



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

Do You Keep Your Server In A Closet?

If So, You Need To Read This Important Summertime Warning

Confusion. Dizziness. Fatigue. Muscle cramps. These are some of the first signs of heat exhaustion in humans. But did you know that your SERVER can also suffer from heat exhaustion and "meltdown," causing slowness, blue screens, random reboots and complete meltdowns? If you keep your server in a closed closet or other small, confined space, here are three things you need to address during hot summer months to avoid premature loss of your equipment and data.

Room Temperature. Server rooms should be kept between 68° and 72° Fahrenheit (20°-22° Celsius). If you keep your server in a closet with a closed door, the heat emitted will quickly elevate the temperature to levels that will damage hardware. Consider opening the door or putting in a good exhaust fan to pull the hot air out.

Ventilation. Good airflow is critical for maintaining a safe room temperature and reducing dust, the next culprit that causes damage to electronics.

Dust. Perhaps more dangerous than room temperature is dust. Dust acts as insulation, and traps the heat generated by your computer components. A regular maintenance routine to keep your components clean and dust-free is essential.

Computer hardware is expensive, and unexpected downtime is incredibly frustrating. If you want to extend the life of your equipment and avoid the sudden meltdown, make sure your server closet is set up correctly.

If you need help, give us a call for a FREE Summer Server Room Check at **757-499-6761**. We'll be glad to do a free evaluation on your server closet or room and let you know if you're at risk of heat exhaustion and dust damage.

"It is very important to find the right direction for your business technology. I take a genuine interest in fully understanding your needs so we can provide you the right tools and solutions. Your uptime and profitability is my priority."

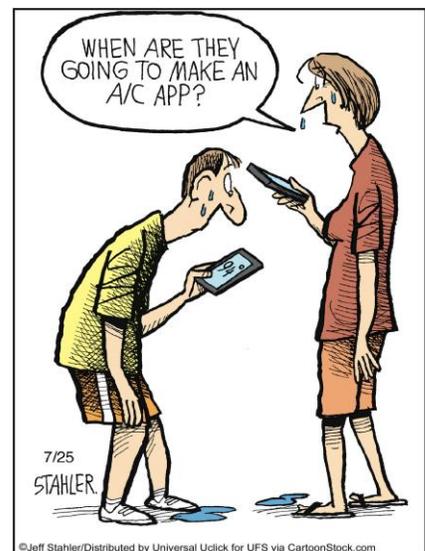


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Inside This Issue ...

- Protect Your Servers From Heat Exhaustion.....**Page 1**
- How To Avoid Runaway IT Projects That Empty Your Wallet.....**Page 2**
- Trivia Question.....**Page 2**
- RocketBook.....**Page 3**
- How To Back Up Your Smartphone.....**Page 3**
- Client Spotlight.....**Page 3**
- 3 Features of Windows 10 Everyone Should Turn Off Now**Page 4**



How To Avoid Runaway IT Projects That Empty Your Wallet

In 2002, McDonald's decided to implement a system to provide their corporate executives with a bird's-eye view of their 30,000 stores, to track, measure and monitor everything from profitability to cooking-oil quality. The project, named "Innovate," was a massive five-year project with a billion-dollar budget. Two years into its implementation, McDonald's executives abandoned the project and wrote off the \$170 million invested, saying they needed to reduce capital expenditures.

Even though YOUR business isn't a McDonald's with a billion-dollar IT budget, chances are you've had at least one failed IT project that derailed, emptying your wallet and leaving you with nothing other than a grudge. And if you haven't had that happen yet, chances are, as you grow, you will. So how do you avoid going down a rabbit hole of spending on an IT project? Here are five key strategies to keep you on track:

1. Begin with the end in mind. The clearer you are on what "success" is for the project, the more likely you are to achieve it. Take the time to sit down with your executive team and decide exactly what the new system LOOKS like (including the interface, if you're developing one), how it performs, what it does and how it works.
2. IT projects need to be driven by an executive who understands the business need and outcome, NOT the IT department. If you and your executive team aren't going to be heavily involved with the process, decisions and management of the project, don't start it.
3. Think in smaller, "bite-sized" projects. One of the problems with the McDonald's project was that it was so complex, affected multiple business systems and had such an enormous scope, it was almost guaranteed to fail. If you have a major system to build or overhaul, break it into smaller, manageable chunks so that problems are contained and costs controlled.
4. Manage the project hours. Scope creep is the biggest challenge to keeping your project on time and on budget. If your project starts to take on a life of its own and goes over your budgeted time frame and your budget by more than 10%, it's time to start re-evaluating what's going on. Excessive overtime is a red flag that the project was not thought through properly, that you have the wrong team working on it or that it's being grossly mismanaged. Don't ignore it.
5. Missed milestones are a red flag. While it's normal to miss a few milestones by a small margin, your IT team should not be allowed to consistently miss key milestones in the project. We recommend setting clearly defined milestones every two weeks or monthly versus monthly or quarterly. This allows you to keep a tighter control on the budget and deliverables.

Want To Win A \$25 Gift Card?

Ready to Play? Here is this month's question:

What is the hottest place on earth?

- a) Wadi Halfa, Sudan b) Death Valley, California c) Tirat Tsvi, Israel d) Timbuktu, Mali

E-mail Kirsten Conti (kirsten@360itpartners.com) Right Now With Your Answer!
She will put all the correct answers in a hat and draw the winner at the end of each month.

Shiny New Gadget Of The Month:



Rocketbook: A Super-Convenient Way To Store And Organize Handwritten Notes

If you're like me, you still like taking notes with a pen and paper. Problem is, note pages can pile up, get lost and be a pain to organize. But thanks to a special notebook called Rocketbook, you can still take notes the "old-fashioned" way of pen and paper, but then file, organize and store your notes digitally for quick access and retrieval!

Rocketbook looks like an ordinary pad of paper. To use it, simply take notes as you would on any pad of paper, using the Pilot FriXion pen. When you're done, the built-in app creates a high-quality JPG image of your notes and files it to the folder of your choice inside Evernote, Dropbox, Google Docs or OneNote. You indicate which folder each note goes to by marking clever little icons at the bottom of each page.

When the pages are full, simply microwave the notebook for 30 seconds to completely erase and reuse. Rocketbook currently comes in two sizes and is available at indiegogo. Just search on, "Rocketbook."

How To Back Up Your Smartphone

You regularly back up your computers (or at least you should), but do you do the same with your smartphone? Given the massive amounts of contact information, photos, videos and other data we all carry around on smartphones, it's critical to back them up or risk losing all that data forever. There are two basic ways to back up your phone: automatically to the cloud or manually to your computer.

To The Cloud. Cloud backups are secured with your password-protected account. They can easily be configured to run automatically so you can "set it and forget it." Apple users can use iCloud to back up photos, contacts, calendars and other data. Turn on and configure iCloud Backup by going to Settings > iCloud. Android users can back up to Google servers in much the same way, using a Google account. Configure your preferences by going to Settings > Backup.

To Your Computer. Both Apple and Android users also can back up data directly to a computer manually. Generally, connecting the phone to the computer by cable is the quickest way to do this. Apple users can also use iTunes Wi-Fi Sync to wirelessly back up phone data to a computer. Remember, though, when backing up your smartphone to a computer, your data is only as safe as that computer. Be sure to back up the computer regularly as well.

BECK ROOFING CORPORATION

Beck Roofing Corporation was founded in 1988 by Dan Beck. The company has over 25 years of experience in all aspects of the roofing business, including single-ply roofing, built-up roofing, metal roofing, and roof repairs and maintenance in Virginia Beach, Norfolk, Chesapeake, Portsmouth, Hampton, Newport News, Williamsburg and Southeast Virginia.

As an independent company certified with many of the top roofing system manufacturers, we provide both a high level of expertise and an objective viewpoint when it comes to your unique project. The company also installs metal, slate, tile and flat roofs on residential properties.

The company's daily goals are providing unsurpassed service, quality and safety. Whether you need roofing solutions for new construction or reroofing for an existing building, Beck Roofing can help you select and install the perfect roof for your needs, conditions and budget.

3 Features of Windows 10 Everyone Should Turn Off Now

Microsoft Windows 10, released to the public at the end of July, is the most cloud-oriented version of Windows to date. With this comes both pros and cons, depending on how you disable and enable your personal features. A few of the new features centered on convenience can tend to be invasive of your personal information.

The first feature you'll want to disable is "Wi-Fi Sense." This feature allows your social media friends to automatically connect to your Wi-Fi by sharing your password, and vice-versa. To do this, go to your *Start* menu-*Settings-Network & Internet-Manage Wi-Fi Settings*.

Those who are bothered by 3rd-party apps accessing their information without permission will want to disable the Targeted Ads feature. This feature allows 3rd-party apps to use your personal advertising ID issued to you by Microsoft to deliver target ads. To turn this off, go to your *Start* menu-*Settings-Privacy-General* and disable the top switch.

The third feature you'll want to disable because it could potentially cause you more headache than convenience is the Automatically-Applied Updates. While it's nice to have your computer update itself, it may result in an unplanned restart. To avoid losing unsaved data, turn this off by going to *Settings-Update & Security- Advanced Options*. If you have any further questions about Windows 10, call our office at **757-499-6761**.

