

**DTS**

DanTech Services

Computers under controll™

Technology Times

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Owner/President

"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

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Google Plus: For Geeks Only? What You Need To Know Now

Is Google Plus a bust? Or is it still a channel to be reckoned with if you don't want to lose touch with your customers?

Google Plus – aka "Google+" – is a social network built by Google. It's been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google+ for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.

So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it. However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:

Get Found Fast

It's no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.

Give to Gain

Content that helps you target prospects with a simple "thank you" to folks who engage can work wonders.

Build Micro-Lists with Circles

Here's a little-known secret: For circles up to 100, Google+ allows you to "Also send e-mail." This can be a great way to build tightly segmented lists. Depending on your audience, Google+ may still be the best way to connect with your customers.

Visit our web-site to get more tips and read all recent industry news and announcements:

<http://www.dantechservices.com/category/blog/>

The Lighter Side:



On A Side Note... Could Your Laptop Battery Revolutionize The Way We Drive?

If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford's Model T did over a century ago.



Are You Using Social Media To Market Your Business?

Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they're confusing activity with results.

In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, I'm not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.

Join us at 10th Annual Alaska Occupational Safety Summit,
October 27-28, 2015, Anchorage



DanTech Services will be providing services at the Business Center for Conference attendees (keeping Computers under Control!). The DTS Business Center will offer basic assistance with connecting to the wireless network, and will provide printing services. We will also provide a portal where attendees can download presentations provided by speakers. And please stop by DTS booth where we can talk about any computer problems you may have in your office or at your business.

Get More Free Tips, Tools and Services At: www.dantechservices.com

Shiny New Gadget Of The Month:



The Amazon Echo: Like Siri For Your Home

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

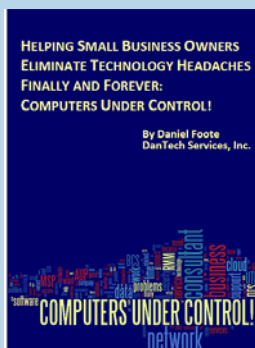
This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

Learn More About Managed Services to Keep Your Computers Under Control!™



Click on book to get your copy!

3 Big Whoppers VoIP Salespeople Will Tell You To Get Your Money

Considering a VoIP system for your business?

Beware: The truth you need to make a good decision can be hard to come by. Here are a few "gotchas" to watch for when talking to VoIP system sales reps:

Big Whopper #1 – "You'll need to replace your firewall (or router)."

Chances are, the rep telling you this needs to get around some limitation of his or her system. VoIP phone lines were never designed to go through your firewall. Being forced through a firewall can have a severe impact on the sound quality of your phone system.

Not only that, but going inside your network means competing with the data traffic of your existing PCs, laptops and other devices. Plus, it would cause you to open up a hole in your firewall... Don't go for it!

Big Whopper #2 – "Our network uptime is the best in the industry!"

Ask for exact stats – and proof. If it's anything less than 99% guaranteed, don't buy it! And don't let anyone tell you 99% uptime can't be done. Our customer network uptimes generally exceed 99%. Exceptions are usually caused by weather outages.

Big Whopper #3 – "Your new system will have all the same features as your current one."

Do NOT assume this to be true. You'd be amazed by how many VoIP systems fail to provide even the most basic features. Be sure to get a hands-on demonstration to see for yourself how it will work. This will help you avoid any unpleasant surprises once your new system is installed.

Remember, it's "buyer beware" when shopping for a new VoIP system. This one decision could have a drastic impact on your company's ability to communicate with customers, suppliers and employees. Your bottom line is at stake, so take the time to shop carefully.

For our complete guide to how to get a right VoIP system that will keep you and your staff "smilin' and dialin'" – without getting fleeced, please click here:

<http://www.dantechservices.com/voip-assessment/>

DanTech Tips

What Happens Behind the Scene

DanTech Services take support seriously. You, our Customers, expect that of us. Do you ever wonder what happens behind the scenes, what it takes to assure you we aren't just settling for a 'passable' grade on support and security?

It's a complex process. Our vendors provide us with services that support our Customers, yet we actively monitor their performance. And what happens when vendors fail at their part of the bargain? How does accountability kick in?

We assess how potential vendors support and their hours of operation are of special interest in Alaska. With some, it's less than critical to have 24/7 support as we can get most things handled through email. This, though, is not the case with a vendor that supports backing up your critical business data. **24/7 support is a must.** And you are counting on us to verify that is delivered. With no exceptions.

Case in point:

DanTech Services worked with a vendor that provided us file-level backup. One of their other offerings was what's supposed to be "System State Backup"—which allows us to restore crucial services and keep your business operating. (For the Detail Seekers, think of re-establishing Active Directory data to a server so that the restored server can provide the authentication mechanisms needed to access files and other system resources based on either a simple or complex security model.)



- *continued from the left*

Frankly, business owners don't even want to think about the risk of a failed or delayed restore!

What if the failure to be able to restore a system-state backup has a shared responsibility? In this case, the operating system vendor, Microsoft, shares in that responsibility, yet in my opinion, so does the service provider—the vendor of the backup system. Bottom line? The situation is more complicated.

Here is what took place at a Customer's shop recently. Due to corruption of the operating system (OS) at a very low level (system would not properly start in any mode), a fresh rebuild of the OS was needed. But with this fresh rebuild, we could not restore the backup because of how the OS sees this system. In a joint effort with the vendor's support team, we worked for almost 6 intense hours attempting to restore the un-restorable. It took another 12 hours where we escalated to our engineers for their attempt, and another 3 ½ days to get a response from the vendor that "it can't be done; go read this article"—by which time we had already manually rebuilt the required services and had migrated the users and computers into this "new" organization.

The importance of an image-based backup:

While there are times where a file-based backup system can be adequate for restoring corrupt, inadvertently changed, or missing files, this is not adequate for a server that provides the services required for users to log into their computers or to send a print job. Or to receive email. Or to do their sales, communications, marketing, inventory, and other tasks. That means lost time, lost revenues, missed business transactions.

How many hours of downtime can your business absorb and at what cost? If you're not insisting on an image-based solution that's provable, you're wasting your money on a system that may not afford you the protections needed during a crisis, such as a server failure.

Our commitment is to evaluate and manage vendor relations to reduce the potential of this sort of business-stopping (and heart stopping!) event. This is part of our service agreement when you put your trust in DanTech Service. As you can see, we've put these words to the test - our Customer is still in business, and has a first-hand reason for counting on us as a trusted member of their team.

We offer the same assurance to you - please ask about ways to eliminate those hard to see holes in your network through adoption of a Layered Security approach.

**And you know how we do it:
We keep your Computers under Control™!**

