



BeckTek Journal

ISSUE 11 JULY 2014

“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 once and for all!” - **Scott Beck, BeckTek**

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“He thinks he’s so cool, ever since he got that new tablet!”

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Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you’ll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, “What’s the big deal in keeping everything?” While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don’t do so because they think it’s the best way, but because they aren’t sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

- 1. Start with the storage analysis, not the storage technology or procedures.**
Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.
- 2. Segment user populations.**
Use categories such as executives, back-office employees, sales and people who deal with the company’s intellectual property and treat their data differently.
- 3. Be precise and consistent with data-retention policies.**
- 4. Don’t confuse backup with archiving.**
Since backup systems don’t generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by July 31st at 506-383-2895 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**



Get More Free Tips, Tools, and Services At My Web Site: www.becktek.ca

Win With BeckTek Trivia



The Winner of last month's Trivia Challenge Quiz is:

**Janalyn Smith
Super 8 Amherst**

She correctly answered the question from last month: Which of the following stones are not considered a June Birthstone?

The correct answer was :

c) **Sardonyx**

Now, here's this month's trivia question. The winner will receive a \$25 gift card.

When was "Oh Canada" proclaimed as Canada's national anthem?

- A. 1870
- B. 1935
- C. 1980
- D. 1999

Email newsletter@becktek.ca right now with your answer!

****Winner determined by random draw on the third Friday of the month and announced in next months newsletter. ****

What You Need To Know NOW About Canadian Anti-Spam Legislation (CASL)

After some media hype and a wave of emails asking for your permission to allow the sender to keep emailing you (how many just hit delete without clicking? Right, most of us!!) The new Canadian Anti-Spam Law has come into effect, well most of it.

Two exceptions of note.

1. **Section 66** deems email senders have implied consent for the next 36 months to keep emailing those they have had an existing relationship with AND had already been emailing PRIOR to July 1, 2014. Unless the person opts out or unsubscribes during the grace period.
2. While three separate Government departments are tasked with enforcing the new legislation there is a Section called **Private Right of Action**. This will allow private individuals or organization to take civil action against those they deem are sending them commercial electronic messages in violation of the law. This Section has been deferred until **July 1, 2017**

If your organization sends out mass emails or messages that are commercial in nature—promotes or otherwise attempt to engage people in some form of business transaction— then there are three things you **REALLY** need to ensure you understand.

Everyone of these messages needs to have three distinct properties:

Consent: You either have to have their express or implied consent to send them messages. IF you were already messaging them prior to July 1st you may continue to do so during the 36 month grace period as mentioned above.

Identification Information: You **MUST** provide a mailing address and at least one other contact mechanism in your message, like an email address or telephone number.

Unsubscribe Mechanism: You must provide the recipient an easy and quick way to unsubscribe from future messages

Fines for infractions can be up to \$1 Million for individuals and \$10 Million for organizations so you likely can't afford to ignore these new requirements.

I did an educational webinar on this topic in June, check it out online for more detailed information. It's in the **Free Stuff** section of our website.

Tip Of The Month *Rename Files In A Hurry*

Need to rename a bunch of files and want to avoid having to click on each one twice to do so?

Use these two shortcuts to speed up the process.

1. With any file selected, press F2 to automatically enter renaming mode
2. While renaming a file, press tab to start renaming the next file in the list

Shiny New Gadget Of The Month:



Inflatable Movie Screen

This 120-inch-diagonal airblown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also great to use indoors or out for fund-raising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for “tremendous” fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at www.skymall.com for about \$250 US

3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections while we know there is so much more there. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

1. **Conditional Formatting.** Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will “pop out” based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.
2. **CountIF, SumIF and AVERAGEIF.** These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the supercool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.
3. **Paste Special.** I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!

Free Report Download: If Your Business Can't Operate Without Your Electronic Data You Need To Read This....

You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The number one cause of data loss that businesses don't even think about until their data is erased.

PROTECT YOUR DATA

“12 Little-Known Facts Every
Business Owner Must Know
About Data Backup,
Security And
Disaster Recovery”



Discover What Most IT Consultants
Don't Know Or Won't Tell You
About Backing Up Your Data
And Recovering It After A Disaster

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The Lighter Side: A Summer Roast



Q: What did the pig say at the beach on a hot summer's day?

A: I'm bacon!

Q: What do you call six weeks of rain in Scotland?

A: Summer!

Q: How do you prevent a summer cold?

A: Catch it in the winter!

Q: What do you call a French guy in sandals?

A: Phillipe Phloppe.

Q: When do you go at red and stop at green?

A: When you're eating a watermelon.

Q: How do men exercise at the beach?

A: By sucking in their stomach every time they see a bikini.

Q: What do you call a dog on the beach in the summer?

A: A hot dog!

Q: Why do bananas use sunscreen?

A: Because they peel.

Q: What's that new summer pirate movie rated?

A: It's rated ARRRRRR!

Q: What's the best day to go to the beach?

A. SUNDAY!

THE TOP 5 MOVIES EVERY ENTREPRENEUR MUST WATCH

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.
The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

2. Click

What You'll Learn: What it's like to fast-forward life.

The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.

The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

4. Office Space

What You'll Learn: If you don't like what you are doing, change.

The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.

The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>