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Announcements

•Our West Lafayette location has moved to our new office at 1211 Cumberland Avenue.

•Save the date: August 25th from 3:00pm-6pm we will be hosting an open house and ribbon cutting with the Greater Lafayette Commerce at our new office in West Lafayette! We look forward to celebrating with you. The ribbon cutting will be at 4pm.

Who We Are

BSS is your IT Partner providing **Total Care** support for all your technology needs with exceptional **Customer Service** and the best IT Solutions to make **your business** more productive and profitable!

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It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody's hat started disappearing. Then his boots... Then all of Woody – gone! Other characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders

Are You Betting The Farm Your Backups Are Safe?

who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, Toy Story 2 was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored

(Continued on next page)



IT Security Tip #8: Bookmark the LEGITIMATE websites you frequently visit

Here's a sneaky trick used by many hackers: they purchase and set up a fraudulent website that is a close misspelling of a legitimate one. Example: www.facebook.com instead of www.facebook.com. All you have to do is accidentally fat-finger ONE letter in the URL and up pops a very legitimate-looking fake copy of the site you were trying to get to – and the login and links are full of key-logger malware and virus landmines waiting for you to click on them. This is particularly important for any social networks you belong to.

securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe?

Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until September 1st we're offering our complete audit, normally valued at \$297, free to companies here in the Lafayette, Kokomo and surrounding areas.



At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our Total Care plan.

Call (765) 742-3440 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

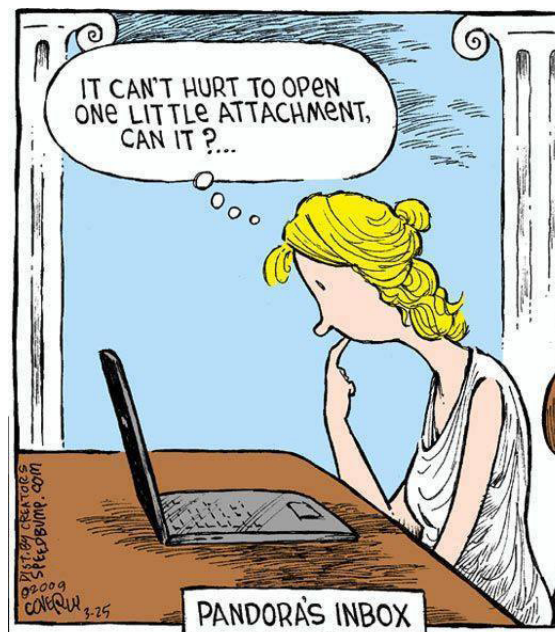
Our Clients Say It Best

"Business System Solutions understands our company's computer needs, so we can deliver what our clients pay us for. I'm glad BSS is on our team, and are working every day to make sure we can do our jobs. If something is not working the way I need it to they are a phone call away. They don't ask me to go in and open this and click on this or try doing it this way. They log into the computer and they see what I see and they know what to do to fix it. BSS is truly always working for us."

-Kathy Stewart, Keystone Architecture

Fun Facts Did You Know..?

- The wingspan of a Boeing 747 is longer than the total distance of the Wright Brothers' first flight.
- Michael Nicholson, a man from Michigan, has one bachelor's degree, two associate's degrees, 22 master's degrees, three specialist degrees and one doctoral degree, making him the most credentialed person in history.
- A finger with nerve damage won't wrinkle under water.
- About 68% of people experience "phantom vibration syndrome" where you mistakenly think your phone is buzzing in your pocket.
- It's illegal in Queensland (Australia) to own a pet rabbit unless you can prove that you're a magician.
- A group of giraffes is called a tower.
- The typical American lives only 18 miles away from their Mom.
- In the Amazon, butterflies will drink the tears of turtles to provide necessary sodium in their diet.



Business Briefings

Here are 3 ways LinkedIn can generate new business for you.

1) Above all, earn the ask. The more value you provide in the relationship, the more “right” you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn’s search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.
-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of software that gets into your computer through stealth means – even if it’s a premier operating system – then Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn’t been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer’s configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c’mon, tell us that’s not malware!
-ComputerWorld.com

Imagine owning the domain rights to Google.com – even for just 60 seconds... When Babson College MBA student Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn’t take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they’d cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells “Google.”
-DigitalTrends.com

Is the IoT a “Clear And Present Danger”?

According to a U.S. government report, the “Internet of Things” could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn’t whether it’s good or not ... it’s how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!
-ITworld.com

A Great Night’s Sleep In The Palm of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body’s slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night’s sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it’s time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It’s priced at \$129, and you can find it at hello.is and other online retailers.

Client Bill of Rights

You have the right to receive the best value in computer and network support services in return for placing your trust and business with us. We pledge to explain all of the costs up front so that there are no hidden fees or unexpected costs later on.

Contest Corner Who Wants To Win A Gift Card?

This month we are giving away a \$10 Buffalo Wild Wings gift card.

One of the first computer science PhDs was earned by:

- a) Henry Kissinger
- b) Sister Mary Kenneth Keller
- c) Gemini astronaut James McDivitt
- d) Leonard Nimoy

Last month’s question was: **Leporine relates to which animals? The correct answer was B) Hares.**

Johanna Frist and Lanora Lannan were drawn as the winners! Congratulations!

E-mail Jeff@bssconsulting.com
with your answers!



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We've Moved!



AUGUST 25th, 2016

3PM-6PM **4PM** **RIBBON CUTTING CEREMONY**
OPEN HOUSE

EVERYONE IS WELCOME!

We are excited to be moved in to our new West Lafayette office location at **1211 Cumberland Avenue** in the Purdue Research Park! Our new location gives us a lot more space to better serve our clients.

We look forward to having everyone come visit our new office on **Thursday, August 25th**. Please join us between **3pm-6pm** for an Open House with a Ribbon Cutting Ceremony hosted by the Greater Lafayette Commerce at **4pm**.

Please invite your whole office to attend and bring any guests you'd like!

"For I know the plans I have for you," declares the Lord, plans to prosper you and not to harm you, plans to give you hope and a future." Jer 29:11