"With over 20 years of experience providing remote support to clients that rely on technology, I know what it takes to deliver business continuity. Add to that another 20 years of support in the service industry you'll not find another company that takes customer service to heart as I do. Find out for your business what a difference it makes. "

Dan Foote
Owner/President

What's Inside:

Got IT Problem? - Click Here!

The Real Cost of Cutting Corners

The most successful leaders look at the full picture before making a decision

By David Finkel

I recently met with a business owner who was struggling to grow their business. They had a great product and an eager customer base, but recently they had started falling short of their goals month after month. When I sat down with them to discuss their business, it became clear very quickly what the issue was.

When I asked them about their key team members, they mentioned that they had recently lost a key team member and the business was struggling because that employee played such an integral part of the business and its success. When I probed further I found that the employee left because she had asked for additional training and the business owner felt that the training program in question cost too much, and denied the request. The same employee then tried again a few months later, because she was struggling to do her job properly without outside help or training. She was again denied due to cost. At the exit interview, the employee stated that she left for another position because she felt as if she weren't being valued within the company and was not given the tools necessary to do their job properly.

The cost of the training program in question was less than a thousand dollars.

What Is Backup and Recovery?

Backup and recovery describes the process of creating and storing copies of data that can be used to protect organizations against data loss. This is sometimes referred to as *operational recovery*. Recovery from a backup typically involves restoring the data to the original location, or to an alternate location where it can be used in place of the lost or damaged data.

A proper backup copy is stored in a separate system or medium, such as hard drive or cloud, from the primary data to protect against the possibility of data loss due to primary hardware or software failure.

Why Backup and Recovery is important

The purpose of the backup is to create a copy of data that can be recovered in the event of a primary data failure. Primary data failures can be the result of hardware or software failure, data corruption, or a human-caused event, such as a malicious attack (virus or malware), or accidental deletion of data. Backup copies allow data to be restored from an earlier point in time to help the business recover from an unplanned event.

Storing the copy of the data on separate medium is critical to protect against primary data loss or corruption. This additional medium can be as simple as an external drive or USB stick, or something more substantial, such as a disk storage system or cloud storage. The alternate medium can be in the same location as the primary data or at a remote location. The possibility of weather-related events may justify having copies of data at remote locations.

For best results, backup copies are made on a consistent, regular basis to minimize the amount data lost between backups. The more time passes between backup copies, the more potential for data loss when recovering from a backup. Retaining multiple copies of data provides the insurance and flexibility to restore to a point in time not affected by data corruption or malicious attacks.

QUESTIONS? - CALL 907-855-0501

5 Tips boost the performance of your business Wi-Fi

It's difficult to imagine a modern business that doesn't have Wi-Fi. The internet is one of the most powerful tools in the world right now, and every level of every business typically needs it on demand. For most business locations, that access is determined by the integrity of the Wi-Fi network. There are a lot of components to even the simplest networks, and some things can make performance great or drag it into the ground. If you follow just five simple tips, you can solve the most common problems and have a faster, more reliable Wi-Fi experience.

Find the Right Spot

Wi-Fi coverage starts with placing the central router. Two things determine the right spot for your router: range and interference. The first thing you want to do is find a central room that will allow the router to reach the whole building. If you have multiple floors, the router needs to be in the middle. Standard business equipment will have a range between 100 and 200 feet. That's a good rule of thumb to help you find the best place to keep it.

Interference is often a bigger problem than simple range. Thick walls or ceilings can eat a lot of the radio signal that Wi-Fi uses. The adobe and stucco styles that are popular in the Southwest and California are particularly rough on signal strength. Basically, any wall that isn't hollow is going to be trouble.

By that same philosophy, you want to avoid putting the router in cabinets or other obstructions that add to the effective thickness of material the signal needs to penetrate.

Even worse than thick obstacles are metals and electronics. Any sufficiently large metal container or siding can act as a Faraday cage and ultimately kill the signal. Large electronic devices and heavy-current wires can also create large sources of interference.

When you put it all together, you want a location for your router that is as central as possible and clear of obstruction. Empty space should surround the device for the best signal strength.

Boost Your Range

Even when you manage to find the perfect spot, you still might not have the coverage you want or need. Many buildings are just too big for a single router. Additionally, floor plans aren't made with Wi-Fi in mind, so there might be a frustrating nook or corner that isn't getting signal. This is more easily overcome than it might seem. A repeater or range extender will usually solve the problem. They attach to the signal of the central router and act as an extension hub to give your Wi-Fi a more extensive range.

When you place a repeater, follow the same rules you did for your router. The repeater can fall victim to the same interference as any Wi-Fi device.

Shiny New Gadget Of The Month:

Zendure Power Bank, SuperTank 27,000mAh External Battery with Dual USB-C PD (100W&60W) and USB-A (15W&18W), QC 3.0 Portable Charger for USB-C laptops, MacBook, iPad Pro, Switch, etc.

100W USB-C Power Delivery Output & Input: SuperTank Power Bank packs up to 100W of USB-C Power Delivery in a single port which can serve as both an input and an output. 100W PD power bank can charge your 15" MacBook Pro 2018 at full speed, only taking 1.5 hours to charge from 0% to 100%.

Total Output 100W (Max): This Power bank has dual Type-C PD ports (100W & 60W) and dual USB-A ports (15W & 18W). All of the outputs except 15W ports can support QC 3.0. The total maximum output of the four USB ports is 100W, which can provide rapid charging for two laptops or tablets and two mobile devices all at once.

Ultra-fast recharge speed: With a 100W wall charger (for example Zendure Super-Port 4) and the included 5A/100W USB-C cable, fully recharge this external battery in 2 hours.

High 27,000mAh capacity and compatibility: SuperTank's massive 27,000mAh capacity keeps you powered on the go. It can extend a 15" Macbook Pro battery life for 8 hours or charge iPhone XS 5 times. It not only can charge laptops, tablets, cameras, and cell phones, but also compatible with more USB-C devices, such as security cameras, projectors, LED lights and more.

Save Bandwidth

In the end, you only have access to so much data per second. Sometimes finding a provider with a more significant data stream is necessary, but there are things to check before going that route. In general, there are two sources of bandwidth hogs that you can manage: users and apps.

Managing users starts with security. Your Wi-Fi needs a strong password and encryption to ensure that unauthorized users are off the network. Piggybacking is often the source of internet slowdowns for businesses everywhere. It doesn't take effective security measures to plug that leak.

If your business offers Wi-Fi access to customers, the issue is a little trickier. Usually, the best practice is to have at least two completely separate networks. Guest access can be segregated from business-critical functions. That way having too many guests at once won't impact your ability to function as a business. Managing apps is also pretty easy. The biggest bandwidth hogs are applications that involve video. Higher definition video adds to demand, so your best bet is to try and schedule use of these apps around moments when Wi-Fi is in less demand. If necessary, you can use administrative software that will automatically throttle apps that use too much bandwidth, but keep in mind that this can impact the performance of those apps.

Try Different Channels

There's a good chance that your business is surrounded by other buildings. There's another good chance that those buildings also have their own Wi-Fi networks. Those adjacent networks can interfere with each other, and it is usually inconsistent and frustrating when it happens. There's an easy fix. Cycle through different channels on your Wi-Fi router and network. Considering the standard range of routers, you should be able to find an unused channel. That will eliminate the interference problem and help your overall performance.

Check Your Service

After all is said and done, most businesses don't provide their own internet access. Best practices can do wonders for your Wi-Fi, but you're still at the mercy of your internet plan. If it doesn't pack enough power, optimizing your other resources won't solve the problem. Make sure that your data pipeline is sufficient for your business needs. It may be that spending a little more on internet access is an investment that can generate positive returns.

Sometimes the simple stuff won't cut it. It's worth remembering that IT experts exist, and many can offer a competitive means to solve your internet issues. **If the DIY approach isn't enough, look for an IT services company that can get you what you need for a price you like.**

Dispensaries in Alaska are running into a growing number of IT complications, legal issues, and day-to-day snags. Every aspect of your cannabis industry IT technology – from workstations to software updates – requires an expert touch.

DanTech Services, a local Alaskan IT services provider, will ensure your company performs at peak efficiency through the implementation of cloud solutions, the newest software, dispensary POS, customer loyalty programs, and much more.

While cannabis legalization just celebrated its tenth anniversary starting with Colorado and Washington, the CannaTech Expo team has a combined decades of CannaTech experience.

CannaTech Expo fills a "gap" in current cannabis events, covering the essential technology strategies and solutions needed for success.

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Now on the surface, the three-day course was an expense that didn't have an immediate return on investment. The employee would have learned a new skill and in turn might have been able to do her job faster down the road. But it wasn't an immediate return which is why the business owner justified the initial denial. They thought that by cutting corners they could reach their business goals quicker. But to date, the company had lost tens of thousands of dollars in sales trying to recover and replace the key team member. All of which could have been avoided had they chosen to send their employee to a few training courses.
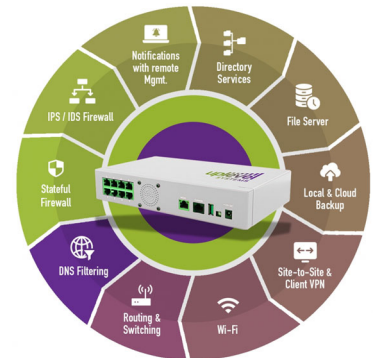
Could this have been avoided? Absolutely. The most successful leaders look at the full picture before making a decision. What would it have cost to continue with the status quo? Would the key team member continue to meet their job requirements or would they start to fall short if additional training wasn't supplied? Or would they choose to do what this team member did and leave all together? What is the cost associated with that outcome? Cutting corners often has an opportunity cost that far exceeds that of the initial cost savings.

Hedging Your Bets

So, let's say that you review an expense and decide that it is worth the investment. Whether it be training, trying out a new marketing campaign or medium or taking a chance on a new vendor. There is always the chance that the investment might not get the desired result, but what you can ensure is that you learn from the experience. Have the team member take the training and come back to the office and train other people on your team. Have her put her notes and handouts in your company knowledge database so that others can benefit from the training as well. If it's a new marketing campaign, keep notes on what worked and what didn't so that you learn from the experience and can build upon it for future tests. If you learn something from the experience, the cost of the experiment suddenly becomes a lot more affordable.

Millions of businesses with 5 to 25 employees are often forced to put up with inferior IT infrastructure due to the high cost of enterprise-grade equipment.

The Uplevel delivers the essentials that small businesses need most, at an affordable price. We offer a service designed to improve the quality of your Wi-Fi, security, backup, and overall network performance with no upfront equipment costs, and no learning curve.

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