



SWITCHED ON

“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!”
-Adam Morris, Avagio IT Services

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



Avagio Are Runners Up At Wiltshire Business Of The Year Awards

June 2011

Inside This Issue...

Avagio Are Runners Up At Wiltshire Business of The Year Awards.....Page 1

How Would You Like To Have This Corporate Embarrassment On Your Record?.....Page 2

Who Would Like To Play A Game Of Golf?Page 2

6 Simple Ways To Keep Your iPad SecurePage 3

Shiny New Gadget: Livescribe Echo SmartpenPage 3

What Is “Cloud Computing?”.....Page 4

The World’s Funniest Real Ads...Page 4

How To Get A List Of Ideal Prospects For **FREE**.....Page 5

Client Spotlight Page 5

Avagio Trivia Challenge Competition Win A £10 Gift VoucherPage 6

From The Avagio Book ShelfPage 6



Run by Newsquest (the UKs largest regional newspaper publishers) The Wiltshire Business of the Year Awards (WBOY) are one of the most prestigious business awards in Wiltshire.

This is the third year that have Avagio have reached the finals for the award (in the Small Business category) but this year we made it all the way to the last three!

The event was celebrated on 12th May, where members of the Avagio team attended the Black Tie Gala Dinner. To be honest we did not really expect to come in the top three, especially as we had heard that there had been over 40 entries in the small business category. So you can imagine our surprise and delight as our name was read out.

Although we did not win the award, coming runner up is a fantastic achievement and we are all rightly proud of ourselves.

Who Would Like To Play A Game Of Golf?

On July 1st – Avagio and the Bath Business Club are sponsoring golf teams in the aid of Dorothy House Hospice Care.

We are looking for some of our customers to get involved and would love to hear from keen and maybe even not so keen golfers who would like to play.

We will be playing at the Bath Golf Club and tee off will start from 12pm onwards. Evening dinner will also be provided.

If you would like to play please let Adam know ASAP.



How Would You Like To Have This Corporate Embarrassment On Your Record?

Back in April, the largest known e-mail security breach took place when Epsilon, an online marketing corporation from the USA, had their *clients'* lists of e-mail addresses stolen by sophisticated cyber thieves.

Sony has revealed that the personal information (including email addresses and credit card information) of millions of users on the Playstation Network (PSN) and Sony Online Entertainment (SOE) system may have been stolen. The PSN has roughly 77 million users, while SOE has around 25 million.

While some said these breaches didn't cause a whole lot of damage (Sony states the list was outdated), we disagree. Essentially, these cyber criminals now have the ability to invent highly sophisticated phishing attacks by creating e-mail offers that look **like legitimate promotions coming** from companies they (the people whose e-mail addresses were stolen) buy from and trust.

Though it's already common for cyber thieves to impersonate credible organizations with what appears to be legitimate e-mail messages that seek to verify account information, this recent breach of security allows cyber thieves to be smarter and even more targeted with their scams.

Two Key Lessons

First, you need to be a lot more wary of e-mail promotions and communications that ask you to provide your credit card information or to validate your account information (username, password, National Insurance number, etc.). No valid company will ever ask you to send important, confidential information in that manner.

Second, this breach serves as a warning to all businesses that they must have the **MOST** up-to-date security systems in place for their computer network, especially if you handle client data such as credit cards, bank accounts, National Insurance numbers, passwords, client lists and more. Epsilon and Sony have responded to the security breach, apologising to all of those affected, but the damage is done to their organisations, not to mention their clients.

That's why we urge all of our clients to enroll in our **Managed Services Plan**. This service allows us to monitor your network's anti-virus, firewall and security settings to make sure your network is fully protected against these damaging events.

Shiny New Gadget Of The Month:

Livescribe Echo Smartpen

This month's gadget is PERFECT for not only students but also busy CEOs who love going to educational conferences and taking lots of notes. Here's why...

Taking good notes during a lecture - even with the most rapid fire professor - has just got easier. The Livescribe Echo Smartpen may look like your average pen but it also packs in a voice recorder and 8 GB of storage.

So far so good, but here's the really cool part: Not only does the Echo remember everything you've written in digital form (you can sync your handwritten notes onto your PC or Mac and even share them online). It also keeps track of whatever was being said while you were scribbling a detail — just tap a word to hear all of what Professor Motormouth was saying at that particular moment.

What's the trick? The Livescribe Smartpen's infrared sensor uses the tiny dots on the custom (and required) Livescribe notebook paper as reference points.

Price: £166, plus £18.50 each for the Livescribe notebooks (4 pack)

6 Simple Ways To Keep Your iPad Secure



- **Don't leave it lying around** Although this is common sense, you've probably violated this rule more than once. iPads are easy targets for thieves, so don't let it out of your sight when in a public place – and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen iPad.
- **Use a passcode** Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information.
- **Consider enabling automatic data erasing** You can configure your iPad to erase your data after 10 failed passcode attempts. Clearly this is not a good solution for anyone who constantly forgets a password or those who have children who might try to endlessly log in to use your iPad.
- **Limit its capabilities** You can set your iPad to restrict certain functions such as access to Safari, YouTube, installing applications and explicit media content using a passcode. In the corporate world, an IT administrator could set these restrictions for company owned devices. At home, you can use this to restrict what your children can do with your iPad.
- **Install software updates** As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.
- **Only connect to trusted WiFi networks** Public WiFi's are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.

The World's Funniest Real Ads

Believe it or not, these ads actually found their way into newspapers all over the world:

Braille dictionary for sale. Must see to appreciate.

FOR SALE BY OWNER: Complete set of Encyclopedia Britannica. 45 volumes. Excellent condition. £700.00 or best offer. No longer needed. Got married last weekend. Wife knows everything.

For sale, Hope Chest, brand new, half off, long story.

Christmas sale. Handmade gifts for the hard-to-find person.

Wanted, man to take care of cows that does not smoke or drink.

Three-year-old teacher needed for pre-school. Experience preferred.

Tired of working for only £7.75 per hour? We offer profit sharing and flexible hours. Starting pay: £5 - £7 per hour.

Our sofa seats the whole mob and it's made of 100% Italian leather.

Nordic Track £300 hardly used, call Chubby.

Joining nudist colony! Must sell washer and dryer £200.

Free puppies: ½ cocker spaniel, ½ sneaky neighbor's dog.

Snow Blower for sale...only used on snowy days.

Bill's Septic Cleaning: "We Haul American-Made Products."

Cows, calves never bred...also 1 gay bull for sale.

Nice Parachute – Never opened. Used once.

Hummels – Largest selection ever. "If it's in stock, then we have it!"

Tickle-Me-Elmo, still in box, comes with its own 1988 Ford Mustang, 5L, Auto, Excellent condition \$6800.

What Is "Cloud Computing?"

Cloud computing refers to the "next evolution" of the Internet and how users (you and me) access, store and work with applications, files, e-mail, data and more. Instead of having all your files and applications stored on a server in your office, a PC or laptop, cloud computing puts this workload onto a high-speed, highly secure servers that you access via any Internet connection or device. Why do this? Several reasons:



- 1) You can connect to your files and applications from anywhere on (practically) any device.
- 2) You can save money on total IT expenditure—many responsibilities for support, maintenance and software are assumed by your cloud provider.
- 3) You only pay for the applications, storage and software you use. A good comparison for this system is the way you access the electricity that runs into your home or office. To use it, you just plug the appliance of choice into any outlet. Like electricity, which is metered, with cloud computing you just pay for the services you use.
- 4) Most cloud solutions offer instant backup and the ability to be back up and running again fast. Since your files and applications are hosted online, a failed server or PC won't put you out of business, and the chances of a data center going down (the place where your files and apps are stored) is very, very slim.

Chances are you're already using cloud computing without even knowing it. If you bank online, access an e-mail service like Hotmail or Gmail, or use an e-mail broadcasting service like ConstantContact, you're using cloud-based apps (also called SaaS or "software as a service").

Many businesses are moving to cloud computing because it frees them from having to install, maintain and upgrade expensive, overblown IT hardware that cost a lot to maintain. It also makes adding and removing users (or employees) quick and easy since you simply pay for what you use each month and nothing more. Other advantages include unlimited storage, automatic backups, higher-level security and the ability to access your information from any device anywhere.

However, not every application or situation is suited for the cloud. While many line-of-business applications still can't be hosted in the cloud and many areas still don't have the required commercial-grade Internet connections, there's no doubt that cloud computing is here to stay. Advances are being made rapidly to make it the better solution for most businesses. Of course, we're here to help you understand your options and the pros and cons.

How To Get A List Of Ideal Prospects For FREE

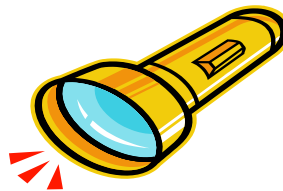
With LinkedIn.com, you can build lists of people who match your ideal prospect – and even get introductions – all for the cost of a few clicks.

For example, if you want to reach the HR Managers at companies in a certain geographic area, simply go to LinkedIn and follow these steps:

1. Set up an account and connect with your clients, friends and vendors. The more “connected” you are online, the easier it will be to get introduced to new prospects.
2. Click on the “Advanced Search” link located near the main search form.
3. Customize your search by entering in the industries, title, location and keywords that would be related to the prospect you are looking to find. For example, you could enter “HR” or “Human Resources Manager” in the title search, and then narrow your results down using the “Postal Code” lookup and “Within X Miles” setting.
4. Unless you want a particular industry, leave that area unchecked.
5. When the list comes up, do a sort by “Relationship” so that those with the closest relationship to you or your contacts are ranked towards the top. If you find someone you want to connect with, look for people YOU know who can introduce you.

Why not get started and link in with Avagio staff today!

Client Spotlight



Roger Grafton of Grafton Jones Accountants

Grafton Jones is a professional firm of accountants and tax advisers based in North Wilts/North Somerset, with offices in Chippenham and Keynsham.

The founder of the firm, Roger Grafton, is an ex HM Revenue Inspector. Both he and his co-director Neil Cobbold are Chartered Tax specialists. Together with their qualified team, they work with business and property clients to plan to minimise taxation costs and to keep the right side of the line when it comes to complying with our tax legislation.

Most accountants record the history of financial events, accounts, tax returns etc. Grafton Jones approach is to also look forward; to use the current tax reliefs and exemptions as they are available. Simply. Efficiently. Legally.

They offer a free, one hour appraisal of the tax/financial issues of a business.

They also offer free first year Tax Investigation Insurance for new clients engaging their services before 1st September.

Avagio ITS is both a client of Grafton Jones, and a service provider. They have been of enormous help and support in structuring the IT network. They also maintain and manage the IT upgrades, updates, security and data back-up. When inevitable problems occur, Avagio are prompt and efficient in responding. It is like having our own IT Manager on site 24/7. Leaving Grafton Jones to do what it does best.....



Bristol: 0117 986 0733

Chippenham: 01249 448 908

Email: info@grafftonjones.co.uk

Who Wants To Win A £10 Amazon Gift Voucher?

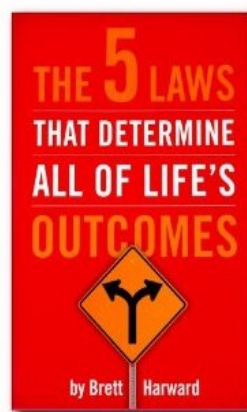


Take our monthly “**Trivia Challenge**” and you could win too!

Which inventor averaged one patent for every three weeks of his life?

- A) Thomas Edison
- B) Benjamin Franklin
- C) Alexander Graham Bell

Send your answer via email to triviachallenge@avagio.co.uk right now with your answer. The sender of the first correct e mail received will win the prize.



From the Avagio Book Shelf

This month I (Adam Morris) have been reading *The 5 Laws That Determine All of Life's Outcomes* by Brett Harward.

This book is about the laws that govern successful outcomes – ie making more money, improving relationships with others.

Brett breaks his laws down to: -

- Vision
- Frequency
- Perception
- Accountability
- Leadership

Unlike a lot of business and personal development books, the author outlines his principals in a readily accessible and concise format and does not succumb to the need to fill the book with pages and pages of waffling stories to illustrate his points.

I also quite like some of his comparisons between average people and successful people.

For example:

“Average people focus on how others need to change. Successful people focus on what they need to change.”

“Average people surround themselves with like-minded and like-skilled individuals. Successful people surround themselves with diversity and opposing views.”

“Average people avoid failure by slow decisions, no decisions or safe decisions. Successful people embrace failure as part of the success process.”

If you go to Amazon you will see that 20 out of 22 reviewers give this book 5 stars. I would agree with the high rating and would thoroughly recommend a read.

Adam Morris