TotalTechCare
TOTAL TECHNOLOGY SUPPORT

This Issue:

The 4 Most Useful Extensions for Google Chrome

If you're one of the many people who prefer Google Chrome to other browsers, you know all about extensions and how they can improve your browsing experience. These are mostly add-ons that are designed to...

Read the Rest Online!
http://bit.ly/1Jl1ubF

About Total Tech Care

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

Visit us **online** at:
newsletter.totaltechcare.com

3 Common Reasons Business Owners Cite for Not Upgrading

Cutting corners comes with the territory of doing business. While it makes sense to be conservative with items like breakroom amenities and super-soft toilet paper, trying to save money in regards to your employee's technology may actually turn out to cost more than it saves. For business owners trying to save money, the latest technology solutions are worth the extra expense.

Deep down, business owners are attuned to this fact; yet, many choose to cling to outdated technology that prevents their employees from reaching their full potential. Here are three common reasons behind this mindset.

Shockingly-High Price Tags
It should come as no surprise that new technology can be expensive. It's always been like this. Do you remember shelling out a few thousand dollars for a fully loaded desktop back in the 90s, and 2-to-3 times that amount in the 80s? Granted, computers today are much more affordable than days of yesteryear, but buying new equipment for your office can still be a costly endeavor that has a stigma of being super expensive like it was back in the day.

What's the remedy for new technology sticker shock? The key is understanding just how much money the technology will save you in the long run. This requires taking an objective look at the product's return on investment. Doing this can be as easy as having a conversation with Total Tech Care.

Attempting to Find Value In Outdated Equipment
In the case of a well-known technologies like cars, it pays to be cheap. If you can stand being associated with a car that's held together with duct tape and prayer, then your bank account is better off because you don't have monthly payments. While this mindset pays off when it comes to owning a vehicle, it doesn't work the same way when it comes to business

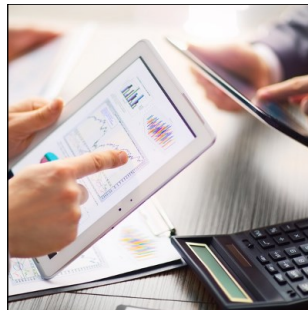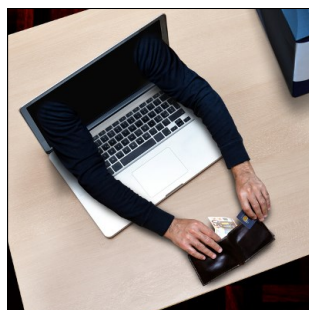## Despite Technology's Shortcomings, People Are Still the Root of Hacking Attacks

People often blame technology for not doing its job in the face of hacking attacks. While this is certainly true, only half of the fault lies with the technology. The other half, whether we like to admit it or not, comes from the people using the technology. This brings up an interesting ultimatum; only humans can prevent hacking attacks from happening altogether. If people don't protect their data, it's only natural that it will eventually get attacked.

Dave Merkel, senior vice president and CTO of security agency FireEye, tells Aimee Chanthadavong of ZDNet that organizations are spending more on technology to protect against hacking, but are still behind: "[...] one of the reasons behind this is because online attacks are often misunderstood as a technology problem, when it's not. In turn, organizations look in the wrong places for solutions."

Despite Technology's Shortcomings, People Are Still the Root of Hacking Attacks

(Continued from page 1)

From this standpoint, it makes perfect sense. If a lackluster technician implements a solution, it's only natural that the solution will be subpar. If it isn't configured properly, or isn't being updated continuously, your business's network will be exposed. If the operating systems aren't up to date with the latest patches and security updates, your network could be vulnerable to all manners of threats. If the technician isn't performing these primary responsibilities, they aren't doing their job; and even the latest security solutions can't help a negligent technician.

Basically, instead of relying on the latest technology to solve your security problems, you need to consider that the problem might be with how the solutions are integrated. Even with maximum security, people with technology (who know how to leverage it) are the ones behind the attacks; therefore, people must be the ones to integrate technology to defend against them. You want skilled IT technicians who understand technology to be the ones working behind the scenes to protect your data from theft or corruption.

In order to help your business best protect its data, Total Tech Care offers managed IT services to small and medium-sized businesses. We understand the predicament that many SMBs find themselves in. If you can't afford to hire an internal IT department, you may be afraid that you might fall victim to hackers and other threats that are on the market. Thankfully, we offer all of the services of an internal IT department, plus some; all at a flat rate that's easy to budget.

One of our primary service offerings is our security solution. We monitor and maintain your network, all while protecting it with a variety of security measures, like a firewall, antivirus, and more. This allows you to continue operations without all of the troublesome network maintenance that comes with operating an IT infrastructure. Give us a call at 866-348-2602 today to learn more about how we can protect your network from those who wish harm upon your business.

Share this Article!
http://bit.ly/1JkYfB6

Is Legacy Technology Preventing Your Business from Growing?

Can you remember the last time you did your company a solid and updated all of its hardware and software solutions? If your organization is still using machines from several years ago, it could be holding it back from reaching its full potential. We'll say it again, think hard about when you last updated your technology, and we really, really hope that you aren't still running Windows XP or machines from last century.

As reported by ZDNet, research from Forrester has revealed that only 28 percent of IT investment is used for innovation, and the rest of the resources are dedicated to taking care of older technology. Most businesses should be on the lookout for solutions that make their day-to-day operations easier, but this isn't the case. Most are still clinging to their old technology, and this is stifling their ability to innovate and expand.

If legacy technology has taken over your workplace, you're dealing with unnecessary risks to your corporate infrastructure. An old server unit, for instance, can break down in a matter of moments. This leads to data loss that can be detrimental to the success of your business. Furthermore, downtime means that you're losing precious moments of your day to dysfunctional technology. By taking proactive measures to ensure the proper maintenance and management of your server, you can avoid these costly operations problems.

Another example is using an expired, or even outdated, operating system, like Windows XP. If Microsoft no longer supports an operating system, you can be sure that your business shouldn't continue running it. When Microsoft stops supporting an OS, they stop supplying it with vital patches and security updates that keep vulnerabilities and security discrepancies in check. Taking a proactive approach to upgrading your technology helps you avoid these costly mistakes.

We, as technology innovators, feel it's our responsibility to help businesses using legacy technology out of the dark ages and into a bright future. We understand that it's not always easy leaving familiar hardware and software behind, but we promise that it's easier to do than constantly dealing with problems associated with out-of-date technology. With Total Tech Care's IT consultation service, we can analyze your current technology and suggest changes that can better help you leverage your valuable assets.

The main benefit of letting Total Tech Care help you with your IT is that you avoid the costly expenses of hiring an in-house IT department. We can remotely perform many of the same functions of an in-house team without denting your budget. By taking advantage of managed services, you can enjoy a fixed rate that won't surprise you with unexpected...

Read the Rest Online!
http://bit.ly/1JkYFXW

3 Common Reasons Business Owners Cite for Not Upgrading

technology. In fact, a business owner that tries to make outdated technology work beyond its lifespan will actually end up losing money due to the machine underperforming, as well as missing out on the advancements in productivity offered by the latest solutions.

Insufficient Funds in the Budget for New Technology

Running a business is a pricey endeavor. Sometimes, money is tight and major purchases like new technology must be put off. However, don't immediately disqualify yourself from purchasing the technology that your business needs just because you're short on capital. This idea may sound counterintuitive, but you can actually purchase certain technologies in order to free up funds so you can buy your staff the technology they need.

For example, when it comes time to purchase a new server unit for your data hosting needs, if you instead go with cloud computing, you will be able to turn a budgeted capital expense (like buying a new server unit), and turning it into an operating expense (a subscription to a cloud service). Therefore, the money that was previously budgeted towards buying a new server unit can now be allocated to replace the problem-prone workstations in your office. A savvy move like this will set you on the path to profitability, thanks to your team no longer being hindered by the use of outdated equipment.

There's really no excuse for your company to be stuck using outdated equipment. In the long run, you're going to lose way more money than what you would save by putting off an improved solution. Here are just a few more examples of how this works.

- If your team is forced to tolerate outdated technology, they will miss out on the latest solutions designed to improve efficiency. To make matters worse, your competitor is more than likely taking advantage of the technology that you're not.

- Downtime quickly adds up. Older equipment is prone to crashing, unnecessarily long load times, and performance issues. A few minutes here and there lost to downtime adds up to several lost working days at the end of the year.
- Working technology improves office morale. Unreliable technology causes workers to flip out when data is lost and become frustrated at performance issues. Plus, it communicates to them that you care very little about their productivity, so why should they?

Want to save money without purchasing new technology? In a business-technology scenario like this, you really can't have IT both ways. To have a conversation about what it takes to equip your workers with the latest and most efficient solutions, call us at 866-348-2602.

Share this Article!
http://bit.ly/1JkY0G2

Unified Communications Can Improve Everyday Operations!

Does your office take advantage of unified communications solutions to communicate efficiently within the workplace? If your employees aren't taking advantage of the mission-critical communication applications your business provides for them, not only will it be frustrating to contact them, but it might also cause miscommunication; a common cause for error. Regardless the size of your workforce, your business can benefit from a unified communications solution.

Unified communications is a term used to describe the combination of communication applications, commonly including instant messaging, voice telephony, and email. If it's something that helps your team effectively communicate, it's probably part of a unified communications solution. If you consider it for a moment, it would be silly for your team to use mismatched communication applications.

Total Tech Care can equip your business with several different components of a unified communications front.

Instant-Messaging: When Email Isn't Urgent Enough

One of the best ways you can communicate in the office is through an instant messaging system. This allows you to address issues with a sense of urgency that email can't provide, while avoiding awkward phone calls. Total Tech Care can equip your business with a dynamic instant messaging infrastructure that helps you maintain day to day operations. In fact, you can even store recorded conversations for later viewing.

VoIP Phones: Eliminate Landline Expenses

Instant messaging is useful, but not nearly as useful as a flexible voice communication system. With VoIP, you can transmit your voice over your Internet connection, allowing you to get rid of your landline phone system (not to mention all of its expenses) for good. By today's standards, switching to a VoIP phone system is considered...

Read the Rest Online!
http://bit.ly/1JkZ7FE

4 Game-Changing Virtual Reality Technologies

Entertainment has become such a huge part of technology consumption that nobody can think of a smartphone or the Internet without immediately thinking about it. In fact, entertainment has grown so important that some are trying to create machines that integrate virtual realities into the lives of everyday consumers. What is virtual reality, and is it limited to the entertainment industry; or can it be used in the business sector, as well?

What Defines Virtual Reality?

Everyone has a different opinion on virtual reality. Some might think it's as complicated as we've seen it in various films, but in all actuality, it's not quite as immersive as moving your entire body into a virtual space. You don't shift through dimensions. Your consciousness doesn't detach from your body.

As defined by the Merriam-Webster dictionary, virtual reality is:

[...] an artificial environment which is experienced through sensory stimuli (as sights and sounds) provided by a computer and in which one's actions partially determine what happens in the environment.

So, a virtual reality isn't necessarily a reality at all; in essence, virtual reality is tricking your mind through sensory shenanigans into believing that what you see and hear is really there.

Oculus Rift

The Oculus Rift is the virtual reality technology that consumers are most likely to be familiar with. It's manufactured by Oculus VR, which was acquired by Mark Zuckerberg of Facebook for two billion dollars earlier this year. The device in question, the Oculus Rift, is a headset that allows for sight and hearing stimulation via a heads-up display and headphones. Though a consumer version of the Oculus Rift isn't slated until later in 2015, it's sure to primarily be used by gamers; making it somewhat obsolete in the business world.

Google Cardboard

Not to be bested by Facebook's acquisition of the Oculus Rift, Google created Google Cardboard. Cardboard allows you to turn your smartphone into a virtual reality headset. With Google's cardboard blueprints, you can cut and fold cardboard into the base. While Cardboard is a neat, thrifty way to get a feel for what's to come, the material available for download is limited to a handful of games and short movies.

Google Glass

Google's take on a reality augmentation technology was mostly a bust, but in theory, it was a good idea. Google Glass was a pair of glasses that could act similarly to a smartphone, but hands-free. Some of its features included connecting the Internet, simple voice commands, a camera for both photos and videos, and a touchpad on the side which is used to control the device. It was even capable of using other Google applications, like Gmail, Google+, Google Maps, and more.

Unfortunately, Google Glass failed to take off because of its outrageous consumer price, and its stigmatized reputation due to privacy concerns. For the average consumer, Google Glass boasted a whopping $1,500 price tag. According to Forbes...

Share this Article!
http://bit.ly/1Jl159g

Robert St. Germain
CEO

Tech Fun Fact
The Computer Mouse was invented by Doug Engelbart in 1963, it was made out of wood

Total Tech Care

600 W Prospect RD
STE 2G
Oakland Park, Florida 33309
Voice: 866-348-2602

Visit us **online** at:
newsletter.totaltechcare.com

facebook.totaltechcare.com

linkedin.totaltechcare.com

twitter.totaltechcare.com

blog.totaltechcare.com

newsletter@totaltechcare.com

RELAX... FOCUS ON CLEARING YOUR CACHE AND DELETING YOUR COOKIES. YOU ARE NOW RUNNING THE LATEST UPDATES.