

Five Technology Tips That Will Benefit Your Business



Business owners and managers are constantly looking for ways to cut costs or save money, especially in today's economy. Properly utilizing technology is one of the best ways to improve your bottom line with just a small investment. At Cybernut Solutions it is our job to educate and advocate technology awareness and show you how we can help you revolutionize the way you do business. Our goal is to show you how to be more productive and profitable through proper technical management. We took some time to investigate the best technology devices and concepts you can implement within your organization with just a small budget and took the top five. Here they are:

Tip #1: Investing in a Backup Disaster Recovery/Continuity Appliance aka "The BDR"

Imagine arriving at work tomorrow and seeing your building in ruins from a fire, flood or even a break-in, your servers and/or data are gone. More likely, a malicious employee or hardware failure brings your network and business operations to a screeching halt. Now like most businesses, your insurance company will help you get back on your feet with repairs and replacements. But, one thing they can't help you buy back is your data. There is no "data store" you can visit to purchase all the historical client records and financial data you once owned. In fact, 70% of all small companies suffering serious data loss go out of business within 18 months. A BDR Appliance properly installed can fill several purposes:



Cybernut Solutions provides outsourced IT support from a wealth of knowledgeable technicians and system administrators certified in their respective fields. We are committed to providing you with technology solutions that help you achieve your business goals by improving productivity, profitability and efficiency across the board. Discover what a strategic IT solution and the support you need to back it up can do for your organization today!

1. Data is backed up as often as every 15 minutes.
2. All backed up data is replicated over the internet to our SAAZ 70 secured off-site data storage facility. Even under the worst-case data loss scenarios, all your data is recoverable.
3. Should your server fail, the BDR can be “virtualized” to assume the job of your downed server—allowing your organization to continue doing business while repairs or replacements are made.
4. Making changes to Line of Business Software or major changes to the server? The changes can be tested offsite with the stored data before your organization goes live. This allows any us to test the changes, ensure they work and fix any problems before we put these changes into effect.

As you can see, a BDR from Cybernut Solutions can supply you with dual data security and access to the latest in offsite backup virtualization. So should that catastrophic event occur, or an employee crash your server while downloading vacation photos, your business operation scan continue to function. Less down time during a data loss or disaster immediately improves the impact to your bottom line.

Tip #2: Installing a VoIP Telephone System (Voice Over Internet Protocol)

Take a look at your current phone system. Does it have all the capabilities your business needs? Here is quick punch list.

- auto attendant
- call groups
- cell phone call forwarding
- call recording
- call reporting
- access for remote workers
- email integration and unified messaging

Imagine being able to forward calls to a cell phone for your employees on the go. Or, what about having remote workers that are connected through just a four digit extension? Your clients will never know they work in a different area. And, think about receiving your voicemails as an email. How much time would just these features save you? Not to mention the improved client experience.

Tip #3: Get more leads from your website. Website Tracking, You Can Do That?

A company's Website can speak volumes about their appearance and products. Any business wants their site to stand out from their competition, but the real purpose of your site is to generate leads and revenue. But most companies have no way of tracking who, when, what page or how long a potential client had visited.

Until now...

ABACUS Technology's new Website Caller ID feature allows your company to see important contact and identifying information about who is viewing your website. And, it will even immediately email a particular sales person within your company if a potential client is revisiting your site. This is what is called a "warm lead." How great would it be to call this client and talk about the product or service they recently researched on your site while the information is still fresh in their memory? With Website caller ID you can know:

- What companies visited your site
- Who the decision makers are
- How many employees they have
- What their annual sales are
- What pages they looked at
- How long they remained on each page
- How many visitors hit your site per day
- How they found your site All of this information is immediately sent to your sales team.

This tool provides knowledge that not only cuts down the sales cycle, it can generate revenue and provide immediate improvement to your top line.

Tip #4: Get the Right Firewall

The major cause of most business network issues are improperly configured network and security devices. Add a lack of security policies and you can multiply those issues by 60%. Organizations worldwide are reporting an increasing number of network security incidents, which cost on average \$2 million and 22 hours of downtime. Whether the result is from an innocent mistake, user ignorance or malicious intent, unauthorized applications and misconfigured network infrastructure not only pose significant security and financial risks, but also waste valuable network resources. A Firewall device is usually implemented to assist in curing these security issues, but the device also requires proper configuration with other software for best performance.

Bottom line---poor network security will cost you time and money. Without proper network design and security implementation, a company will easily lose the battle and their data. Cybernut Solutions now has a Firewall device that offers security management for your internet gateway, content filtering, and web tracking and usage. What does this mean for your business? You can manage each software product line and its necessary filters from one device. You will be able to block any site or genres of sites. Things like pornography, social network, job searching, or games sites can all be block, helping stop unwanted internet surfing and lost employee efficiency. Imagine eliminating access to sites like monster.com, or other unnecessary sites for employees to “browse” on your dime, but still allowing your own HR person access to these sites as important tools for your business. Viruses, spyware sktops. And,youcan even receive daily reports to see where your employees are going, what they are doing, and how long they spent on sites while on the Internet.

By locking down and implementing network security policies, you can lower your risk of malicious attacks and increase employee productivity; just another way to increase your bottom line.

Tip #5: Partner with a Managed Service Provider

Technology is in a constant state of evolution. It's difficult for most small to medium-sized business's to keep up with all the changes and new requirements, much less the day to day repairs and maintenance. From challenges with work stations, to entire network failures, even the smallest technology issue can cause huge headaches

Most SMB's struggle with keeping a dedicated IT person on staff or calling in a "break fix" company when they have issues. This type of relationship is not in alignment with your business or its pocketbook. Your current "break/fix computerguy" or IT Company makes more money when things are not going well with your network. When your business is down, overtime charges, emergency response fees and "extended repair charges" usually appear on a billing to you somewhere. Not to mention the fact that this type of technology management usually results in mismatched equipment, poor maintenance and upkeep, and practically no road map for future growth or technology needs and management.

Enter "Managed Services" to offer you the best of both worlds. A professional Managed Service Provider is a technology company that can offer your business the services, repairs, and even hardware your company needs for one flat monthly fee. Imagine standardizing your entire network with the proper hardware, having all upgrades (software and hardware) supported and scheduled, and gaining access for your network to have second-by-second monitoring. It can even include 24x7x365 live help desk support for your employees. (Yes!— they can call a pro when they have a tech support issue!)

This relationship is equivalent to pulling your car into your garage at the end of each day and having your very own "pit crew" show up, check the oil, top off the gas, perform a 250 point vehicle check, clean your windshield, update your music selection, and vacuum the seats and carpet. But, it's for your network! This network and computer optimization service brings your business to peak performance so you can improve your staff's

efficiencies, increase productivity, reduce overall IT cost and mitigate business pain and risk. These are just a few of the immediate services a Managed Service Provider can offer.

Here are a few additional services that can drive even more revenue back to your business:

- Vendor Management (Telephone, Copier, Line of Business Applications)
- BlackberryandiPhoneSupport
- Email Archiving
- Total SPAM Control
- Parts Replacement
- Onsite Support
- Website Management
- Proof of Concept Lab Testing
- Technology Consulting and Engineering
- Telecommunication Services Audits
- Remote Assistance

Managed Services can reduce the costs of managing your business technology, insert a predictable number for IT costs into your budget, and allow your business to access even more additional benefits. Align your company with a provider who benefits from your uptime, not your downtime.

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