

# TECHNOLOGY TIMES

**"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"**  
*presented to you by MACRO Systems LLC*



**Macro  
Systems, LLC.**

"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. One call does it all!"

Howard F. Cunningham, Jr.  
President and Founder

**SERVING THE METRO DC AREA  
FOR OVER 20 YEARS**

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## DERECHO CAUSES HAVOC IN OUR AREA

*By Trey Cunningham*

Many of us found out first hand on the evening of Friday, June 29<sup>th</sup>. Winds with almost as much force as a hurricane flew eastward from the Midwest to the Mid-Atlantic coast. This storm, called a "**derecho**", came with little warning and left an enormous path of destruction that left at least 20 people dead, millions of dollars in property damage and massive power outages, including across Virginia, Maryland, and Washington, D.C.

**Macro Systems** serves clients throughout VA, MD, and D.C., many whom were affected by the storm, but it could have been much worse. 39 clients of Macro were without internet and/or power as a result of this storm. All but one had power back by the following Monday.

Those without internet or power had email access in Macro's backup email archives. No equipment was damaged by the power outage because battery backups shut down the affected servers.



**In Virginia**, about 1 million customers lost power. Governor Bob McDonnell declared a state of emergency the next day. This was the largest non-hurricane related power outage in state history and the third largest outage including hurricanes, after Hurricane Isabel in 2003 and Hurricane Irene in 2011. The outages also affected the Amazon Elastic Compute Cloud datacenter in northern Virginia, which caused Instagram, Pinterest, and Netflix to experience significant outages. Much of the property damage was very visible in the following days after the derecho hit. Fallen trees and power lines littered roads and neighborhoods. Many traffic lights were rendered useless, making normally safe intersections hazardous. In addition, a damaged Verizon facility in Arlington resulted in 911 calls not going through in several locations, forcing residents in need to travel by foot to fire stations. The Council of Government has called for a special task force to look into the 911 debacle.

**In DC**, the storm left about 68,000 without power and **in Maryland**, there were about 900,000 without power. Water restrictions were instituted in some Maryland counties after the water supplies in heavily populated suburban counties lost power. Maryland's Governor Martin O'Malley also declared a state of emergency. Over 4800 tons of storm debris had been collected in Montgomery County, Maryland, as of July 6<sup>th</sup> and efforts continued to add to that number.

Our client, **Our Daily Bread**, a volunteer-based organization that focuses on helping low-income residents in Fairfax County, started a "Re-Stock The Fridge" campaign to assist those in need; in less than two weeks they collected nearly \$5,000 to aid the community. If you or your business would like to help this cause, or other such good causes, please call Our Daily Bread at 703-273-8829.

**MACRO is a computer science term that specifies a short or simple input sequence which is mapped according to a defined procedure to create a more complex output sequence.**

***WHEN YOU CALL ON MACRO Systems LLC. ONE CALL DOES IT ALL***

## ***Shiny New Gadget Of The Month Big Blue Wireless Bluetooth® Speaker***



Wouldn't it be nice to listen to music or watch a video from your mobile device with the same quality sound as a large speaker system? Well, now you can, but without the hassle of the big, bulky speakers!

Introducing the Big Blue Wireless Bluetooth Speaker...

This little speaker box packs a big punch. Get surround-sound quality with this wireless, Bluetooth-enabled device.

No cords, no apps and no extra parts to buy. The Big Blue conveniently connects to your MP3 player, smartphone, laptop or tablet providing crystal-clear sound in just seconds.

The small, compact design makes it a great device to use for travel or to transmit great quality sound for events indoors or outdoors.

This device can be found at local retailers like Brookstone or online at Amazon.com.

## **5 Smart Tips To Know Before Moving Your Data To A Cloud-Based Application**

### **1. Back It Up!**

Migrating data to any new location is a mess and anything can (and usually does) go wrong. Therefore, make sure you have good, recent backup copies of everything before you make the move.

### **2. Maintain An On-site Copy**

At first, moving to the cloud can be a bit scary. What can help mitigate the risk (and the fear) is keeping a local, on-site copy of your data and network image on a NAS (network-attached storage) device. That way you have a local on-site copy in addition to the working cloud copy.

### **3. Have A "Plan B" To Access The Internet**

One of the biggest questions about moving IT to the cloud is, "What if the Internet goes down?" To mitigate that fail point, have a business-class Internet connection as your initial and main way to connect, and then also have a second Internet connection service as a backup. If Comcast is your main connection, you might consider keeping a Verizon wireless account as a backup.

### **4. Use It As An Opportunity To Do Some Housekeeping**

You could just copy and paste your files from your local machines into the cloud, but why not take this as an opportunity to re-evaluate the structure and organization of that data? Here are some ideas:

- Re-evaluate and/or update your file naming conventions and file organization. A good file naming policy will make it much easier to find files and information. Also, consider reorganizing all the folders into smarter, more efficient categories.
- Consider who will be using what and what levels of permissions are required to access files. Revisiting your permission levels will help keep sensitive data from falling into the wrong hands.
- Look at old files and consider deleting them or archiving them so they aren't cluttering up your server and costing you money for storing and backing them up.

### **5. Phase The Move**

Don't try to migrate everything all at once. Create a transition plan and implement it. Make sure you move your files in bite-size pieces so that the changes are easy to digest for your clients, employees, partners and everyone else involved. This also gives you the opportunity to test the water before taking the plunge, and it allows you to put out one fire at a time instead of having all systems down or broken.

## Are You STILL Using Outdated Tape Backups?

If your computer network and the data it holds got erased or corrupted because of a virus, hard drive crash, fire, flood or some other random, unforeseen disaster, **how confident are you RIGHT NOW that your business could be back up and running again FAST?**

If your answer to that is, "I don't know," or "I'm not sure," you are taking a HUGE risk with your company's most important asset—the data on your network. Just imagine what would happen to your business if you lost your entire client database...

...Lost all accounting documentation and history...Lost all the work files you've spent YEARS developing...Lost the work files and documentation you so desperately need to service your customers...

**Can you even put a price tag on it?** Probably not—yet so many business owners aren't 100% certain that they could be back up and running after a disaster and are purely *hoping* that their current tape drive or backup is working and storing a usable copy of their data.

### **Tape Drives Are The MOST Unreliable, Unsecured Way To Back Up Your Data**

All tape drives fail; it's only a matter of "when," not "if." So if being able to get back up and running again in the event of a data-erasing disaster is important, then you need to know about ours.

**Want to know if your data is REALLY secure and being backed up properly?** Call us for a **FREE** Data Backup and Disaster Recovery Audit at 703-359-9211.

## How Hackers Can Set Fire To Your Office Printer

In case your printer isn't making you crazy enough with paper jams, ink smears and general issues, here's something new: Hackers are now accessing printers through an overlooked flaw in many printer systems connected to the Internet, particularly older models.

Why should you care? Because hackers can use your printer as a way to infiltrate your network and then see and make copies of any documents you are printing or scanning. The security flaw involves the printer's software used to run "embedded systems," which enable both advanced functions and connect the printer directly to the Internet. In one case, researchers were able to hack into a printer and give it instructions to continuously heat up the part of the device that dries the ink after it's applied to the paper, causing the paper to heat up to the point of turning brown and smoking.

The implications of this type of security flaw are concerning, but this problem can be addressed properly and promptly with the right planning. HP is looking into the study for their own line of printers, and business owners should also take precautionary steps to protect already installed devices on their networks.

Of course, all of the clients on our Business Continuity Services need not worry since we're monitoring printers as well as all other devices for these types of attacks. But if you're NOT on our plan, call us about how we can set up network monitoring, care and maintenance to make sure these types of attacks don't happen.

**Extra Tip:** When disposing of old printers, take care to erase the internal hard drive. Printers store copies of documents printed and scanned; if you don't wipe it clean, the person who purchases or inherits your old printer can easily access all of those documents.

## WIN A KINDLE FIRE/CONTEST EXTENDED

**Due to the lateness of getting the July newsletter out (and Marilyn's extended vacation) this deadline has been extended. We have had very few responses this summer so play- your chances of winning are still good. Each response to the newsletter question and each Facebook recommendation from January 1, 2012 through August 10, 2012 will receive two entries for the drawing to be held August 13, 2012.**



## The Lighter Side...

### Summer Weather Top 10 List

10. An honest weatherman says, "Today's forecast is bright and sunny with an 80% chance that I'm wrong."
9. First cave man says to second cave man: "I don't care what you say. We never had such unusual weather before they started using bows and arrows."
8. Nate: "Hey, what's the weather like out there?" Kate: "I don't know. I'll tell you when it clears."
7. Why did the lady go outdoors with her purse open? Because she expected some change in the weather.
6. It's a bit "muggy" in New York today.
5. There's a technical term for a sunny, warm day which follows two rainy days. It's called Monday.
4. A postcard home: The weather is here. Wish you were beautiful.
3. Two Viking invaders are trudging up the beach in the pouring rain. One looks skywards and says, "So this is England. What's it like?" The other snarls, "Well, if you like the weather, you'll love the food."
2. There was a communist named Rudolph. One day he looked out the window and said, "It looks like a storm is coming." "No it isn't," said his wife. "Besides, how would you know?" "Because," he responded, "Rudolph the Red knows rain, dear."
1. A weather forecaster took a job in another part of the country. When asked why he transferred he replied, "The weather didn't agree with me."

## HOW TO DEAL WITH DISAPPOINTMENT BY ROBERT STEVENSON

**Disappointment** is inevitable; there are just too many things going on in our lives to not have something or someone disappoint us. There are certainly degrees of disappointments, they come in all sizes, but it's the big ones I want to address today.

People, associates, companies, teachers, bosses, teammates, classmates, spiritual leaders, politicians, spouses, brothers, sisters, Moms and Dads are all on the list of **potential disappointers**. I am writing this because I just had a big disappointment occur. It's not important what happened. What is important is how I will deal with it. Disappointment can lead to frustration, anger, and even bitterness; these are all emotions that will sap the excitement, energy and vitality right out of you. Over the years, I have learned that dwelling on a disappointment won't make it any better, make it go away, or ease the fact that it happened. But occasionally, I still catch myself dwelling on it.

**I have no intention of letting anyone or anything keep me down long.** That doesn't mean I won't feel the pain, anger, frustration, or hurt at the moment it occurred. But, it does mean I won't keep feeling it. If certain people keep letting you down, then avoid them. The same is true for companies whose product or service fails to meet your expectations; avoid them, too. Thomas Jefferson once said, "*If I am to meet with a disappointment, the sooner I know it, the more of life I shall have to wear it off.*" Disappointments don't just vanish, but as Jefferson noted, they will wear off, if you **let it go**.

Dwelling on disappointment takes time and energy away from you, time which you could be using somewhere else. By dwelling on it, you are actually making it worse. If someone did something on purpose, dwelling on it is allowing them to win even more. I had a football coach once tell me that when I got tackled really hard to *get-up* off the ground fast, like I was totally unaffected. He said it will rattle your opponent. He said your opponent, who just delivered the painful blow, is thinking they crushed you, hurt you, and beat you. By getting up fast, as if nothing happened, they will start thinking otherwise. If I can share anything with you today that will help you better handle disappointment, it would be summed up in having the following reaction: **LET IT GO!**

I heard it once stated, "*Disappointment to a noble soul is what cold water is to burning metal; it strengthens, tempers, intensifies, but never destroys it.*" What an incredible way to look at it. The key words there are Noble Soul. The level of success in your life comes from the choices you make. When it comes to dealing with disappointment, **be the Noble Soul and MOVE ON!**

## WHO IS READING? WIN A \$25 GIFT

### What is a Derecho?

- A) new cloud solution;
- B) a musical starring Tom Cruise;
- C) a wind storm that is associated with a band of rapidly moving showers or thunderstorms; or
- D) the name of Howard's cowboy hat.

Email [treyc@macrollc.com](mailto:treyc@macrollc.com), or call 703-359-9211 (ask for Trey) with your answer before 5:00 p.m., **Friday, August 10, 2012.**

All correct entries received will be placed in a drawing to receive a \$25.00 Amazon Gift Card. All previous winners are eligible; play each month.