This Issue:

Hosting a Workload in the Cloud vs On-Premise: Which Option Saves More Money?

By now, business owners are well aware of the many ways cloud computing can benefit their organization, such as providing increased mobility and...
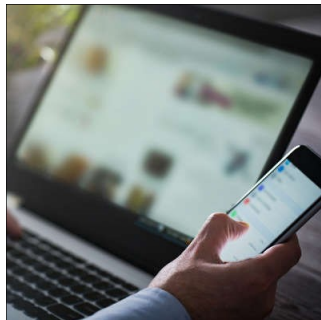
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About Pulse

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

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Increased Mobile Device Use Means Increased Risk for Businesses

Smartphones, laptops, and Chromebooks empower today's workforce to be more mobile, and employees are often the driving force behind this. Chances are, if your business hasn't even begun to think about your mobile IT strategy, a percentage of your staff already has.

Last year, Gartner conducted a huge survey that concludes just that. Here are the stats:

- 8 in 10 of employees bring their personal mobile device to work.
- 37% of employees receive laptops from their employer.
- Only 23% of employees surveyed were given corporate-issued smartphones.
- Yet, 10% of employees given a work device don't use personal devices as well.
- That said, only 20% of all employees who were given a work device were dissatisfied with it. Typically the satisfaction level is higher with smartphones compared to desktops and laptops.
- More than 50% of all employees who use smartphones for work use their personal device.
- 2/3 of employees use a personal device, whether it is a smartphone, tablet, or laptop, for work.

What Can You Do to Prevent Lightning From Frying Your Technology?

It doesn't matter where your business is located--chances are you're susceptible to thunderstorms. Lightning storms are very unforgiving, and they can lead to all sorts of problems for unprepared businesses. We'll discuss some of the ways that your organization could be affected by a lightning storm, as well as how you can take measures to mitigate these dangers in the future.

Lightning causes problems for any electrical appliances and businesses that rely on them. The insurance industry estimates that around 6.5 percent of all claims are related to damages caused by lightning storms. Power surges are a major problem, as they can flood lines with power and cause damage to anything connected to them. Fires are also a major problem, as one freak accident could lead to your organization sifting through its own ashes looking for ways to rebuild its legacy.

Here are a couple of ways that your organization can best prepare for lightning storms and the damages that they can cause.

Uninterruptible Power Supplies (UPS)
Any technology that's plugged into an outlet is at risk of being hit by a power surge. UPS devices can help your organization stave off damages from lightning storms by regulating the amount of energy flowing into them at all times. This keeps them from being hit too

Boost Revenues By Outsourcing Your IT Services

Fundamentally, business is simple: if you take in more revenue than you have expenses, your company is a success. There are just so many elements to manage to ensure that revenues outpace expenses that it becomes difficult to ascertain what you can do to cut costs and see a higher degree of profitability for your efforts.

Many organizations are hindered by the need to use big chunks of capital, leaving them with fewer options when it comes time to make critical business decisions. If your budget is stretched, for whatever reason, maybe that capital you would rely on to boost profitability isn't available, putting you in a pretty precarious position.

Today's businesses rely on productivity and operational efficiency provided by technology. Pulse Technology Solutions has made a name serving Florida SMBs because we make technology work for the modern business. We reduce the overwhelming financial burden that

small and medium-sized businesses experience by providing several productivity-boosting services that can be leveraged to improve overall profit margins.

How do we do it?

By signing on to our managed IT services, organizations can take advantage of our consultants' and technicians' expertise to find cost-efficient solutions to solve their core business problems. Some of our solutions typically include:

- **End-to-end network and infrastructure monitoring** - With a combination of technical expertise and properly-leveraged automation, we are able to monitor your hardware and network to proactively handle a variety of issues before they can force your business to lose effectiveness through downtime.
- **Backup and disaster recovery** - One of the biggest misconceptions that small and medium-sized business owners have is that their data isn't important. Since the success or failure of a business can rest on their data management systems, we've developed a comprehensive backup

and recovery platform to protect those assets from any circumstance, including fire, flood, cyberattack, or garden-variety negligence.

- **Cloud-based services** - One of the biggest capital costs for a business is continuously upgrading its central computing infrastructure. By turning to cloud computing to host some of the business' mission-critical processes (like email, applications, and storage), businesses are now able to better manage many of their infrastructure costs.

At Pulse Technology Solutions, we understand revenue generation is something successful companies excel in, and unsuccessful companies don't. That's why we aim to provide the tools and expertise that modern companies need to secure themselves, boost productivity and efficiency, and reduce their capital expenses. For more information about our managed IT services, or other technology solutions that can help your business succeed, call us today at 239-362-9902.

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What Can You Do to Prevent Lightning From Frying Your Technology?

hard by power surges, and many surge protectors guarantee the quality of their product up to a certain amount of damage in monetary value.

UPS devices also function in a way which lets your data remain secure in the event of a power outage by giving you enough time to properly shut down your devices. This can make all the difference between losing important progress or suffering from data loss. Additionally, it also prevents damage to your hardware, thanks to regulation in energy levels.

Backup and Disaster Recovery (BDR)
Data backup is necessary if you want to prevent your organization from losing data, and disaster recovery is crucial for

getting back in business following a disaster incident (like a fire or lightning storm). A cloud-based BDR solution that allows for multiple backups every day, fast restoration time, and offsite data storage can really be a benefit for any organization that relies on information systems as a part of their core operations.

> *"UPS devices also function in a way which lets your data remain secure in the event of a power outage by giving you enough time to properly shut down your devices. This can make all the difference…"*

In general, having a business continuity plan is a critical part of ensuring that

your organization can wade through the damages done by threats and disasters that could end your business. Business continuity leverages various technological assets to take preventative measures against data loss and natural disasters. A business continuity plan is a much-needed first step toward keeping your business safe from lightning storms and anything else that could threaten its existence.

To learn more about how to protect your business from disaster, reach out to Pulse Technology Solutions at 239-362-9902.

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Increased Mobile Device Use Means Increased Risk for Businesses

(Continued from page 1)
So what does all of this have to do with your data? Employers have worked hard to protect and centralize company information, and control access to files and email. Once employees add personal mobile devices to the mix, it adds a whole new layer of complexity.

So Really, What Are the Risks of Personal Devices?
If left unchecked, there are plenty of risks. This is why employers go to such drastic lengths to try and control mobile device use in the workplace; or, even prevent it altogether.

A lost smartphone or tablet could give someone access to company email, which might include sensitive client information, processes, passwords, and

a whole lot of other data. A personal laptop that gets hacked or infected could bring the same risks, while spreading the infection onto your network. If an employee uses public Wi-Fi, even a novice could muscle their way into the data and get passwords, correspondence, and other information.

Even worse, if a disgruntled employee quits, they could have access to your contact lists, files, and everything else they had while employed. The trouble they can cause could keep you busy for a long time.

Let Pulse Technology Solutions Help Devise your BYOD Strategy
A BYOD (Bring Your Own Device) strategy, also known as a mobile device management strategy, will protect your
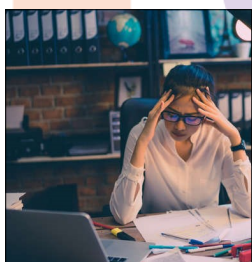
company's data, as well as allow employees to take advantage of mobile devices and the many benefits they can bring to an organization. By crafting a thoughtful, well-documented plan for what's allowed, what needs to be done, and what's at stake, you can keep business moving quickly without hindering employees or your data. Plus, many of the key elements of a BYOD policy can drive even more innovation and collaboration.

Let's talk about it. Give us a call at 239-362-9902 and ask how we can protect your data while keeping your business mobile.

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Why Those Who Don't Take Data Loss Seriously Live to Regret It

No business owner wants to experience data loss in any way, shape or form, which is why it's so crucial that preventive measures are taken. If you don't have protections in place, you may find yourself out of business due to a data loss disaster. While that's certainly the worst-case scenario, the other consequences of data loss are downright troublesome in their own right.

Here are three of the most common problems that small businesses have to deal with as a result of data loss.

Downtime
The number one culprit of data loss is downtime--or, rather, the inability to continue operations as intended. Downtime is any circumstance where your staff cannot perform their work, and it can have a hefty effect on your budget and negative consequences for your business. Any time that your business isn't functioning as intended is

lost opportunity for revenue. That's not even considering how much you'll have to spend in the event of a hardware failure or similar problem. Depending on how long it takes to resume operations, you could stand to lose even more revenue in the long run.

Data Leakage
When you're losing data, you need to get to the bottom of the issue and find out why. What if your data storage solution was taken over by some sort of external threat, like a hacker or some type of virus or malware? Data breaches are common problems that can expose personally identifiable information, alongside other sensitive credentials like financial information, so you'll have your work cut out for you if you suspect data leakage of any kind.

A Destroyed Reputation
Would you want your business to associate itself with an organization known to have suffered from data breaches in the past? Chances are that you would be reluctant at best to let any company such as this handle your sensitive data. This means that your

customers and clients who trust you with important data, like credit card numbers, will be less likely to consider you over your competitors.
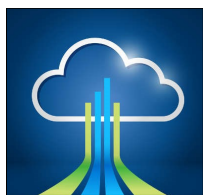
Regardless if they are an existing client, or a potential onboard that has heard about your troubles with data security, they will be much more cautious in approaching you regarding your services. After all, why should they trust your business with their data if you can't even take care of your own? Plus, your new clients may get nervous upon learning about a data breach and may be tempted to jump ship. Repairing these bonds is nothing short of expensive, so it's best to prevent this issue in the first place.

While data loss is something that you never want to experience, it's something worth preparing for. To learn more about how to keep data loss from being the end of your organization, reach out to us at 239-362-9902.

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Virtualization Means Accessing Game-Changing Tools for Your Business

Virtualized technology services are great assets for businesses with limited budgets. Three of the best ways that your organization can take advantage of cloud computing and virtualization services are Software as a Service (SaaS), Voice over Internet Protocol (VoIP), and hardware virtualization.

Software as a Service (SaaS)
More businesses than ever are taking advantage of cloud-hosted software that's dynamic in scope and practicality. It's software like this that has allowed SMBs to

grow and accomplish things that might not have been possible otherwise. Examples of software as a service include Microsoft Office 365 and Google's G-Suite, but any software solution that is paid for on a monthly basis through the use of a subscription qualifies as SaaS. Since these payments are smaller than purchasing full-fledged licenses of software, SaaS is ideal for SMBs with smaller budgets.

Virtualized Telephone Solutions (VoIP)
Virtual telephony solutions are great for the express purpose that they can be used on different devices, and most Internet-connected devices can access these VoIP

solutions via the cloud. This means that as long as you have a smartphone, desktop, or laptop that's connected to the Internet, you'll have access to your company's telephone number.

Hardware Virtualization
Managing an entire network of servers and other components can be challenging for an organization that doesn't have an in-house IT department. This is why many businesses are choosing to outsource their hardware management through a virtualization service. This allows for servers to be…
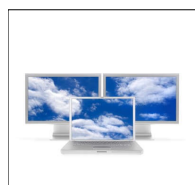
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We partner with many types of businesses in the area, and strive to eliminate IT issues before they cause expensive downtime, so you can continue to drive your business forward. Our dedicated staff loves seeing our clients succeed. Your success is our success, and as you grow, we grow.

James Ritter
Founder & CEO

Shave Time Off the Work Day By Adding More Monitors

If your employees are still working at workstations with a single monitor, you may be doing your workplace productivity a disservice. While adding a second screen to their desk may not seem like an effective efficiency booster at first, the benefits it can have are very real.

How Does It Help?
While there are obvious time-saving benefits to not needing to flip back and forth between different windows and applications, it may not be so obvious how quickly that saved time can add up. Switching via mouse takes approximately 1.5 seconds, plus the half second it takes for the other document to open, meaning that, if you were transferring data from one doc to another, each

piece of data you entered would take about two additional seconds of time. This time would be eliminated by incorporating a second monitor into your workstation.

How it Adds Up
Granted, while these two seconds don't seem significant...

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Tech Trivia
Cybercrime damage costs are projected to hit $6 trillion annually by 2021.

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