

360IT PARTNERS

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

Windows Server 2003 Set To Expire July 14th!

If your organization is currently running Microsoft Windows Server 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

Windows Server 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

We offer a FREE Network Audit to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a recommended plan specifically for your office.

To schedule your FREE on-site network audit today, visit <http://www.360itpartners.com/free-stuff/> to get started.

"I have a passion for small business and solving difficult technical problems as well as building out technology solutions for clients. I enjoy seeing the work we do keep our clients working without down time."

*- Justin Carter, Chief
Technology 'Whisperer'*



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"How often does he go online?"

Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Want To Win A \$25 Gift Card?

The winner of last month's Trivia Challenge was Crest Food Service Equipment Co. Check out www.crestfoodservice.com for more information about their outstanding products, designs and services!

One famous April Fools' Day hoax occurred in the 1957 when the BBC aired a curious story that tricked quite a few viewers into believing they could grow what?

a) Musical Shrubbery b) Horse-sized Hamsters c) Spaghetti Trees d) Chocolate Potatoes

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 May 5, 2015.

Shiny New Gadget Of The Month:



The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at: www.waytools.com.

Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **11111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend?



Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.



360IT PARTNERS is celebrating our 20th year in business! We are grateful to be growing and making a positive impact in our local and regional marketplace. We owe our success to our talented team and faithful clients. Cheers to all who play a part, from the bottom of our hearts, THANK YOU!

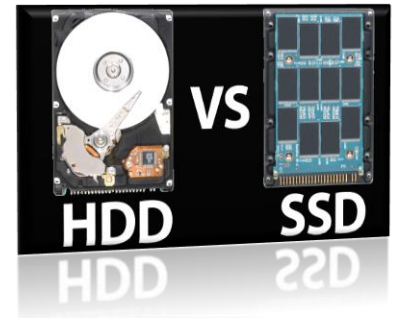
NEW COMPUTER PERFORMANCE WITHOUT BUYING A NEW PC!

Solid State hard drives are the answer!

Are you tired of your sluggish computer and slow applications? Rebooting gives you enough time to run errands, pick the kids up from school and go to the gym! Enough is enough. Time for an expensive new computer.... Which we understand doesn't always fit the budget. Great news! **We have the solution!** Replace your hard drive with a new Solid State hard drive and experience that 'new computer smell' without paying new computer prices! Listen to what our CFO, Jasmin Rebutan had to say after our talented team installed a new Solid State Drive in her main accounting PC.

"It's super-fast, 42 seconds to reboot, 4 seconds to launch Outlook, I couldn't believe it! You know when you get a new computer and its super-fast, that's what it feels like. It is awesome! I am way more productive and less stressed. I hated to reboot prior to my new SSD because it literally took 5-10 minutes not counting re-launching all my applications. Now, I am rebooted and launched inside of a minute!"

Email luke@360itpartners for more information about SSD's and installation



-Jasmin Rebutan
Chief Financial Officer

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

