

THE PROBLEM SOLVER

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

Using Social Media While on Vacation

With summer vacation season right around the corner, here are some social media tips to keep you safe while you're away from home:

1. As tempting as it might be to make your friends jealous by "checking in" at your deluxe Caribbean resort, resist the temptation. This lets criminals know your house is empty.
2. Fight the urge to post pictures too. If you're on the beach with a cool drink, your valuables at home now have a bull's-eye on them.
3. Make sure your Facebook, Twitter & Instagram posts are set to private, at least while you're on vacation.
4. You could simply unplug yourself for your entire vacation. You might even enjoy not having your phone in your hand every waking hour.

Follow these tips, and let your summer vacation be relaxing!

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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!"



Most likely you've heard all of the commotion around cloud computing and know that it's the "Next Big Thing" in business technology. Yet, despite all of the hype, most businesses really don't understand exactly what cloud computing is and what it could do to help them. "What are my options?" and "What is right for me?" are two of the top questions that I hear quite often. There are at least 4 types of cloud computing solutions for your business. Which one is right for you?

1. Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and

Which of These 4 Cloud Computing Solutions Is The Right Fit For You?

accessed through various devices (laptops, desktops, iPads, phones) via the Internet.

2. Hybrid Cloud: Although "pure" cloud computing has valid applications, for many it's downright scary. And in some cases it is NOT the smartest move due to compliance issues, security restrictions or performance issues. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premise. This gives you the ability to enjoy the cost savings and benefits of cloud

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computing where it makes the most sense without risking your entire environment.

3. Point Solutions: Another option would be simply to put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.), this solution is often a great way to get the advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server.

4. Public Cloud vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. It is a shared infrastructure that allows you to pay-as-you-go

and is managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premise. Private clouds are often the choice of companies who want the benefits of cloud computing but don't want their data held in a public environment.

“There is no ‘perfect’ one-size-fits-all cloud solution for every business. All options have upsides and downsides.”

Keep in mind that there is no “perfect” one-size-fits-all cloud solution for every business. All options have upsides and downsides. And which option is best for your business has to be determined on a case-by-case basis based on your company's

needs and business requirements.

Want a professional opinion on which option is best for your business? Our FREE Cloud Readiness Assessment will show you the way. Claim your complimentary assessment at: www.dpsolutions.com/CloudReady.

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

“What Every Business Owner Must Know About Protecting and Preserving Their Network”



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.dpsolutions.com/ProtectYourNetwork

Client Spotlight: Baltimore Equitable Insurance

Founded in 1794, Baltimore Equitable Insurance (BEI) is one of the longest standing businesses in Maryland. BEI provides perpetual homeowner's insurance to protect clients' homes and possessions while saving them money by eliminating premiums and making their policy an asset. In addition to a well-established history and a unique insurance product, BEI prides itself on outstanding customer service, quick and fair claims, and the peace of mind that comes from an A rating from AM Best.

BEI has been a client of DP Solutions for almost 25 years, and in 2011 they signed on with DPS' Confidence Plus Managed IT Services. The managed IT services model is a great fit for the company as it allows them to easily and accurately budget for their annual IT spend with no surprises come year-end. Additionally, much like an insurance policy, managed IT services provides BEI with peace of mind knowing that reliable IT support is just a phone call away, and if any major IT issues occur, DP Solutions will be right there to fix the problem.

To learn how Baltimore Equitable Insurance can help you, visit www.1794insurance.com.

Forget Something?

A while back I did a huge favor for someone and never heard anything from them... Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice...but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words *reciprocation* or *gratitude* don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you...that they didn't have to do... can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked...but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy." – Anonymous



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H. W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

This trio of tools can help keep you healthy at work.

1) Combat eyestrain with *F.lux*. This free app tweaks the tint and brightness of your device's screen based on time of day. It leans toward full spectrum during the day and warmer red spectrum at night. 2) Improve your posture with *Lumo Lift*. This small sensor that you put on your shoulder reminds you to sit or stand tall when you've been hunched over too long. 3) *Move* reminds you to stretch and stay active throughout your day. It gives you over 300 "coworker-friendly" exercises to choose from that you won't be embarrassed to do at work. In fact, nobody will know – except you. - *Entrepreneur*

Want more rave reviews on the web?

Deliver great value, and your customers will say nice things about your business online. Make it easier for them to do so, and you'll get great reviews. "Google My Business" lets customers leave reviews, but it can be tricky to navigate. Show your customers how to leave a review for your business with a simple e-mail request. Ask for a short and honest

review. Provide instructions for both mobile and desktop, and a link to your Google My Business page. Only verified Google My Business pages publish reviews, so don't forget to verify your business with Google. Call us if you need help setting this up – and let your best customers help you attract more like them!

-*Google My Business Help*

The key to keeping in touch with your best prospects.

In sales, a little follow-up can go a long way. Yet when things get hectic, it's all too easy to let valuable leads slip through the cracks, resulting in lost sales and wasted marketing dollars. That's where picking the right e-mail marketing service can make a big difference in hitting your sales goals. The best services feature a rich set of tools, an easy-to-use interface, great tech support and innovative features like social media integration. Top-rated services like iContact, GetResponse and Constant Contact range in price from around \$14 to \$150 per month – easily recouped with one or two deals you might otherwise miss.

-*TopTenReviews.com*

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"No, Spidey-sense is different. I think what you've got is a hotspot."

Stressful day at work? This "massage-on-demand app" may be just what you need.

Whether for your whole office, a hardworking team you want to reward or just for yourself, Zeel will send you a licensed massage therapist with as little as one hour's notice. Take your pick from Swedish, deep tissue, prenatal or sports massage. Enter your work, home or hotel address, select a 60-, 75- or 90-minute massage, and the gender preference of your massage therapist. Within hours you could be unwinding in the hands of a real pro. No need to worry about the tip – Zeel takes care of that all in one payment. Prices range from about \$100 to \$150 – not bad for a healthy bit of stress relief. -*Zeel.com*

Ladies: Time to replace that boyfriend with a robot?

Pepper, a cute, blue-eyed male robot won't cook or clean for you for fear of "disappointing you." However, he'll understand and empathize with you, laugh when you're happy, frown when you're upset, even sing your favorite songs and dance for you. He's curious about humans – the more you interact with him, the more he'll learn about your tastes. According to Aldebaran Robotics, his creator, he's the first robot designed to live with humans. Want to take him home with you? He's found mostly "at work," relating to customers in retail stores – however, the company's goal "is for Pepper to live with humans. The stores are just the beginning..." - *Aldebaran.com*