



# Technology Times

*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



“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!”

Rick Johnston,  
Information Management Systems

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## How Do You Protect Your Business?

### IMS Total Care Backup and Disaster Recovery Solutions

If a disaster occurred in your business, would you be able to recover your data and continue operating your business? If your answer is no or maybe, we can help you. Information Management Systems will meet with you to analyze your needs and tailor a reliable, highly scalable service that meets your budget. With no upfront fees or license purchases, we’ll help you implement a comprehensive backup and disaster recovery program quickly and economically. The benefits of our system are:

- Quick standby server using Instant Virtualization Technology
- Flexible recovery options including Exchange e-mail boxes and messages
- Bare-metal restore—even to other hardware—for a speedy and complete restore
- Low-cost, full off-site encrypted data storage
- All in a turn-key, fully managed appliance with on-going updates.

#### Backed Up Data

Your data will be backed up frequently, as little as every 15 minutes. There are multiple versions of your backed up files, so you have multiple points to restore your data. You now have an ability to function after a disastrous event without deploying redundant hardware and software or needing to invest in costly systems. With our solution, you get solid, frequent backups and a well-developed recovery strategy to seamlessly continue with your business.

#### Quick File Recovery

If a disaster should happen, we make recovering your files and folders a simple process. We overnight your remotely backed-up data to you, so you don’t rent a server or spend hours downloading files to get up and running. Instead, when the back-up equipment arrives, all you need to do is plug in a cable, boot from a CD, and you’re up and running.

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**Want to Lock-in your IT Costs for the Next THREE YEARS?**  
**Sign up for IMS Total Care Services**

## Irreverent

### Out of Office Replies

- I am currently out at a job interview and will reply to you if I fail to get a position.
- You are receiving this automatic notification because I am out of the office. If I was in, chances are you wouldn't have received anything at all.
- Sorry to have missed you, but I am at the doctor's having my brain removed so that I may be promoted to Senior Management.
- I will be unable to delete all the unread, worthless emails you send me until I return from vacation on 8/24. Please be patient and your email will be deleted in the order it was received.
- Thank you for your email. Your credit card has been charged \$5.99 for the first 10 words and \$1.99 for each additional word in your email.
- The e-mail server is unable to verify your server. Your message was not delivered. Please restart your computer to reset your validation code and re-send your message. (I wonder how many people sent messages multiple times?)
- Thank you for the message. It has been added to a queuing system. You are currently in 352nd place, and can expect to receive a reply in approximately 19 weeks.
- Hi! I'm thinking about the message you just sent me. Please wait by your PC for my reply.
- Hi! I'm busy negotiating the salary for my new job. Don't count on a reply or bother to send me any other messages.

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### Specific Backup and Recovery Model Solutions

We'll help you select the backup model that is right for your business. Here are three items we will consider:

- Number of servers to be backed up
- The volume of data to be backed up
- The anticipated annual data growth

### Peace of Mind

We want you to rest assured that your business has the protection it needs. As a business owner, you have enough to worry about. We'll make sure everything pertaining to your network security and reliability is handled, so you don't have to worry about it.

To receive a free white paper on the IMS Total Care Backup and Disaster Recovery Solutions or for more information, contact Brenda at 701-364-2718.

## Consultant Spotlight



Nathan Bergman is a Network consultant at Information Management Systems. He started his career at IMS when he completed an internship during the summer of 2007 while he was attending NDSU. He graduated in December 2008 with a Bachelors of Science degree in Management Information Systems with a minor in Computer Sci-

ence. Nathan joined our company full-time in January 2009.

At IMS, Nathan assists clients with technical support and troubleshooting. He helps businesses maintain the security of their computers and servers.

In Nathan's spare time, he assists Hope Lutheran North and South campuses with operating their sound boards, running video presentations, and setting up computers for audio/video presentations. He also assists with mixing the worship service recordings to a CD.

Nathan has lived in North Fargo all his life and his interests include watching movies, playing basketball, participating in outdoor activities, and attending concerts, including his favorite band, Dave Mathews. Nathan's girlfriend is Amanda, who is attending Billings State University pursuing her master's degree in Athletic Training.

# FREE:

Disaster Recovery Audit  
Reveals...

How Quickly  
Your Business Could Be  
Back Up and Running...

After A Natural  
Disaster, Server Crash,  
Virus Attack, Or Other  
Data-Erasing Catastrophe

*The Audit Will Help  
You Answer:*

- How fast could I recover after a disaster?
- Is my data safe...really?
- Is my data being backed up every day?
- Am I protected from hackers, viruses, and human error?
- Do I really know the steps and costs to rebuild my servers and recover my data?

**Claim Your Audit Now!**

At:

**Call Brenda at  
(701) 364-2718**

**The Not So Fine Print:**

This Free Audit Offer Ends  
September 30th, so Act Today!

## Are You Getting Ripped Off?

### A Commodity You Use That Can Cost More Than \$1,700 Per Gallon...

#### Pay attention to your printer's cost per page

Small businesses often gravitate toward low-cost inkjet and entry-level laser printers. Not surprising, since most businesses are looking for ways to reduce costs right now.

Given their extremely reasonable price tags (in the neighborhood of \$100 to \$400), at first glance, this seems to make sense.

**But here's the DARK SIDE of these types of printers...** Inkjet printers, although very inexpensive to purchase, often have an extraordinarily high cost per page for cartridge supplies. It's not uncommon for printer manufacturers to boast inkjet cost per page rates of \$0.08 for black ink and \$0.25 for color ink.

That may sound down-right cheap, but the dirty little secret is that these costs generally reflect a 5% coverage area. *(Try this: Fold a piece of paper in half...in half again...in half again...and one more time. You are looking at 6.25% of the page. Could you fit everything you need to print on that square or less? Probably not.)*

Page coverage for a typical business document ranges from 25-35%, so your costs can actually be 5-6 times higher per page than those quoted by printer manufacturers. Factor in the average cost of a cartridge at \$20 and you're paying **more than \$1,700 per gallon for ink.**

But what if you really need some color? You're still better off using a black-and-white laser printer for your regular correspondence, and sparingly leveraging an inkjet printer for occasional color printing needs.

#### Laser Printer Supply Cost Differences

An entry-level, black-and-white laser printer will cost you \$300 to \$600 and have a cost per page of around \$0.04 to \$0.05. Although this is still substantially less expensive than operating an inkjet printer for moderate volume users, entry-level laser printers still may not make sense for your business.

**TIP:** In larger companies, shared network printers are the de facto standard. Only users dealing with sensitive data typically get their own personal printer. This may work in smaller businesses as well.

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PC Spell Checkers are ubiquitous these days... But are they always everything they're supposed to be?!

## An Ode To Spel Chek

Eye halve a spelling chequer  
It came with my pea sea  
It plainly marques four my revue-  
Miss steaks eye kin knot sea.

Eye strike a key and type a word  
And weight four it two say  
Weather eye am wrong oar write  
It shows me strait a weigh.

As soon as a mist ache is maid  
It nose bee fore two long  
And eye can put the error rite  
Its rare lea ever wrong.

Eye have run this poem threw it  
I am shore your pleased two no  
Its letter perfect awl the weigh  
My chequer tolled me sew.

## Tech Support Stories –Not So Em'powering'

An individual called frustrated that he couldn't turn his computer on. Boy was he embarrassed when we determined he had plugged his power strip back into itself.

A computer store technician stopped by the house of a woman who was having trouble turning on her computer. After asking the lady to turn on her computer he quickly discovered the problem. She had gotten into the habit of turning the computer on by first pressing the power switch on the computer, then the power switch on the monitor. But somehow, they had gotten out of sync, so when the computer was on, the monitor was off, or vice versa. So no matter how many times she flipped both switches, the computer just wouldn't seem to work.

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Entry-level laser printers have a much higher cost per page than workgroup laser printers. In addition, entry-level laser printers are likely to break down much sooner than a workgroup printer.

Depending upon your monthly print volume, investing in a workgroup laser printer may be the best bet for your business. Based on the manufacturer, networking capability, and advanced paper handling features, workgroup laser printers typically cost anywhere from \$850 to \$1,200 (and up).

Workgroup laser printers typically have a per page cost in the \$0.025 to \$0.03 per page range and often serve double duty as a copier by attaching a flat bed scanning device near the copier.

## A Colorful Future

If you have a high-volume color printing requirement, you might consider a color laser printer to rapidly drive down your cost per page, while producing much crisper and more professional looking color print-outs. At prices below \$2,000, high volume toner cartridge costs can be nominally more than a black and white laser printer.

Printer options for a small business can be dizzying. If you'd like to optimize your printing costs, why not take advantage of our printer evaluation service where we review your page print counts, printer configuration, supply costs and business image objectives to provide you with the lowest cost solution for your needs?

We're able to offer a **FREE review of your printers** (normally \$195!) to the first 5 businesses that contact us at (701) 364-2718 or [bwaterworth@imsnetworking.com](mailto:bwaterworth@imsnetworking.com). Appointments will be made on a first come, first served basis, so *don't delay, contact us today.*

## A Sweet Set Of Batteries

I recently read an article about the next wave of batteries that scientists are testing to run on one of the tastiest of ingredients known...sugar. Also in the running are tree sap, molasses, and flat soda.

The new batteries may have three to four times more shelf life than the models used for cell phones, MP3 players, computers, and other electronic products.

By tweaking the lines between biology and chemistry, scientists believe they can make a cheaper and safer battery.

The biodegradability and natural byproducts of these batteries makes them quite appealing for eco-conscious individuals.

Before we get our hands on these batteries, research will be needed to see if they can withstand high temperatures and last long enough for business use.