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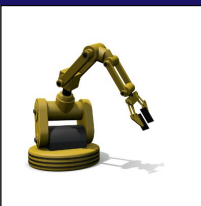
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A Dark Shadow is Cast Over the Good Work Robots Do



The point of living in a world where technology takes over everything is that it's

supposed to make life easier. Although, keep in mind that imperfect humans are responsible for creating these technologies. Therefore, technology is...



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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.

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3 Cloud Computing Options for Businesses to Consider



Over the past several years, cloud computing has really taken off. Whether it's for personal or business use, the market for cloud computing continues to grow. For the growing small or medium-sized business, the benefits of instituting some form of cloud computing are substantial. With cloud computing, you're able to reduce the large capital outlays that typically come with new technology purchases, while improving access to your data; significantly improving mobility.

Cloud Options

There are three major types of cloud computing your organization can consider. They are:

- **Platform as a Service** - Platform as a Service (PaaS) delivers a platform for organizations to easily develop, run, and manage web-based applications. It allows developers the dynamic development platform they need without the costs and headache of purchasing new hardware.
- **Infrastructure as a Service** - Infrastructure as a Service (IaaS) makes available complete virtualized computing resources. This centralized computing structure can be hosted in-house or in an off-site data center, depending on how much control you want over the management of your IT.
- **Software as a Service** - Software as a Service (SaaS) is a software delivery method that provides users the software titles they need, including CRM, security, and productivity applications. This application delivery allows you to get the programs you need to forge your business ahead at an affordable monthly rate.

Secure Cloud Computing

Since all cloud platforms can be hosted internally or in an external data center, there are security features that can provide organizations peace of mind when considering implementing a cloud solution. In fact, SaaS offerings have seen incredible increases in security in

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Which Desktop Virtualization Model is Right for Your Business?



It's been known for years that virtualizing your server is a great strategy for companies that rely on their technology. It allows them to make efficient use of their computing resources as well as limit hardware and utility costs. Many business owners are not privy to virtualized desktop options, or how to properly use desktop virtualization to improve their business.

There are two methods of desktop virtualization that can present a beneficial situation for your business. They are

Desktop as a Service (DaaS) and Virtual Desktop Infrastructure (VDI).

- **Virtual Desktop Infrastructure** - A virtual desktop infrastructure is the use of a single server to take advantage of multiple separate desktop environments. This provides your

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staff with shared computing environments that deliver software to users as they are called. This includes operating systems and applications. Additionally, administrators of these systems have great control over the system's delivery, as they can assign a specific amount of CPU and RAM usage according to the user. Many times a dedicated VDI demands significant attention from IT personnel, limiting its effectiveness for organizations that don't have dedicated IT personnel.

- **Desktop as a Service** - With Desktop as a Service, the virtualized computing environments are completely hosted in an outside data center, eliminating the need for dedicated administration. This platform is designed for organizations that either

don't have the budget to constantly oversee these systems, or organizations that want to eliminate their role in the administration of their computing environments completely.

Which is the Better Solution?

Both of these solutions provide organizations the flexibility they need to cut IT costs and centralize their IT infrastructure. By eliminating the need to take on new hardware costs, you can use your capital toward other facets of your business. The best solution for your organization depends directly on your needs. While both solutions essentially accomplish the same thing (deliver applications to end-users via thin client technology), you will have to consider if you absolutely require administrative control over

the computing infrastructure you are virtualizing.

For many Florida small and medium-sized businesses, outsourcing IT management to Total Tech Care can be an extremely valuable avenue to go down, due in large part to the reliability of our professional IT technicians. They have the ability to proactively solve many of the pain points that businesses like yours experience, while providing a thoughtful consulting service to help you weigh your crucial technology decisions.

To drive your business forward, consider implementing a virtualized desktop environment...



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Your IT Department Can Be Your Ace in the Hole



If your IT isn't fully integrated in the day-to-day operations of your company, it can be holding your team back from achieving maximum

productivity and efficiency. Granted, you have to have a dedicated IT department before they can be even remotely involved with your business. Some small and medium-sized businesses consider themselves savvy enough to get by without dedicated IT support, but they're sadly mistaken.

How involved do you think your IT department should be in the affairs of your business? Some businesses do, in fact, have a small internal IT department dedicated to improving operations; but if this is the case, it's likely that they're stretched pretty thin, and that they might skip on routine maintenance simply because they don't have the time. On the other side of the coin, your IT team

might be able to keep everything updated, but at the cost of time needed to innovate and come up with better operations. Either way is a conundrum that you don't want to be stuck in.

One of the best solutions to this issue is to outsource some IT-related responsibilities to an outsourced IT company like Total Tech Care, but some executives worry about the communication aspect of this sort of symbiotic business relationship. What you need to look for is the complete transparency that Total Tech Care offers. We want to keep you in the loop about how your technology management is coming along, all while helping you stay up to date with your IT solutions. By making sure that everyone is on the same page, your team will be sure to be more productive than ever before.

One example how Total Tech Care can help your organization optimize operations is by helping users with simple computer issues. Some inexperienced

users might be caught up on trying to access a network, or navigating their way around your email client. We can help them with both simple issues and more complicated problems. Your employees don't have to bother management or your internal IT department. Instead, all they have to do is reach out to Total Tech Care.

Total Tech Care's qualified technicians are well-known for their hard work and dedication to your business's cause. You get the hard work that you expect from your own internal IT department, only better; you get our assistance for the fraction of the cost of a fully-staffed internal IT department. We're not trying to dissuade you from your current IT department, but we can certainly give them a hand when they're trying to come up with new solutions designed to improve operations.



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recent times, making them effective cloud solutions, so long as the server is maintained and managed properly. A server that's across the country can potentially be as secure as your own in-house server, so long as the same protocol is being observed.

It's thanks to this versatility that the cloud continues to grow in both popularity and scope as a practical business solution. Secure clouds are helping businesses all over the world better leverage their assets at more affordable prices than ever before. There are dozens of reputable vendors out there that are just

as secure, if not more so, than any server you might host in-house.

Despite this clear advantage, you might be one of the many businesses who need to have more control over their data than others who want to take a more hands-off approach. For these types of businesses, there are hybrid cloud solutions that combine the practicality of the public cloud with the security of a private cloud. It's important to remember that controlling security permissions, hosting your own data, and deploying it to those who need it is a lot of responsibility for the average business owner. It might seem like the only way

to keep your data truly safe, but we assure you that cloud solutions are more than enough to keep your business's data secure.

This is because Total Tech Care provides secure and powerful cloud platforms that are designed to meet the individual needs of your business. You can have access to any cloud resources you need for your day-to-day operations, all while keeping your IT costs at an all-time low. Give us a call at 866-348-2602 today to learn more.



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5 IT Challenges That Modern Businesses Are Facing



The modern business faces all sorts of challenges, and IT solutions are often a great way to skirt around these issues.

However, many of these businesses are also finding the management of their IT to be a major pain point, especially with a limited staff and budget. Here are the top five challenges that a business faces when attempting to make changes to their IT infrastructure.

Acquiring Talented Technicians

Naturally, the first step toward remedying your business's IT woes is to find qualified individuals who will play a lead role in managing your technology. You certainly don't want your end-users to be the ones taking care of your technology, as that can lead to critical updates and patches being ignored or incorrectly integrated. By finding IT technicians with plenty of experience, you can rest assured that all issues pertaining to your IT can be resolved easily.

Simultaneous Innovation and Maintenance

It's one thing to maintain your busi-

ness's mission-critical systems, but another thing entirely to integrate powerful new solutions that are designed to improve operations. In business, it's important to adapt to changes in the industry; therefore, innovation is necessary. The issue is that both innovation and maintenance can be too much for a few dedicated individuals to handle. This can easily be fixed by outsourcing at least half of this responsibility to a managed IT provider like Total Tech Care. This will free up resources to handle bigger and better tasks.

Take Advantage of Detailed Insights

Doing some research here and there can prevent a whole lot of pain later. This means learning about a solution before you spend money to integrate it. By reading up on a solution, you'll understand whether it's right for your business before committing to a purchase. This also lets you prepare a list of questions for your IT department, be it internal or outsourced, about how these changes can affect your current infrastructure.

Preparing for Change

Your organization should always be making changes while being mindful of how they will affect the future of your busi-

ness. You always want to be aware of how your technology can change over time, and be prepared to commit to improving solutions as they become apparent. By taking a regular look at your IT, you can plan out how you will distribute your resources in the years to come. This is often called an IT roadmap, and is invaluable to the small or medium-sized business.

Training Your End-Users

As the ones using your technology, your end-users need to understand the related best practices and how the technology works. By training your staff on how to more effectively use your business's technology, you're potentially increasing their productivity and satisfaction within the workplace. If your team knows how to troubleshoot basic IT issues, they can handle them without getting IT support involved, making operations proceed much more smoothly.

Total Tech Care can provide all of these services, plus some, for your SMB. We have professional IT consultants...



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How to Take Back Your Website From Comment Spammers



“Wow. That was a great article! I make \$500 a day working from home and you can too! Click the link below to learn how!” This is an example of comment spam. You may have seen it before. You may have even fallen for it. How does one deal with such an annoyance?

Comment spam is much more than an annoyance. If your company’s website or social media account is filled with comment spam, it gives potential customers the impression that you don’t care about upkeeping your website and it will discourage them from leaving valuable comments of their own.

There are several tools and settings that can help you decrease the amount of comment spam on your website, but none of these tools are perfect, and all of them require a commitment from a real person to oversee the comments and delete the spam. Here are four tools that will help in your battle against spam.

Disable Your Comments

This is a weapon that you

have in your arsenal, but like the “nuclear option,” you don’t want to use it unless you absolutely have to. The reason you don’t want to disable your comments is because authentic comments are valuable—even the negative ones.

Comments give the impression that many people view your website as a resource that’s worth visiting. Search engines pick up on comment-generated web traffic and give your website a higher search ranking. Even the negative comments are good because they give you the opportunity to directly respond and set the record straight professionally and publicly. This will communicate to others that your business cares about a customer’s experience. The only reason why a business should disable comments is if they never do any maintenance on their website—ever.

Approve Comments Before Posting

This is a nice setting that makes sure a moderator is first laying their eyes on the comment before it’s posted. This is a sure-fire way to filter out spam—unless the spammer happens to be clever enough to fool you or the

person tasked with moderating your website. If you are fooled by a comment spammer by letting one slip by, then take solace in the wisdom of former President George W. Bush, “Fool me once, shame on you. Fool me... you can’t get fooled again.”

The downside about depending on a moderator to filter comments is that it can turn into a cumbersome task. If the content on your website is popular, it can generate a lot of comments that need to be approved. Also, a user knowing that their comment will have to be moderated before it’s posted may discourage them from commenting. Some people simply prefer to see their comments instantly display, like with instant messaging.

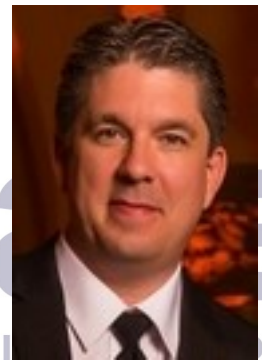
Use Recaptcha

Recaptcha is a helpful tool that makes sure actual people are posting. When a user leaves a comment, they will be shown a picture of some numbers (like from the side of a house). They will then be asked to enter the numbers into a form.



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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.



Robert St. Germain
CEO

Tech Fun Fact

Grid Systems made the first laptop computer to fly in the space shuttle.

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