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## Announcements

Join us April 7th for the annual Greater Lafayette Chamber Business Expo. It will be held from 10am-4pm at Four Points by Sheraton in West Lafayette.

We are excited to be named one of the seven finalists for Robin Robin's "Better Your Best" Contest

## 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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## Which Flavor Of The Cloud Is Right For You?

Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

### Three "Flavors" Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured. Basically, there are three types of cloud: public, private and hybrid.

### Public Cloud Services Offer Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They



provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

### Private Clouds Support Highly Specialized Apps

A private cloud resides within an organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

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## IT Security Tip #4: If this type of alert pops up, DON'T click on it!

You're working at your computer when all of the sudden - BAM! - you get a pop-up notification that your PC is infected with a virus and you must "click here" to run a scan or install antivirus software. This is a common scareware tactic used by hackers to get you to click and download a virus. (You should know we would NEVER deliver that type of pop-up to you!)

Often it will appear to be a system alert or a Microsoft operating system alert. Regardless of how legitimate it looks, NEVER click on the site or the pop-up. The safest thing to do is close your browser, do not click the X, "Close" or "Cancel" button in the pop-up or on the site because clicking on anything on the page or pop-up will trigger a virus download. If that won't work, bring up your task manager (hold Control + Alt + Delete on a PC and Command + Option + Esc to "Force Quit" on a Mac) and close the web browser or application where it appeared. Next, notify your IT department (us!) that this has happened so we can double-check with a legitimate scan if your computer was infected.

## Hybrid Clouds: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility and cost-effectiveness for some organizations.

## So Which "Flavor" Is Right For You?

There is no perfect solution – each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

1. Public cloud solutions are best suited to the flexibility and budget

requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

2. A private cloud, managed and supported by an in-house IT team, may be ideal for your organization if control and privacy are of paramount concern.
3. A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn't as sensitive.

## How To Get The Best Professional Help

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it's critical to work with a professional who has depth of experience in all types of cloud environments.

We've helped dozens of companies set up and run cost-effective, powerful and secure cloud networks. **For a Free Cloud Readiness Assessment, contact us at (765) 742-3440 or email [Binoy@bssconsulting.com](mailto:Binoy@bssconsulting.com)**

## Our Clients Say It Best

"Business System Solutions' knowledge about the systems and software we have AND their prompt response to our needs is what we like most about them. It is like they show up at our office while we are still calling to have the matter addressed!"

**-Rob Forbes, Seeger & Forbes**

**SEAGER & FORBES**  
ATTORNEYS AT LAW

## Shiny New Gadget New Printer Fits In Your Pocket

So, what's about the size of a deck of cards and prints instant photos from your smartphone – with no ink needed?

Yes, there is such a thing, and if you guessed the new Polaroid Zip, you'd be right.

Selling for \$129.99, it prints full-color 2x3-inch prints with an optional peel-off sticky backing. Each print costs about 25 cents and they look okay, all things considered – just don't expect ink-jet print quality.

How does it not need ink? It uses Polaroid's Zink zero-ink paper, embedded with cyan, yellow and magenta crystals. They turn into the appropriate colors when activated by a heat process. And since there's no ink, there's no stickiness, smearing or waiting for photos to dry.

Connect to your smartphone via Bluetooth, then just shoot and print!



## Forget Something?

by Robert Stevenson

A while back I did a huge favor for someone and never heard anything from them... zip, zilch, nada, nothing. Just a simple "thank you" would have been nice...but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, disappointed is a very powerful and scary word. You see, disappointed can turn into other "dis" words, such as disgruntled, discouraged, disenthralled, disillusioned, disheartened and possibly even dissatisfied with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words reciprocity or gratitude don't seem to be in your vocabulary.

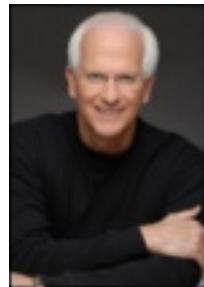
Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you...that they didn't have to do...can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%"

for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked...but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy." – Anonymous



*Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books How to Soar Like An Eagle in a World Full of Turkeys and 52 Essential Habits For Success.*

*Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.*

[www.robertstevenson.org/](http://www.robertstevenson.org/)

Last month's question was: According to US government statistics, as of December 2015, which Internet browser had the highest overall usage share around the world? The correct answer was B) Chrome

Chalone Robbins was drawn as the winner! Congratulations!

## Client Spotlight

Sts. Joan of Arc and Patrick School



Sts. Joan of Arc & Patrick School is devoted to the spiritual development of its students and their families. Academics, athletics, extra-curricular and social activities reflect our Catholic heritage.

STSJP truly is a special place. Our family of "Saints" is blessed with the support of both St. Joan of Arc Parish and St. Patrick Parish. The prayers and support of the members of the Catholic community in Kokomo and Howard County are felt in all we do.

[www.stsjp.org](http://www.stsjp.org)

## Client Bill of Rights

You have the right to expect BSS to sustain the highest levels of personal accountability, professional commitment, and employee empowerment in your every interaction with our organization. We pledge to treat you with the utmost levels of courtesy, responsiveness, integrity, and respect; and to work with you to insure that your experience with us is a pleasant and cooperative relationship.

## Contest Corner

### Who Wants To Win A Gift Card?

This month we are giving away (2) \$5 Starbucks gift cards. The winner will be randomly selected from all correct entries received by April 15th.

### What does the "V" In DVD Stand For?

- a) Video
- b) Volume
- c) Vertical
- d) Versatile

E-mail [Jeff@bssconsulting.com](mailto:Jeff@bssconsulting.com)  
with your answers!



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## Join Us For The 2016 Business Expo

Business System Solutions will be at booth #26 this year at the annual Greater Lafayette Commerce Business Expo being held at the Four Points by Sheraton in West Lafayette.

Visit us at our booth to learn about our different managed I.T. services. Meet owner Bill Ooms and Business Development Director Binoy Pavagadhi to discuss how BSS can be your trusted, local I.T. Partner that can provide Total Care support for all your technology needs.

Business System Solutions is proud to be a sponsor of the 2016 Business Expo. We look forward to seeing you there!

Thursday, April 7th  
10am-4pm

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[www.greaterlafayettebusinessexpo.com](http://www.greaterlafayettebusinessexpo.com)

GREATER LAFAYETTE COMMERCE  
**Business Expo**