This Issue:

3 Ways Digital Signage Pays Off

With so many new devices and strategies to use in the workplace, it should come as no surprise that even your office's signage can receive a major facelift from IT. Digital signage in itself offers the chance for a business to use displays in innovative ways. Here are a few reasons why you should consider it for your office.

It Gets the Job Done

You can't share information about your goods, services, or business if you can't get the consumer's attention. Digital signage has the potential to outperform other traditional media types to catch the viewer's attention. If you...
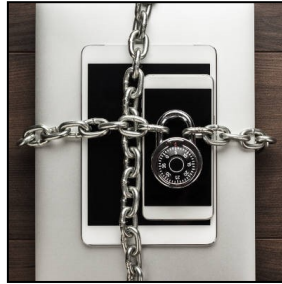
Read the Rest Online!
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About Global Tech Solutions

We provide IT Support such as technical helpdesk support, computer support, and consulting to businesses nationwide. It's always been our goal to provide enterprise-level IT practices and solutions, with small business prices.

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File Sharing and The Security Needed To Make It Effective

Today's business has a huge benefit over businesses of only a decade ago. Today, there is technology developed to streamline nearly anything you can think of. If used properly, more can get done for less.

If there's one thing that keeps a business going, it's unified access to company resources. This includes file sharing. In order to collaborate and work on projects both individually or in groups, sharing files will be of critical importance. However, due to the rather risky nature of running a business, sharing files must be done securely, otherwise it puts your data in harm's way. How can you make sure this doesn't happen for your organization?

We've put together some best practices for how a modern business can make sure they aren't placing their business at risk with their file sharing practices.

Take Measures to Prioritize Security

Right from the get-go, your organization should be focused on implementing security features for your file sharing systems. You don't want to find out your employees are using unauthorized applications for file sharing purposes, as they are much more difficult to control and manage. Therefore, you should make it a priority to take security into your own hands, as if you wait too long, it could spell trouble.

Data Recovery: Find Your Balance

It's easy to fall into the trap of thinking about data backup as something unnecessary. After all, the only reason to ever have it is if you somehow experience a critical data loss situation, and that's extremely unlikely… right? It's the wrong mindset to have, especially if you want to think about your business' future. Your data backup and disaster recovery solution can prevent this, but only if you can find a solution that keeps downtime low without compromising what data is protected.

Remember, a data backup and disaster recovery solution still has value and returns on your investment, even if it's not in use. You should focus down what your goals are for your recovery point objective (RPO) and recovery time objective (RTO), which gives your business the greatest chances of successfully recovering from a disaster.

Recovery Point Objective

RPO is a reflection of how much data you want to recover to get operations back to an acceptable level. It's important to keep in mind that not all data is the same. Some of it will be more important than others. It's up to you to make this distinction so that you can restore an acceptable level of data without having it take too long.

Recovery Time Objective

On that note, RTO is how long it will take your organization to recover its data for operations to return to some semblance of normalcy, or at least to the point where you're not operating at a loss. Using a cloud-based data backup system can cut down on the time your business is knocked out of action following a data loss incident, as you can effectively

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"Our business is about technology, yes. But it's also about operations and customer relationships." - Michael Dell

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An Introduction To File Versioning

Wouldn't it be useful if you could keep multiple versions of files just in case you make a mistake on one, or it's been lost, or it has been altered in a way that makes it hard to fathom what the person who worked on it last was thinking? File versioning can be extremely helpful for businesses, as without it, the possibility of a file that is being worked on constantly being lost or damaged is a considerable threat. Let's take a look at what file versioning does for businesses and how you can take advantage of it.

What is File Versioning?

File versioning is effectively storing multiple versions of the same file in an inventory that can later be restored. In essence, the current version of the file can exist alongside the older versions of the same file. Depending on the filing system, the specific number of older copies will vary, but the administrator generally has control over how long old copies are stored and how many of them there are.

You may have already seen file versioning in action. For example, the most recent versions of Microsoft Office applications can showcase a limited number of versions of a document should the machine they are being worked on unexpectedly shut down for some reason or another. While it's a limited showing of the power of file versioning, it's a decent example of how it can help your organization take advantage of it.

Why Would You Want This?

It goes without saying that everybody makes mistakes, even the best employees. It's reassuring to know that no matter what happens to your files, there will be older versions available on the off chance that the most current one is unavailable or unreadable for any reason. In a way, it's just like having a data backup and disaster recovery solution, albeit slightly more limited in scope. It is quite similar to snapshot-based backup, in fact.

Does your business need a way to implement file versioning for data preservation and preparing for a user error incident? Global Tech Solutions can help. To learn more, reach out to us at (800) 484-0195.

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File Sharing and The Security Needed To Make It Effective

Implement a Business-Grade System

For the average consumer, there are several options for file sharing. While it might be tempting to save money and invest in other parts of your business, we urge you to consider enterprise-class products that are designed exclusively for business. In fact, many of the services the average user takes advantage of have enterprise offerings with security features designed for use with business. If you're not sure of how to approach this kind of file sharing, be sure to reach out and ask us about it.

Take Advantage of the Cloud

The cloud is a great tool that can help your business thrive, and it's especially helpful for file sharing. The cloud enables anytime-anywhere access, which can promote productivity and flexibility in your working environment. Unfortunately, this comes at the cost of security unless you've implemented a virtual private network for your employees to access. What this does is encrypt data while it's in transit, protecting files from being accessed by anyone who is unauthorized to do so.

Educate Your Users

The cornerstone of any data security measures is to educate your users on why it's important, as well as how to do it. Train your employees on how to identify potential security issues while sharing files, as well as how to share information in a secure way.

After all, if you are going to implement a secure method of sharing data and files, you better make sure your employees are going to use it (and use it well).

To learn more about implementing file sharing for your business in a secure way, reach out to us at (800) 484-0195.

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Data Recovery: Find Your Balance

prevent downtime and limit loss in this way. Downtime is defined as any time your organization isn't working as it's supposed to, so it doesn't even have to be the result of a disaster.

How Do They Work Together?
These numbers work together to make sure your business suffers the least amount of data loss and downtime, as a combination of the two can be fatal for businesses of all kinds.

If you don't have data, there's no point in performing the restoration, so the two go hand-in-hand to make sure your organization continues to run smoothly with the least amount of damage done.

Global Tech Solutions can equip your business with the best data backup and disaster recovery plan out there. To learn more about RPO, RTO, and how it all fits into place for your business, reach out to us at (800) 484-0195.

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Disaster Training: What To Do

You never know when your organization might fall prey to a disaster, whether it's something natural that you can't predict or a user error from even the most vigilant employee. We'll walk you through what some of the most common office disasters are and how you can make sure your organization survives them with ease.

User Error: Mistakes Happen
Even the best employee will eventually make a mistake, and with it comes the negative association with being punished or "scolded" for making said mistake. They might even try to hide the mistake to avoid the fallout of it, particularly if they are afraid of being punished about it. It's your responsibility to ensure that your employees

understand that it's only natural to make mistakes from time to time. In these moments, you must own it-- particularly if the issue becomes a downtime incident.

Hardware Failure and Technology Troubles
If someone has a desktop that's not functioning properly, they need to speak up and have IT address the issue. After all, if the worker is constantly at odds with their technology, it will lead to less work being done, and poorer quality work. Unless you want their work to suffer, you should provide them with a single point of contact for all of your business' IT needs.

Phishing Scams
Phishing scams can vary in scope and scale, but they generally involve your organization falling prey to targeted attempts at stealing business credentials. This is one of those mistakes that even senior employees might fall for.

Phishing attacks can be as simple as someone posing as tech support to get a password, username, or remote access to a computer, only to install malware or other threats on it. Some of these attacks are so elaborate that they can convince users that the CEO of their business is asking for a wire transfer or other suspicious activity. Either way, you should always have the user investigate the authenticity of suspicious requests before carrying them out.

Does your business need to protect itself from these threats? Of course it does. To learn more about how your organization can keep its network security intact, reach out to us at (800) 484-0195.

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Google Search Practices That Have Purpose

You could say that Google is an extremely popular website, but even that is an understatement. It's the most visited website in the world, with 3.5 billion search queries being processed every day, and over 1.2 trillion searches a year. With so many people using Google, it's no wonder that it's such an advertising conglomerate, but the fact remains that this can come at the user's detriment more often than not.

Google.com

There are few resources out there that are as valuable as Google's website. Even the act of "googling" something has become a verb. Granted, "googling" a query might not yield the results the user is expecting, which can lead to frustration. By effectively using search commands, you can make any Google search more accurate, saving time better spent actually using the plethora of knowledge you have at your fingertips.

Tip #1: Use the Tabs

Google has built-in search functionality for images, videos, news, and so much more. There are tabs for images, news, videos, maps, shopping, books, flights, and finance. You can use each of these to narrow down the results you get when you make a specific query.

#2: Use Quotes

Even if you type in what you're looking for, Google will sometimes misconstrue what you're looking for as something else. If you're looking for a specific phrase, you can use quotes around it to find exactly what you're looking for.

Example: "happy days"

The results will be the term or phrase exactly as it's typed.

#3: Use a Hyphen to Exclude Words

Think of the hyphen as the "minus" sign of Google searches. If you have a word that you'd rather omit from a search, place a hyphen in front of it.

Example: scale -weight

By removing the topic of one of the homonyms from the equation, you will get more targeted and accurate results.

#4: Use a Colon to Search Specific Sites

If you know that what you're searching for is found on a specific website, you can limit the search to that site with a colon.

Example: Virtualization site:azure.microsoft.com

In the above example, you can also use a specific keyword to include it in your search.

#5: Search Locally

Google can determine your location, giving you a lot of power to find local businesses, restaurants, institutions, you name it. Just type it into Google.

Example: Laundromats nearby.

Just make sure you have your location services on if mobile. Otherwise, the search engine will use your Internet connection's IP address to figure out what's close to you.

What are some of your favorite ways to use Google?

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We partner with many types of businesses nationwide, 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.

Abraham Brown
CEO

Tech Trivia
Only 38% of global organizations claim they are prepared to handle a sophisticated cyberattack.

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