360IT PARTNERS

"Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability"

Do I Need To Back Up Data That's Already In The Cloud?

The computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, SalesForce, Google Apps and Microsoft 365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?

Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups … but are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, SalesForce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to SalesForce and pay a minimum of $10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at 757-499-6761 or via e-mail at luke@360itpartners.com to schedule a time to discuss your particular situation and what solutions are available to you.

"My goal every day is to deliver on our mission statement – 'to reliably deliver outstanding IT systems and support experiences to business clients that help improve productivity, uptime and profitability.' Our partners, clients and talented team are what keep us successful."
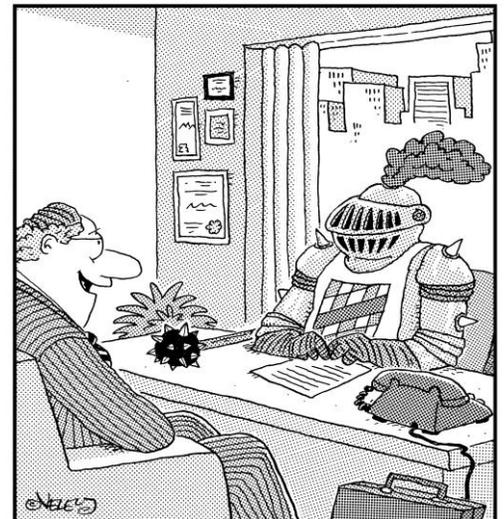
-Aaron Frketich
Chief Operating Officer

May 2015
Virginia Beach, VA

Inside This Issue…

"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

Is Google The Computer From *Star Trek?*

If you've ever seen a *Star Trek* episode, you'll know that "computer" always knew the answer to whatever the commander needed to know to run the starship, do battles with aliens and it even made tea…Earl Grey…hot. In business today, Google has taken on the role of answering questions and providing information. In fact, the company name has become a verb in our language and you can google just about anything on this easy-to-use search engine.

"Computer" gave you one answer, Google gives you many. But there's an easy way to limit the responses and that's by the way you search. If you only want to see responses on exactly what you're searching for, then type the **minus sign** at the end of your search. Another way to limit your responses is to take advantage of Google's specialized search sites, for example **Google's Public Data Explorer**. This site allows you to search specifically on public statistics.

The *Star Trek* computer spoke every language. Google speaks 80. You can ask Google to translate a single word by typing "**translate** (word) to (language)" into the search bar and you'll get the translated word. There's also a Google application called **Google Translate** where you can type, speak or handwrite the phrase into your device – you can even take a picture of a sign or other text. Then it's your choice to have Google speak the translated phrase or display it for you. Need an easy-to-use price-comparison site for business travel? Try Google **Flight Search**. Pick your starting point and destination—or destinations—on the map, and then pick your dates. When you pick the dates, be sure to pay attention to the prices on each date and Google's graph of days with the cheapest tickets. Then, you can filter the results by flight length, airline, price, stops and more. When you find a flight you like, you can book it directly on the airline's site.

Like the *Star Trek* computer, Google provides definitions and conversions. In the search bar, type **define** (word) or **convert** (unit of measure), and you can even compare the nutritional values of one food item to another's: just type **compare.**

So is Google the computer from *Star Trek*? With all these features, what do you think?

Want To Win A $25 Gift Card?

The winner of last month's Trivia Challenge was Pet Care Veterinary Hospital. Go to www.petcarevb.com for more information about their outstanding products, designs and services!

Ready to Play! Here is this month's question: What is a petaflop?

a) your dog after a long walk   b) the latest toy for kids   c) a measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations per second (FLOPS)

E-mail Luke Barton (luke@360itpartners.com) Right Now With Your Answer!
He will put all the correct answers in a hat and draw the winner on June 5, 2015.

Shiny New Gadget Of The Month:

SaneBox

Have you ever felt overwhelmed or even drowning with the number of emails in your inbox?

Then SaneBox could be your answer. This month's gadget is a cloud-based software application that helps you manage your email. SaneBox analyzes your email behavior on all your devices. Then, based on which emails you let slide and which ones you open right away, SaneBox creates rules about sorting your email for you. The result? Your inbox only has emails you need to attend to now. All other emails go to your SaneLater folder. You can drag and drop emails from that folder to your inbox, and from then on, those emails will display in your inbox.

SaneBox keeps you focused on high-priority emails. There's nothing to download. There are additional productivity features to manage tasks, your calendar, and your attachments. And the SaneBlackhole is the fastest way to unsubscribe from emails. See www.sanebox.com.

THE PICK-UP LINE

In the world of dating, a successful *"pickup line"* can make or break any chance of getting to strike up a conversation with someone you would like to meet. Below are a few examples of what some people thought were great *"pickup lines."*

"I'm not a photographer, but I can picture me and you together."
"Can I have directions?" "To where?" "To your heart."
"I thought happiness started with an H. Why does mine start with U?"
"Is there an airport nearby or is that just my heart taking off?"
"You're so beautiful that you made me forget my pickup line."

You are probably wondering why I am addressing dating *"pickup lines"* in a business article. With profit margins being attacked from all angles, it is important for businesses today to do everything they can to take advantage of every *consumer buying encounter*. Probably one of the most famous *business pickup lines*, which added instant profits to their bottom line, was by the fast-food chain McDonald's: *"Would you like fries with that?"* I have read where some experts have stated that McDonald's added an additional $20 million in profits just by asking that one simple question. Is your company leaving potential profits on the table, just waiting to be scooped up, if only your employees were trained in asking an additional, simple, not pushy question … that could possibly entice your customer to spend more money? I believe there are thousands of companies today doing just that. It is your job to exploit every sales channel to its fullest potential; but you need to do so by thinking like your customers. How would they like to be served better? What else could they possibly need, that they may have forgotten? Sometimes just planting the seed *(suggestion)* can lead to additional sales.

What else do your customers need? How can you best serve them? As long as your *"pickup line"* doesn't alienate customers, you should take advantage of the current selling transaction; the *"pickup line"* technique can add a considerable amount to your bottom line. I fly a lot, and in every Hudson Newsstand in the airports, they ask me if I want water, candy or gum when I am buying anything in there; they do it _**EVERY**_ time. Southwest Airlines upsells better seating on planes so customers can get early boarding and be assured of overhead space for their bags. Waiters can ask if you want an appetizer, salad or bread with your meal … and then after your meal ask if you want another dessert, coffee or glass of wine.

The retail marketing giant Amazon says the cross-selling suggestions on its website account for 35% of its sales; they fully take advantage of every opportunity they can to sell more merchandise … DO YOU? If you want to add additional profits to your bottom line, start perfecting your *"pickup lines."*

This month 360IT PARTNERS staff had the pleasure of celebrating our CEO and founder Martin Joseph and congratulating him on 20 years in business. We were especially proud of having Glenn Davis and Ron Villanueva in house to present Mr. Joseph with House Joint Resolution No. 947 which recognized our mission statement and the company's accomplishments.

Get your VoIP phone system before the end of the PSTN!

PSTN stands for the 'Public Switched Telephone Network' and yes, it is nearing end of life. Read below for more information and call Luke today to learn more!

The PSTN has been around for well over a century, and became a cornerstone in U.S. businesses in the middle of the last century. It is deeply intertwined into our daily lives and business. It seems unthinkable that it will be phased out in a generation, let alone a decade. But for all intents and purposes, the age of the PSTN as the country's primary communications network is already over. The FCC's Technology Advisory Committee has predicted that by 2018, the PSTN will reach only six percent of the U.S. population. By now you must be wondering, what is the answer?

The answer is Voice over the Internet. We offer an amazing service, hardware, cabling and programming to get your business set up with a shiny new VoIP phone system. You will love the variety of built in features and especially the quick dial for FREE support! The benefits of a VoIP system are extensive so the best thing to do is call today for a quick consult! We love the look on our partner's faces when they hear HD voice over a VoIP phone system for the first time... like a kid on Christmas!

Discover More Information About Our Dynamic Services and Team: www.360itpartners.com

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