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

The Smarter Path

"As a business owner, I know 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!"

- Willie Kerns, SmartPath Technologies

What's Inside:

The 4-Letter Word That Increases Cash Flow And Saves on Taxes

If you dread writing checks for a network upgrade because it hits your cash flow in a big way, then you'll want to look into HaaS or "Hardware as a Service."

HaaS is becoming a more common option for businesses because it allows you to pay for ALL your IT services- **hardware**, installation, security, backups, applications, Internet, etc.– as a flat fee service, thereby eliminating the heavy cash-flow hit for upgrading or expanding a computer network and giving you the ability to write off 100% of you IT expenses without having to depreciate those assets over time. Additionally, your IT provider takes total responsibility for the maintenance of your network.

HaaS is particularly popular with startups who need to direct the majority of their cash towards marketing, but many businesses are opting for HaaS over installing a traditional network because:

1) **NO More Expensive Surprise Upgrades.** With HaaS, your computers are automatically replaced with new ones every 3-4 years, ensuring compatibility with almost any software refresh. No end-of-lease buyouts of outdated equipment or ever having to release equipment again.

2) **Warranties Are A Thing of The Past.** With HaaS program, you get your equipment AND the service included in the monthly cost. Anything that goes wrong with the computer (like the inevitable computer crash just days after your warranty expires) is our problem to resolve. Plus, since HaaS computers are replaced on a regular schedule, you don't have to settle for refurbished parts or old computers for long.

3) **One Easy Invoice.** Purchasing via a HaaS program is like having a condo. You get control of what goes in it, but don't have to worry about maintenance, building code issues, or updating the façade. Everything in one low monthly fee.

Looking to upgrade equipment while saving cash?
Call us to learn more about HaaS and find out if it's right for you.

Shiny New Gadget of the Month

IFI (I Found It)

This day and age we have so many electronics to keep up with. Now there's a simple way to track where you've left them and keep them from getting stolen.

The iFi Systems Smart Tags work like a two way pager between you and your valuables. The iFi utilizes a Bluetooth connection through an app on your iPhone or Droid device. It can easily be attached to a handbag, camera case, or just about anything else you'd like to protect. These Smart Tags can also act as a handy reminder that you've forgotten something or, worse, that your valuables are walking off with an opportunistic thief!

You can attach multiple tags to multiple items and check the status of each one directly from the home screen. You can customize the names and the alert sounds for each item individually, and you can even monitor battery life via your smartphone. Can't find the phone you say? Simply use your tag to track it. The communication system works both ways.

iFi Systems Smart Tags come in both iOS and Android models and the associated app can monitor up to 6 different items at a time. It gives a Google map of where a tag was at the time of separation. You can also set up safe zones, like when you're at your office, so you do not have to endure alerts every time you walk to the water cooler.

For more information about the IFI call us at:
(270)205-4709

A New Favorite Way Hackers Are Gaining Access To Your PC

Do you have Java turned on in your web browser? If your answer is "Yes" or "I'm not sure" then it's time to take action to find out. Why? The biggest threat to your computer systems in 2014 (and beyond) is no longer Microsoft Windows- it is Oracle Java. After 20+ years as the poster child for insecure software, Microsoft's newest operating systems (Windows 7 and 8) have gotten their act together. Cybercriminals like to get the greatest bang for their buck and therefore they're attacking the Java Platform because of its huge market share and because it's an easier platform to hack than the Microsoft operating system. Java is now installed in over 1.1 billion desktops and 3 billion mobile phones. That's a big target that is very attractive to hackers.

Hackers also love that Java is multi-platform, which means it's capable of corrupting PCs running Windows, Mac OS X or Linux. Since Mac users don't have anti-virus, hackers were able to infect over 600,000 Macs with serious malware via the Java software installed on their machines.
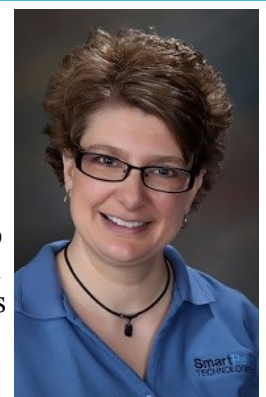
Right now, cybercriminals are aware and exploiting any security flaws in Java that could lead to infections on your computer. There are even automated kits now available to capitalize on any security hole found within days, if not hours of them becoming known. It's not unusual to see hackers use Java as a first attack to weaken the defenses before serving up an Operating System specific attack. Even the Department of Homeland Security suggested that "To defend against future Java vulnerabilities, their users should consider disabling Java in web browsers."

Here are 3 steps you can take today to minimize your risk:

1. Disable or uninstall Java wherever you can. If you don't need it, remove it.
2. Where Java is necessary, use a separate web browser only used for Java based websites and be sure to patch java regularly.
3. Have your staff report the first sings of slowness, possible infections and web browser popups to your IT guy as soon as they happen.

Meet Lea Ann Pirtle:

Lea Ann Pirtle has been with SmartPath Technologies for six years, pretty much since the beginning! Her favorite food is strawberries and she loves to watch Duck Dynasty. Her two children, Dalton (14years) and Annie (5 years), keep her on her toes and make up her world! Lea Ann is the most accident prone person we know, and she's the first to admit it! When she was on her way out the door to be induced when having Annie, she fell down some stairs and broke her foot. A few years later, she fell down another flight stairs and broke the other foot. Her friends and co-workers think she needs to wear a giant bubble wrap suit wherever she goes! Her and Willie both share a fear of mice. Everyone at SmartPath wants to thank you for all your hard work, Lea Ann!

"He thinks he's so cool, ever since he got that new tablet!"

How To Protect Your Computer From Mother Nature

August is bad weather month here in the tri-state area and it's not uncommon for a severe storm to hit without warning. That's why protecting your computer and printer with a surge suppressor is more than a good idea—it's an absolute must.

Photo by Kirk Taylor

While a home circuit breaker can protect some of your appliances, they were not built to protect the sensitive electronic equipment in a computer. If a high electrical surge hits your computer, it could fry your motherboard and CPU in seconds causing you to lose data AND the use of your computer.

The biggest mistake most home users make is thinking that their power strip will protect them, when in reality, it won't. To adequately protect your sensitive electronic investments, you need a quality surge suppressor designed to handle the job.

There are main 2 things to look for in a surge suppressor:

First is response time. This is the amount of time it takes this device to react to a power surge. This should be 10 nanoseconds or less; any longer and you run the risk of damaging your PC.

The second thing to look for is the amount of energy it can absorb and dissipate before it blows, measured in joules. I recommend at least 800 joules or more.

Another feature to look for is a failure indicator light. This light will come on when the suppressor is fried and no longer protecting your computer. Most surge suppressors will have this.

If you are using a dial-up modem, be sure the suppressor blocks electricity that can come in from the phone lines. If you have a fax or cable line, make sure the suppressor you chose handles those too. You also want to make sure the suppressor you choose meets the UL 1449 specifications (this will be listed on the box).

There are three levels of protection: 330, 400 and 500. This number refers to the maximum voltage that the suppressor will allow to pass through the line. The lower the number, the better off you are.

Finally, unplug your computer and all computer equipment, telephone, and modem lines during a lightning storm. This is the ultimate protection against sudden and devastating power surges.

Need Help In Choosing A Surge Protector For Your Computer?

If you want to make sure you are getting the right surge protector for your PC AND setting it up properly, give me a call. I carry surge protectors in the shop and would be happy to answer your questions and help you chose the right one. I'll also show you how to set it up.

10 Ideas You Need if You Want to Succeed

1) Do what you need to do now, so you will eventually get to do what you want to do later.

2) Discipline is the ability to get things done regardless of how you feel about doing them.

3) Passion only pays off when channeled into productive effort.

4) Others may believe in you, help you and support you, but ultimately nobody will do it for you. You are responsible for your own life.

5) If you don't do your job any differently than anybody else who does it, you won't get paid more than anybody else.

6) More often than not, you succeed in spite of not because of your circumstances.

7) If you think a little better and work a little harder you will always accomplish more than others.

8) If you can't control it, get over it.

9) If you don't appreciate where you are at, you won't appreciate where you are going.

10) Get clear on what really matters to you and then get busy pursuing it.

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