

Your Monthly IQ

February 2016

(877) 517-6915

This monthly publication provided courtesy of Milton Bartley and the ImageQuest team.



“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.”



In This Issue

PAGE 01

A Backup Plan You’re Sure To Fall In Love With

PAGE 02

Critical IT Security Protections

PAGE 03

Shiny New Gadget of the Month Skill and Will Chocolate Cake

PAGE 04

Tech Tidbits ImageQuest Referral Program

A Backup Plan You’re Sure To Fall In Love With

In today’s fast-paced, data-driven world, backups are mission critical to your company’s survival and success. Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there’s no one-size-fits-all-guns silver bullet, there are some general principles to be aware of.

Image-Based Backups

An image-based backup or “clone” serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop. If the hard drive on any device in the network goes kablooeey and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way they were

at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn’t designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

Archive Backups

Archive backups don’t replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can’t reboot from an archive, but if you’ve accidentally deleted a file, you can retrieve it from an archive. If any device on the

network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.

Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files.

Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

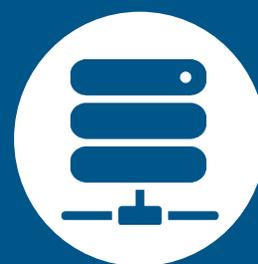
Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups

and can even spin them up. Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

A Fail-Safe System

So, here's the good news. As an ImageQuest "Chocolate Cake" client, your backups are fully managed by the ImageQuest team. You don't need to know these differences or wonder if your critical business data is protected. Our fully managed backup platform is supported by our industry-leading Network Operations Center (NOC) that monitors and verifies backups, provides recovery and testing support, troubleshoots and ensures backups run 24x7, all running in a secure multi-site infrastructure built on IBM's Cloud.

If you are not an ImageQuest client, call us today and one of our technology advisors will help you set up a free Backup Systems Audit. We can fix broken computers, but a broken heart is another thing entirely...Call today!



"Should the absolute worst happen, the cloud backup image can be 'spun up'."

The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim! This report will get you started in protecting everything you've worked so hard to build.

Download your FREE copy today at www.myimagequest.com/freereport or call our office at (877) 517-6915

Shiny New Gadget Of The Month:



If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver. Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.

Skill...and Will

Let's get one thing straight...we all begin as a NOVICE.

No one – let me repeat that – NO ONE starts as an expert. We all have to learn to walk, talk, eat, swim, count, write and read. We all start at zero, the bottom, from scratch, zip...with absolutely no knowledge, experience or understanding of the “THING” we are about to learn.

So, then the journey begins: your progression from being a Novice, to being Average, then Skilled, then a Specialist and finally an Expert is all up to you. I really like the title of “EXPERT” because it has to be earned. You can assign someone a title of Vice President or Sales Manager, Boss or Director...but EXPERT - that title is something to be revered, respected and admired.

EXPERTS have put in the time, effort and study to EARN the title. They have dealt with the pains, frustrations, exhaustion and stress that come with obtaining the title of EXPERT. In fact, it's really not a title at all, it's a designation or confirmation that the person you are dealing with is very, very good at what they do. I like being around experts, because they have traits in their character that can do nothing but help me.

You see, to be an EXPERT you have to have passion, conviction, focus, discipline, dedication, drive, purpose, commitment,

spirit, determination...and the undeniable WILL to perfect your SKILL. According to the American Society for Training & Development, American workers average 6.5 minutes per day

developing their skill. That statistic alone explains why there are so many average-performing people. Most people just aren't WILLING to put in the time and effort needed to raise their skill level.

Your success has a great deal to do with your level of SKILL, but not everything. I know a lot of talented, smart, well-educated people who have in no way come close to reaching their full potential.

You have the FREE WILL to succeed, if you have the WILLINGNESS to do it.

The big question is WILL you? Who would have ever thought such a simple word as WILL would have so much to do with your success. Here are a few quotes I want to share with you that should hopefully broaden your perspective on how important WILLPOWER is to your success. They are by people you may have never heard of – de Balzac, Min and Crowley respectively – but the brilliance of their words is indisputable.

Anyone can go from Novice to Expert if they have the WILL to do it.



WONDERING WHAT CHOCOLATE CAKE IS ALL ABOUT?

WATCH THIS VIDEO ON OUR WEBSITE
WWW.MYIMAGEQUEST.COM/CAKE



The Chocolate Cake Story

Need to talk to a
business technology
advisor? Call us at
(877) 517-6915

IMAGEQUEST™

Get More Free Tips, Tools and Services At Our Web Site: www.myimagequest.com

(877) 517-6915

Microsoft Outlook for iOS – Worth a try?

The new Outlook for iOS connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It's got a lean, easy-to-use UI (User Interface). It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. You can setup custom swipe features to easily file read messages. The scheduler uses color-coding and grays out info you don't need. I've been using it for 6 months and prefer it hands-down to the native iOS Apple Mail app. It's a free download in the App Store, and it's certainly worth a test drive.

- Milton Bartley

Star Wars BB-8 Droid Tie-In: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero CEO Paul Berberian and the company's two founders were

Invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, The Force Awakens, then in production – stuff nobody but folks directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history.

-Wired, 09.03.15

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their use of pain medication. Some users experience relief in as little as 15 minutes.

Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone your results may vary.

-MedGadget 08.17.15

World's Smallest Camera Drone

Curious about camera drones, but not sure where to begin? For under \$30 you can get a tiny "quadcopter" that fits in the palm of your hand. The Cheerson CX-10C claims to be the world's smallest drone with a camera. You'll get a flight time of no more than about three minutes, less if you use the camera. Which, of course, is the point, isn't it? Still, it's a good way to get the hang of playing with one of these things without a whole lot of cash out-of-pocket. Use it for aerial shots of you and your family skiing, on the beach – or just buzzing around the house for practice.

-Drone Arena, 11.06.15

Do You Know a Company That's Looking For or Needs IT Support?

At ImageQuest, we know that referrals are an important part of creating and building business relationships; understanding this we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for your business connections?

If your referral becomes a recurring client, then you get \$1,000.

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from ImageQuest's vast IT service and support systems. You can be assured that our quality services and wide range of knowledge will increase the security, performance and reliability.

What Type of Company Would Be Considered a Good Referral?

A company in any professional industry with at least 20 computers, no internal IT support and has business problems that technology can solve.



How Do I Submit a Lead?

Simply call Milton Bartley or Jay Mallory at (877) 517-6915 or email leads@myimagequest.com.

IMAGEQUEST

Get More Free Tips, Tools and Services At Our Web Site: www.myimagequest.com

(877) 517-6915