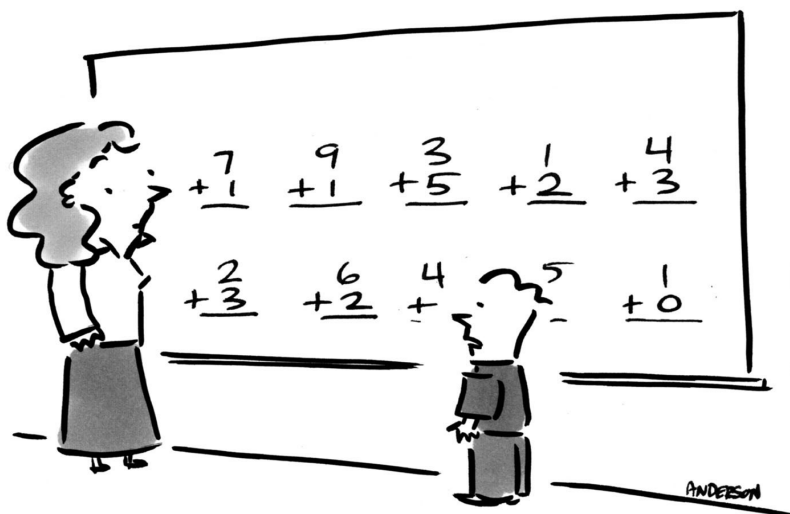
### ■ dynamic duo.

Smartphone app Pocket lets you easily clip articles you want to read later, but can get cluttered with articles you’ve already read. Evernote, on the other hand, is great for articles you want to keep, but can get cluttered with articles you’ve already read and *don’t* want to keep. Team them up and say, “Goodbye, clutter!” Here’s how: dump clippings from web articles, Twitter and your RSS reader into Pocket. Check off the ones you’ve read, delete what you don’t want to keep and store the keepers for long-term reference in Evernote. That way, Evernote becomes your uncluttered storage tool and Pocket helps you capture all those “read later” pieces. *-Lifehacker*

## “App overwhelm” got you down?

■ With so many apps online these days, it’s tough to know where to start – and stop. Here’s how to overcome app overwhelm: 1) To start, pick three or four apps. Learn each one thoroughly. Take a class, read or check out YouTube. And don’t forget good ol’ trial and error – whatever works for you. 2) Give yourself at least 30 days to see how each works in your life and business. Then reevaluate. If you like it, keep it. If not, hit delete – don’t let it clutter up your life. 3) Avoid “bright shiny object” syndrome – stay focused and stick with what works for you. At the end of the day, that’s what counts. *-OrganizingGuru.com*

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“All I’m saying is we plug these into Excel, let it do its thing, and then we can all plug until lunch!”