

“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



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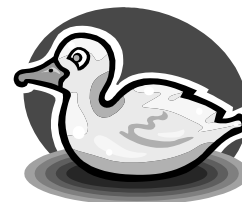
“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

If Disaster Strikes, How Fast Could You Be Back Up & Running?

You hear it all the time from us - back up your data, keep your virus protection current and install and maintain a firewall to protect yourself from hackers and other online threats. However, while these precautions will certainly help you avoid problems, they CAN’T do anything if you don’t have a good backup and disaster recovery plan in place.

Are You A Sitting Duck?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business. That means that most businesses, including your own, may end up offline and without important data after a simple lightning storm.



Don’t think that could ever happen to you? Consider this: “data-erasing disasters” can also take the form of office fires and broken water pipes, not just flooding. If a fire started in your building, the parts that weren’t burned beyond recovery may be destroyed by the firemen’s efforts. But even more common is physical hardware theft, software corruption, hardware failures and human error!

7 Disaster Recovery Questions You Need To Answer

A Disaster Recovery Plan doesn’t have to be complicated, time-consuming or expensive. Start by asking yourself the following questions...

- 1) Do you back up your company’s data daily to both an onsite and offsite location?
- 2) Are you absolutely certain that your backup copy is valid, complete and not corrupt? How do you know for sure?

Shiny New Gadget Of The Month: Powermonkey Solar Powered Charger



Have Sun, Will Travel

It happens all the time...you are out at a meeting, travelling or running errands, you look down and realise your smartphone is on its last bar of battery.

No need to fret when this happens again! Charging on the go has never been easier. With the Powermonkey solar powered charger, you simply connect your phone and it will begin to charge using the solar power surrounding you.

Specially designed to work with the Solarmonkey, the included solarnut reserves redundant solar energy so that if a sunny day turns cloudy whilst you're using your Solarmonkey, charging of your device is not affected. It will regulate the supply of power to your device, meaning yet another stress-free charge.

Price is around £35.00 inc VAT.

<https://powertraveller.com/iwantsome/primatpower/solarmonkey/>

7 Disaster Recovery Questions You Need To Answer - Continued

- 3) If disaster strikes, how would you get your data back, and how long would it take? In many cases it takes days and often weeks; what would you do during that period of time?
- 4) Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
- 5) Would you and your employees have a way to access your network remotely if you couldn't get to the office?
- 6) Do you store important passwords in a secure place that company Key staff can access if you are unavailable?
- 7) Do you have a UPS (uninterruptible power supply) device in place to keep your network and other critical data operations running during a power outage?

Call us on 01249 654871 to schedule your Disaster Recovery Assessment so we can be sure you are ready **BEFORE** a disaster ever strikes.

10 Easy Ways To Keep Your Computers Safe

- 1) Be sure you have a good anti-virus program installed that includes anti-spyware.
- 2) Make sure all of your security programs have real-time updates and scans to check for viruses on a continuous basis.
- 3) Check regularly to be sure your virus scan programs are up-to-date and the most recent versions.
- 4) Have a firewall installed and make sure it is properly configured.
- 5) Make sure your browsers have the latest security patches installed.
- 6) Avoid downloading applications from the Internet. Free games and applications often contain unwanted spyware and malware.
- 7) Be careful when you open e-mail attachments from sources you are not familiar with.
- 8) Install a spam filter or delete spam e-mail as soon as it arrives in your inbox. Do not be tempted to open spam as such messages can often contain links that lead to phishing sites or viruses.
- 9) Beware of virus hoaxes. If you receive an e-mail that says certain files on your computer need to be deleted because they have been infected with a virus then search the web for sites that write about hoaxes to see if the message is genuine or not.
- 10) Always choose secure passwords. Do not use names of relatives, birth dates or anything else that can be easily guessed. Use a combination of letters, numbers and symbols to strengthen passwords.

The Lighter Side...



Swimming With Alligators



A CEO throwing a party takes his executives on a tour of his opulent mansion. In the back of the property, the CEO has the largest swimming pool any of them has ever seen.

The huge pool, however, is filled with hungry alligators.

The CEO says to his executives "I think an executive should be measured by courage. Courage is what made me CEO. So this is my challenge to each of you: if anyone has enough courage to dive into the pool, swim through those alligators, and make it to the other side, I will give that person anything they desire. My job, my money, my house, anything!"

Everyone laughs at the outrageous offer and proceeds to follow the CEO on the tour of the estate. Suddenly, they hear a loud splash. Everyone turns around and sees the CFO in the pool, swimming for his life. He dodges the alligators left and right and makes it to the edge of the pool with seconds to spare. He pulls himself out just as a huge alligator snaps at his shoes.

The flabbergasted CEO approaches the CFO and says, "You are amazing. I've never seen anything like it in my life. You are brave beyond measure and anything I own is yours. Tell me what I can do for you.

The CFO, panting for breath, looks up and says, "You can tell me who pushed me in the pool!"

Client Spotlight

We are delighted this month to introduce **Excel Marketing Solutions**. They have been a fantastic client of Avagio since the beginning of the year.



The company has been running for twelve years and is going into its thirteenth year. **Jane Barber (pictured above) is the Operations Manager** and joined the company 4 years ago.

Excel who are based in Bristol provide **professional outbound telemarketing solutions and are the only telemarketing company who are completely dedicated and specialised in the Commercial Insurance Sector**. They also provide an inbound customer service line (Transfer Service).

Like their clients, they are Authorised and Regulated by the Financial Services Authority and their Quality Control processes. This includes call recording and quality assessments which are refined to ensure client satisfaction and FSA compliance.

With over 12 years dedicated to B2B telemarketing in the commercial insurance sector they have developed the right approach to help clients analyse their target market, source the right data and deliver a concentrated appointment setting campaign.

IT is fundamental to Excel. Jane states "We wouldn't be able to exist without it. We have previously found it extraordinarily difficult to partner with another company that has the same values as us. For example, **Avagio treat us with great respect with a 'the customer is always right' attitude and we have never experienced any down-time in the work they have done for us. They are cautious and considerate of our working requirements and don't take any chances. Avagio also bend over backwards for us.** A recent example was where I emailed them after 5pm for a colleague who was experiencing problems with the internet. I didn't expect a call until the next morning but they phoned back that night. Avagio understand that we can't operate/do our jobs without it".

Trivia Challenge

Congratulations go to Jane Barber from XLMS. Rather than accepting the £10 Amazon voucher Jane very generously asked for £10 to be donated to Help For Heroes (in recognition of the walk that Liam Broughton did.)

October's answer was
Curly was the name of the singing cowboy in the musical Oklahoma.



Who Wants To Win A £10 PLAY.com Voucher?

Take our monthly "Trivia Challenge" and you could win too!

On December 3rd, 1967, what medical breakthrough took place?

- The first successful siamese twin separation.
- Artificial insulin was first produced.
- The first successful heart transplant

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

The 15 Most Important Rules Of E-mail Etiquette

More than 80 years have passed since Emily Post wrote her first book on etiquette. Back then, the rules had more to do with how to properly introduce someone and which fork to use at a dinner party. But with the introduction of new communication tools comes new rules of engagement. Here are 15 quick tips and rules for what is - and isn't - acceptable behavior when using e-mail.

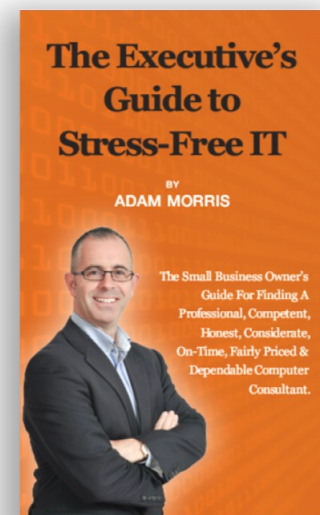


- Be concise and to the point. Read your e-mail to make sure it makes sense before sending to avoid e-mail "ping-pong."
- Use proper spelling, grammar & punctuation. This is still a communication and a representation of you. Sloppy spelling and punctuation looks unprofessional.
- Don't use e-mail to deliver bad or personal news. If you need to discuss a serious matter with someone, only use e-mail to request a face to face meeting or phone call, not to deliver the news.
- Do not attach unnecessary files, especially large ones. Sending big files can cause someone's e-mail system to clog, shut down or crash. Instead, use www.yousendit.com for large documents.
- Do not overuse the high priority option. Use it only when something is truly critical and time sensitive.
- Do not write in CAPITALS—it's the equivalent of shouting.
- Don't leave out the message thread.
- Give your recipients an easy way to opt-out or remove themselves from your list.
- Do not overuse "Reply to All." If you have a message for the sender that is not relevant to everyone else, make sure you only send it to that person.
- Do not "CC" everyone when sending a broadcast to multiple people. Instead, use the bcc (blind carbon copy) to keep everyone's e-mail private.
- Don't overuse abbreviations and emoticons.
- Don't use neon colors, hard to read fancy fonts and background images. They make it difficult - if not impossible - to read your message.
- Only use rich text and HTML messages when you are certain the recipient can receive that type of message. Many people can only open text messages, and most rich text and HTML messages don't convert well.
- Do not forward a message that was sent to you without permission from the original sender.
- Do not use email to discuss confidential information. If you don't want the entire world to see it, then don't put it in an e-mail.

From The Avagio Bookshelf:

It's that time of year when anyone who is anyone has their book out there (some even have their own fitness DVD but I won't go that far, yet). What can I say, if you can't beat them join them. This month I am promoting my own book...

The Executive's Guide to Stress-Free IT



When I meet with small business owners to talk about their computer issues, I constantly find that despite what they believe they are paying for, no one is really taking care of their networks. They are plagued with issues that create a significant amount of downtime and lost revenue. They have come to accept the fact that poor customer service and slow response is a way of life when it comes to their IT support. At the same time, they have lots of competitors who are just waiting to take their customers. They have better things to do with their time than worry about their computer networks!

I wrote this book to educate small business owners. I want them to know that there is another way to get the support their business requires not just to survive, but to flourish.

But how do they find that "right" IT company that they can truly trust?

I want to arm business owners with the information that they need to make an informed decision about how to select an IT support company. What questions should you ask? Why do you need to know the answers? How can you see the red flags so that you don't hire the wrong company?

Read My Book To Discover:

- The 5 types of technical support available and the pros and cons of each.
- How to avoid getting ripped off, disappointed or paying for sub-standard work.
- 12 Warning signs that you hired the wrong Computer Consultant.
- Viruses, worms, spyware and hackers: what you need to know to protect your company from invasion.
- Insider secrets to contracts, payment schedules and rate negotiations.
- 10 critical characteristics to look for in a Competent Computer Consultant.
- Why you need to avoid "cheap" or "bargain" computer repair shops.
- How to turn technology into a competitive advantage instead of a drain on your time, money and resources.
- What "Managed Services" are and why thousands of business owners are now demanding this type of support from their Computer Consultant.

If you would like a copy for yourself or can think of another small business owner that would benefit from reading this book, please let me know and I will send you a copy for **FREE**.

Get More Free Tips, Tools, and Services At Our Web Site: www.avagio.co.uk

December Quick Tip Renaming Files

With Windows 7, there are easier and faster ways to rename multiple files in one sweep. The first way is to click on a file's name and rename it as usual, then press the "Tab" key to access the next file in the list.



Another way is to select multiple files (press the Ctrl key or Shift key and select the desired files), then right click on the first file and choose "Rename" to give it a new name. The rest of the files will be renamed with the same name. For example, if you name the first file "image", it will become "image (1)" followed by "image (2)" and so on.

Avagio Referral Incentive

Our best clients come as referrals from satisfied clients just like **YOU** and we want to reward **YOU** for this.

Our ideal clients are businesses in the West of England with between 5 to 100 computers. Ideally we are looking for successful growing businesses that simply want their IT to work, to support their business plans and want their staff to be as productive as possible. Most of our target market will already be using an existing IT support company – probably with variable results.

We advise on and look after smaller businesses IT so that the business owners and managers can focus on their core business. We are there for day to day support but also to help our clients make the right long term technology solutions. We can help with most technology needs including strategy, security, telephone solutions, new office setups and competitive supply of hardware and software

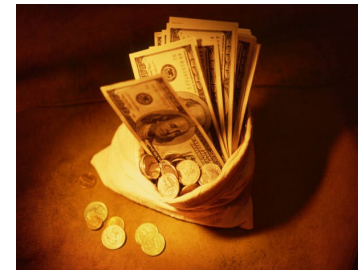
You Might Be Chatting With A Friend And Hear Them Say:-

“Our IT problems keep coming back and never really get resolved properly.”

“We can never get hold of our engineer, we get voicemail or we have to wait hours for a call back”.

“The last project was not executed properly - took too much time and cost more than we budgeted for”.

For each colleague that you refer to us that becomes an appointment we will send **£25** to **you** or **your favourite charity**. If your referral becomes a client, we will send an additional **£100** to **you** or **your favourite charity**.



If you pass on an introduction to us our process will be as follows:

1. Discuss with you who they are, what they do and your relationship with them.
2. Call the contact and all being well, arrange to meet.
3. If we feel there is a mutual fit, follow up and ask them if they would like to purchase our services.
4. We promise to treat your referrals with kid gloves and guarantee no high pressure sales tactics.

Just drop me an email at adam.morris@avagio.co.uk or give me a call on 01249 654871. I look forward to hearing from you.

Adam