



“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!”  
Larry Owens, President, IntegrIT Network Solutions, Inc.

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# Bits-N-Bytes

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

## US Airways Emergency Landing Brings New Meaning To The Term “Computer Crash”

It was a cold Thursday morning on January 15, 2009, when Bill Wiley boarded US Airways flight 1549 bound for Charlotte. Wiley was on his way to an important meeting for his employer, Computer Associates.

As you might expect he was diligent about backing up his information. In fact, he used two computers for safety; one for daily use and the other simply as a backup for redundancy. He also kept all his data on thumb drives and rarely carried both laptops at once.

As Bill planned for the meeting the night before his flight, the thought never crossed his mind that carrying both of his laptops could be a problem. After all, what are the odds of both machines failing at once?

Eighteen hours and an emergency landing later, Bill would quickly find the answer to that question when he was quoted as saying “I had no idea how screwed I was about to be.”

Even though the machines did not have classic hard drive failures, they were ultimately plunged into the ice cold water in the Hudson River, rendering them useless to their owner. When they were finally dredged up from the bottom of the lake, they were held as “crash evidence” by the federal government. More than three months later, Bill still hasn’t recovered his machines or any of the critical 250 megabytes of information stored on them.

Compare Bill’s story to that of passenger Paul Jorgensen who also carried his laptop on flight 1549. Immediately after the crash landing, Jorgensen panicked and thought, “I was going to be in pretty deep trouble...my life is in that laptop.” Pretty incredible that he’s thinking about his laptop when he was just spared his life!

Fortunately for Paul, he backed up his laptop to a “cloud” based service. The crash landing happened on a Thursday, and the following Monday Jorgensen was back up and running again with all of his data, files and favorites intact.

As I read about the passenger experiences on flight 1549, two points jumped right off the page...

Get More Free Tips, Tools, and Services At Our Web Site: [www.integrit-network.com](http://www.integrit-network.com)

## Bored With Your Desktop? Read This...

You probably spend a lot of time at your computer often catching a glimpse of your desktop.

If you're like me, sometimes you just need a change and a chance to brighten things up with new wallpaper.

I typically use family photos or the wallpaper provided with my computer. But occasionally I like to shake things up.

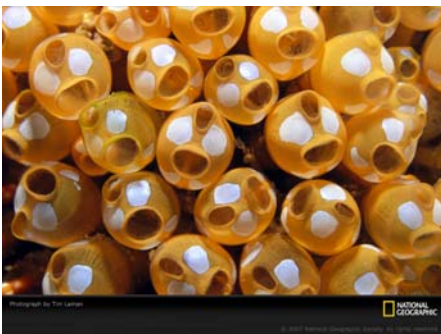
If you know where to look there are some amazing photos of landscapes, people, and animals to use as desktop wallpaper.

I found some of the best photos at National Geographic. Not only are the photos great, they provide free desktop wallpaper for download.

You can download a wide array of photos submitted by readers of National Geographic. The shots are selected by National Geographic editors.

The amazing reader photos are located in the "Your Shot" collection. While you're there, check out the other offers on the web site such as puzzles, contests, and games. If you're into photography, maybe you should submit some of your best work!

If you check out the site and don't like what you see check back soon because the site is updated with a dozen featured photos each day.



**Hope is not a strategy!** Bill Wiley was *hoping* both laptops wouldn't fail; and for a long time he was right. But the most unbelievable thing happened on January 15<sup>th</sup> and hope didn't save his data; but smart planning did save Paul's.

**Physical redundancy is not enough!** Even though Bill had his data on a thumb drive and a second laptop, everything was destroyed at once; and if you have an onsite backup of your data as the *only* backup, you have the same risk of losing everything to a flood, fire, theft, or natural disaster.

## Are You "Hoping" Your Backup Won't Fail You Either?

**You are relying on hope if you're using a tape back-up system.**

Tape drives have an average failure rate of 100%. When was the last time you conducted a trial restore using your current backup? That's the only way to know for certain your backups are working.

**You are relying on hope if you don't have your data stored off site.**

Since your server locations are prone to fire, flooding, and storm damage, it's imperative to have an offsite copy of your data.

**You are relying on luck if you don't have a completely automated backup routine that operates without failure.** Human error is the #1 cause of data loss; that's why you want to take the human element out of the equation. What if someone forgets to back-up one day? Are your tapes being rotated properly? Automating your backups are the only surefire way to make sure no one forgets.

**You are relying on luck if you don't have a way to quickly RESTORE data.** Just having the data isn't enough; if you want to really be back up and running fast, you need an "image" of your drive. Let me give you an example: having your data backed up is akin to having an exact replica of all the furniture and personal belongings in your home kept somewhere offsite. If your house burns down, all your stuff is safe. HOWEVER, you would still have to rebuild the house and move everything back in; a task that could take days to complete. Data on your network is no different. If your server is destroyed, you would need to rebuild the server, reinstall all the software and THEN import all the data back. That's a couple of days work! Having an image of your hard drive is like taking a complete snapshot of your entire "house" and replicating it as is.

If you'd like to *move your strategy* from one based on hope and luck to one based on absolute certainty contact us for a Free **Disaster Recovery Audit** where we will conduct an onsite review of your backup system to make sure you could quickly be up and running again in the event of a disaster. To claim your Problem Prevention Network Audit contact us at 425-787-0193 or [www.integrit-network.com](http://www.integrit-network.com). Free audits are limited to the first 7 businesses that contact us, so don't delay!

Source Information: Edward C. Baig, USA Today March 30, 2009

## “Who Wants To Win A \$20 Starbucks Gift Card?”

*Take my monthly Trivia Challenge and you could win too!*

The Grand Prize Winner of April's Trivia Challenge Quiz is...drum roll please: Breanna from Display Manufacturing in Everett was the first person to correctly answer my quiz question...

### What year was the Corvette first introduced?

- a) 1943 b) 1953 c) 1963 d) 1973

The answer is “b”, 1953. Congratulations Breanna you won a \$25 gift card to Outback Steak House.

Now, to this month's trivia question for a \$20 Starbucks Gift Card ...

### In An Average Life How Much Time Does A Person Spend Waiting At Traffic Lights?

- a) 3 weeks b) 5 weeks  
b) 9 weeks d) 17 weeks

*Call me right now with your answer!*



## Client Spotlight: Anchor Medical Clinic



Every month I choose a very special person to be my Client of the Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.

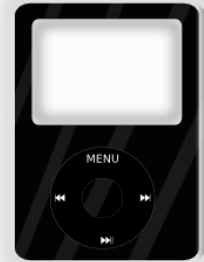
This month's Featured Client is **Heidi Rendall, M.D.** owner of Anchor Medical Clinic located in Mukilteo. Anchor Medical Clinic is unique in that it is a Direct Medical Practice. This allows Dr. Heidi and her staff more time to provide “patient focused healthcare” enabling them to spend more one on one with each patient, getting to know them personally, not just from a medical chart, thereby working with the patient to improve or maintain their health. To learn more about Anchor Medical Clinic and what a Direct Medical Practice is check out their website at [www.anchormedicalclinic.com](http://www.anchormedicalclinic.com).

Anchor Medical has been on one of our Rest Assured Proactive Maintenance plans for nearly 4 years. Here's what Dr. Heidi has to say about us: “We have been working with IntegrIT Network Solutions, Inc. for nearly 4 years and they continue to provide outstanding service to us. We rely on them for all of our IT needs and to monitor our network, which helps us provide the type of service to our patients that they demand. Their proactive monitoring service provides me great comfort.” *Dr. Heidi Rendall, Owner, Anchor Medical Clinic* You can also view a video testimonial of Dr. Heidi on our website, [www.integrit-network.com](http://www.integrit-network.com).

Thank you for being our Featured Client Of The Month, we appreciate you! As a token of our appreciation we're giving you a \$50 gas gift card!

## A FREE iPod!!!

### Refer 3 People To Us in June, July or August And Receive



Refer 3 of your colleagues to us and we'll give you a FREE iPod...it's that simple! Your referrals aren't required to buy anything; they simply need to be a business owner with 5 or more PCs. Plus, we'll give them a FREE Network Tune Up (\$250 Value) simply because you referred them. To send us your referrals, call us at 425-787-0193 or e-mail me at [LarryO@integrit-network.com](mailto:LarryO@integrit-network.com)

## Maybe That Backache Is Caused By All The Digital Devices You're Lugging Around...

If you carry around a laptop for checking e-mail, a cell phone for calls and text messaging, a digital camera, iPod and navigation system, I've got an easy way for you to 'lighten the load' and empty out your car or purse...

New smart phones, such as a BlackBerry or an iPhone, do it all from ONE sleek device.

For a long time, cell phones couldn't match the quality of individual devices for their specific functions, but the new smart phones have improved power, larger screens, and five-to eight inch displays that can show turn-by-turn navigation. For many people, the phone is all they need UNTIL they start using some of the other features – then they're hooked!

So take a look these new phones and shave a good 10 lbs off your purse or laptop bag!

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www.glasbergen.com



"Oh, the usual stuff. Spam from the Joker, another e-mail virus from the Penguin, an illegal chain letter from Cat Woman...."






## Please Welcome My Newest Client And Friend!

I'm thrilled to welcome my newest client into our company! I want to extend a sincere "thanks" for the trust and confidence this client has shown in us:

**Merri Klein of Companion Care, Inc.  
located in Woodinville**

## Check Out What's New at IntegrIT Network, Inc.

We're making some changes in our office to better serve you. Here's what's going on:

-  ♦ New ticketing system for support. Simply e-mail [support@integrit-network.com](mailto:support@integrit-network.com)
-  ♦ Billing and tracking system provides more documentation for the services we provide during the month. This is included with the invoices.
  - ♦ Monthly network reports that document server activity.
-  ♦ Ability to pay your monthly bill with MasterCard or Visa.
-  ♦ Receive your monthly bill via e-mail instead of snail mail.
-  ♦ Financing available for new equipment. Minimum purchases of \$3,000.

If you are interested in receiving your invoice by e-mail or making payments by credit card please give Pam a call at 425-876-7930, or e-mail her at [pamelao@integrit-network.com](mailto:pamelao@integrit-network.com).

## All Is Fair In Business

A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read 'BEST DEALS.'

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading 'LOWEST PRICES.'

The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read: 'MAIN ENTRANCE'.

