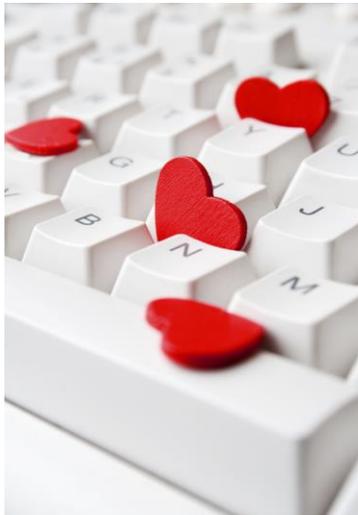


"Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability"



A Backup Plan You're Sure To Fall In Love With

In today's fast-paced, data-driven world, backups are mission critical to your company's survival and success.

Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all-guns silver bullet, there are some general principles to be aware of.

Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop.

If the hard drive on any device in the network goes kablooney and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way they were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

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**February 2016
Virginia Beach, VA**

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Do you love your phone?

Our partner, Nextiva, delivers a phone and service that you will love!



Client Spotlight: Hickory Veterinary Hospital

Hickory Veterinary Hospital is a full-service veterinary hospital providing traditional, advanced, and alternative veterinary care for all of your pets. The practice was established by Dr. Jeffrey Klemm in Chesapeake, VA in 2003, providing pets with high-quality traditional veterinary medicine. In 2013, Dr. Jerry Redding expanded Hickory's services to include alternative Eastern therapies, Acupuncture, Traditional Chinese Herbal Medicine, and Food Therapy. We also treat exotic pets such as reptiles, rodents, birds, and pigs. If your pet can be comfortably transported into one of our exam rooms, we'll happily perform an examination. While you are on vacation, our boarding team will keep your pets comfortable in our climate-controlled, roomy boarding facility, including a grassy fenced-in yard for dogs to play and a peaceful cat room with multi-level play towers and a stimulating view of our beautiful saltwater aquarium. Bathing services for pets are also available. Please call us at 757-548-1548 to schedule an appointment or a tour.

Archive Backups

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't restore an entire system from an archive, but if you've accidentally deleted a file, you can retrieve it.

Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files. Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up. Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

A Fail-Safe System

So, can you rest assured that your company's backup system is built to minimize downtime in the event of data loss or equipment failure?

If you're 100% certain you can answer yes, congratulations – you are one of the few! If not, NOW is the time to take action – rather than after you wish you had.

Not only is our backup solution highly affordable, it can be configured to take multiple backups throughout the day, so you'll never lose a whole day's work. Additionally, every night, it automatically backs up an image of your entire server to our data center where it's held safe and secure until you need it.

Don't put this off another minute! Contact us right now to claim your free Backup System Audit. Let us make sure your backup system never lets you down. We can fix broken computers but a broken heart is another thing entirely... **Call TODAY!**

Want To Win A \$25 Gift Card?

Ready to Play?

Here's this month's question:

According to US government statistics, as of December 2015, which Internet browser had the highest overall usage share around the world?

a) Safari b) Chrome c) Internet Explorer d) Firefox

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:



Keeps You In Touch, Could Save Your Life

If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.



Exciting Announcement!

We are proud to announce an internal promotion of one of our onsite engineers, Joe Aksel. He is now serving our clients as dedicated Project Manager. The key initiative for this position is to communicate, streamline and structure the processes that go into every single project, big or small. In the world of technology, projects are like open heart surgery and one thing is clear- you need an army to execute the job well.

Technical projects have a ravenous appetite for time spent in preparation and attention to detail. In most cases, overlooking something minor could potentially cause a disaster such as a network outage or data loss. Joe's role ensures that every piece of the process is delegated, planned, and organized for seamless implementation and minimal downtime. It is crucial that communication is kept open between the sales, service, and purchasing departments in order for everything to run smoothly.

In conjunction to his communication and leadership within the organization, Joe also serves as the main point of contact throughout the entirety of each and every project. Client satisfaction is our priority and during projects it is important everyone remains informed of progress. Having one designated point of contact for all projects keeps communication consistent and our customers at ease throughout the process. Joe's organizational talent, technical background and experience ensures that our clients are back to work as quickly and painlessly as possible!



Employee Spotlight

John Aboc, Service Desk Team Lead

When not at the office John spends his time playing tennis, cooking and watching his New York Giants play football. He enjoys learning about new cultures, languages and stays up to date with the latest gadgets, video games and technology.

Microsoft Outlook for iOS and Android – Worth a try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive. *-Computer World, 10.29.15*

World's Smallest Camera Drone

Curious about camera drones, but not sure where to begin? For under \$30 you can get a tiny "quadcopter" that fits in the palm of your hand. The Cheerson CX-10C claims to be the world's smallest drone with a camera. You'll get a flight time of no more than about three minutes, less if you use the camera. Which, of course, is the point, isn't it? Still, it's a good way to get the hang of playing with one of these things without a whole lot of cash out-of-pocket. Use it for aerial shots of you and your family skiing, on the beach – or just buzzing around the house for practice. *-Drone Arena, 11.06.15*

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

