

Polar Passage

"Tips To Make Your Business Run Faster, Easier And More Profitably"

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A Backup Plan You're Sure To Fall In Love With

In today's fast-paced, data-driven world, backups are mission critical to your company's survival and success. Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all-guns silver bullet, there are some general principles to be aware of.

Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop. If the hard drive on any device in the network goes kablooey and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to

where they were. It saves all files, apps and settings that were on that device, exactly the way they were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn't designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

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Archive Backups

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't reboot from an archive, but if you've accidentally deleted a file, you can retrieve it from an archive. If any device on the network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.

Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files.

Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up.

Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of

different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

A Fail-Safe System

So, can you rest assured that your company's backup system is built to minimize downtime in the event of data loss or equipment failure?

If you're 100% certain you can answer yes, congratulations - you are one of the few! If not, NOW is the time to take action - rather than after you wish you had.

Not only is our hybrid-backup highly affordable, it continuously backs up your entire server - including open files - as frequently as every 5 minutes, so you'll never lose a whole day's work.

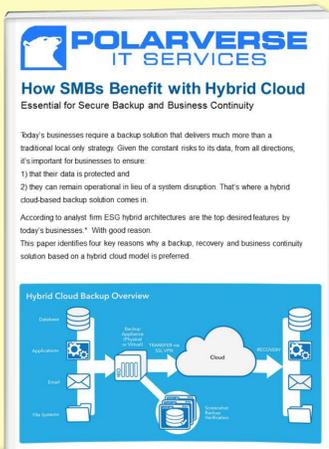
Then, every night, it automatically backs up a snapshot of your entire server to an offsite military-grade data center where it's held safe and secure until you need it.

Don't put this off another minute! Contact us right now through the end of February to claim your free Backup System Audit. Let us make sure your backup system never lets you down. We can fix broken computers but a broken heart is another thing entirely... Call TODAY!

Polarverse IT Services
519.489.0646 | info@polarverse.com

"Should the absolute worst happen, the cloud backup image can be 'spun up'."

Free Report: How SMBs Benefit with Hybrid Cloud Essential for Secure Backup and Business Continuity



Hybrid cloud backup solutions offer businesses the best of both worlds, and play an essential part of a comprehensive backup, recovery and business continuity strategy. The added benefits of Security, Storage, Savings and Virtualization should make the transition to a hybrid cloud solution a little easier, and hopefully alleviate any fears of the cloud

Download your FREE copy today at
<http://info.polarverse.com/hybrid-smb>
or call us at 519.489.0646

Get More Free Tips, Tools and Services At Our Web Site: <http://www.polarverse.com>

Chris' Desktop

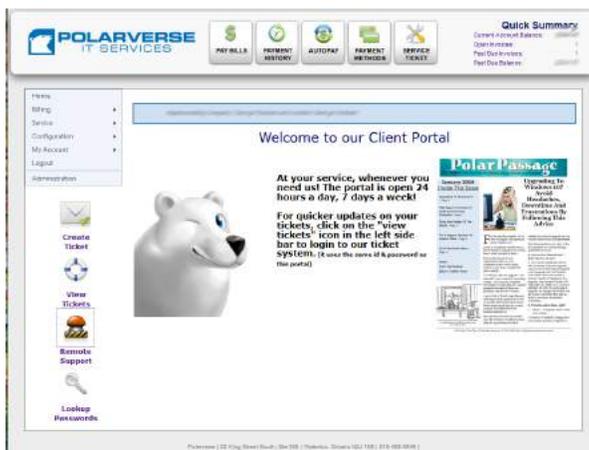


1 Year anniversary for the Polarverse office move! As of February 1st it has been a year since I moved the office out of my home and into a shared office in Uptown Waterloo. It has been a hard adjustment not being able to work in my pj's for half the day and everything is so set to be run from the office now working from home is difficult when the need arises (but possible!).

So what's new at Polarverse? We will be taking a stronger stance on backup methods, we kind of drew a line in the sand last month that the only backups are image based hence the overall theme of this issue. Moving away from file based backups reduces your risk of human error (files not selected or move to folders not included, etc.); if files are all you worry about then I urge you to

move to cloud based storage. We are pushing ahead more with Datto hybrid backups and almost every managed service client has one in their office now! They have piece of mind (and so do we).

On a similar topic we are encouraging everyone that is using Microsoft Exchange either hosted or onsite to make the move to Office 365. Why? Pricing is near par and you get so much more with 365 including the desktop version of the current Office 2016. Your email data is now kept in Canada with office 365 and soon we'll have an add-on backup feature that will also backup to Canadian datacenters.



New Customer Portal Launched: In December I started to design a new website for clients to access as a single landing page for support and account information. In the portal you can do the following:

- ⇒ Create or View Tickets
- ⇒ Start a Remote Support Session
- ⇒ Lookup Passwords (*in development*)
- ⇒ Pay Bills, update credit card, setup autopay
- ⇒ Access Payment History (invoices)
- ⇒ View latest issue of PolarPassage Newsletter

The link for the portal is <http://help.polarverse.com> you login id is your email address, use the "forgot password" link if you don't know your password or "Request Access" if you find you are not setup.

A special thank you to everyone throwing referrals my way! While I'm doing a lot more marketing I always find the best leads and new clients come from existing clients!

Jillian's Toddler Times



I'm really a preschooler now! I go 3 times a week with a bunch of other kids my age. Momma says I'm like a duck in a pond when I go there and I fit right in!

Papa started taking me to my swimming lessons and I made sure everyone knew he was my papa, I was really happy to have him there! Papa says he didn't take me before cause he isn't swimsuit friendly; do you know what he means? When I asked him he says he's beachwear impaired but I still don't get it!?

Office 2016 apps now available with Office 365



From home to business, from desktop to web and the devices in between, Office 2016 delivers the tools you need to get the work done, and you can get it with an Office 365 subscription. With a Microsoft Office 365 subscription you can keep your apps up-to-date and use them across devices.



Collaboration is the way we get things done in the workplace. Microsoft set out to make collaboration easier and more fluid by building a suite of integrated apps and services designed to remove the barriers that limit progress and empower teams to do and achieve more.

Office 2016 delivers experiences built for teamwork, such as:

Skype for Business in-app integration is now available across the rich client apps, allowing you to IM, screen share, talk or video chat right in your docs.

Real-time co-authoring in Word, which lets you see what others are writing as it happens.

Keep teams connected with Office 365 Groups, which allow individuals to easily self-form public or private teams with a shared inbox, calendar, file repository, and notebook.

Office 2016 apps with Office 365 provide the most secure Office ever, with more flexible deployment:

Data Loss Prevention has been built in to significantly reduce the risk of leaking sensitive data by giving IT admins tools to centrally create, manage, and enforce policies for content authoring and document sharing.

Multi-factor Authentication allows you to securely access content anywhere - even when away from the corporate network.



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<http://polarverse.com/it/o365/>

Shiny New Gadget Of The Month:



Keeps You In Touch, Could Save Your Life

If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrera. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button

Forget Something?

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.

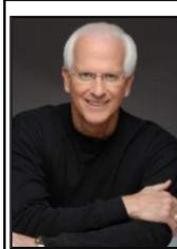
To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words *reciprocation* 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/

TECH TRENDS



Microsoft Outlook for iOS and Android

-Worth a try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive.

-Computer World, 10.29.15

Star Wars BB-8 Droid

Tie-In: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero CEO Paul Berberian and the company's two founders were invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, The Force Awakens, then in production - stuff nobody but folks directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history.

-Wired, 09.03.15

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their use of pain medication. Some users experience relief in as little as 15 minutes. Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone - your results may vary.

-MedGadget 08.17.15



"No, Spidey-sense is different. I think what you've got is a hotspot."

World's Smallest Camera Drone

Curious about camera drones, but not sure where to begin? For under \$30 you can get a tiny "quadcopter" that fits in the palm of your hand. The Cheerson CX-10C claims to be the world's smallest drone with a camera. You'll get a flight time of no more than about three minutes, less if you use the camera. Which, of course, is the point, isn't it? Still, it's a good way to get the hang of playing with one of these things without a whole lot of cash out-of-pocket. Use it for aerial shots of you and your family skiing, on the beach - or just buzzing around the house for practice.

-Drone Arena, 11.06.15