

Polar Passage

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

Do You Keep Your Server In A Closet?

If So, You Need To Read This Important Summertime Warning

Confusion. Dizziness. Fatigue. Muscle cramps. These are some of the first signs of heat exhaustion in humans. But did you know that your SERVER can also suffer from heat exhaustion and "meltdown," causing slowness, blue screens, random reboots and complete meltdowns? If you keep your server in a closed closet or other small, confined space, here are three things you need to address during hot summer months to avoid premature loss of your equipment and data.

Room Temperature. Server rooms should be kept between 68° and 72° Fahrenheit (20°-22° Celsius). If you keep your server in a closet with a closed door, the heat emitted will quickly elevate the temperature to levels that will damage hardware. Consider opening the door or putting in a good exhaust fan to pull the hot air out.

Ventilation. Good airflow is critical for maintaining a safe room temperature and reducing dust, the next culprit that causes damage to electronics.

Dust. Perhaps more dangerous than room temperature is dust. Dust acts as insulation, and traps the heat generated by your computer components. A regular maintenance routine to keep your components clean and dust-free is essential.

Computer hardware is expensive, and unexpected downtime is incredibly frustrating. If you want to extend the life of your equipment and avoid the sudden meltdown, make sure your server closet is set up correctly.

If you need help, give us a call for a Free Summer Server Room Check at 226.780.1431. We'll be glad to do a free evaluation on your server closet or room and let you know if you're at risk of heat exhaustion or dust damage.



"As a business owner, 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!"

Chris Davis
Founder & CTO
Polarverse IT Services

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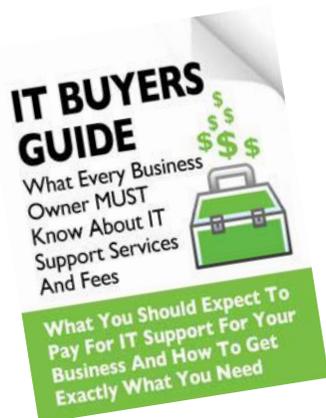
How To Avoid Runaway IT Projects That Empty Your Wallet

In 2002, McDonald's decided to implement a system to provide their corporate executives with a bird's-eye view of their 30,000 stores, to track, measure and monitor everything from profitability to cooking-oil quality. The project, named "Innovate," was a massive five-year project with a billion-dollar budget. Two years into its implementation, McDonald's executives abandoned the project and wrote off the \$170 million invested, saying they needed to reduce capital expenditures.

Even though YOUR business isn't a McDonald's with a billion-dollar IT budget, chances are you've had at least one failed IT project that derailed, emptying your wallet and leaving you with nothing other than a grudge. And if you haven't had that happen yet, chances are, as you grow, you will. So how do you avoid going down a rabbit hole of spending on an IT project? Here are five key strategies to keep you on track:

1. Begin with the end in mind. The clearer you are on what "success" is for the project, the more likely you are to achieve it. Take the time to sit down with your executive team and decide exactly what the new system LOOKS like (including the interface, if you're developing one), how it performs, what it does and how it works.
2. IT projects need to be driven by an executive who understands the business need and outcome, NOT the IT department. If you and your executive team aren't going to be heavily involved with the process, decisions and management of the project, don't start it.
3. Think in smaller, "bite-sized" projects. One of the problems with the McDonald's project was that it was so complex, affected multiple business systems and had such an enormous scope, it was almost guaranteed to fail. If you have a major system to build or overhaul, break it into smaller, manageable chunks so that problems are contained and costs controlled.
4. Manage the project hours. Scope creep is the biggest challenge to keeping your project on time and on budget. If your project starts to take on a life of its own and goes over your budgeted time frame and your budget by more than 10%, it's time to start re-evaluating what's going on. Excessive overtime is a red flag that the project was not thought through properly, that you have the wrong team working on it or that it's being grossly mismanaged. Don't ignore it.
5. Missed milestones are a red flag. While it's normal to miss a few milestones by a small margin, your IT team should not be allowed to consistently miss key milestones in the project. We recommend setting clearly defined milestones every two weeks or monthly versus monthly or quarterly. This allows you to keep a tighter control on the budget and deliverables.

FREE Report: The Business Owners' Guide To IT Support Services And Fees



You will learn:

The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.

A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.

Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.

How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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<http://www.polarverse.com/ITbuyersguide>

Shiny New Gadget Of The Month:



Rocketbook: A Super-Convenient Way To Store And Organize Handwritten Notes

If you're like me, you still like taking notes with a pen and paper. Problem is, note pages can pile up, get lost and be a pain to organize. But thanks to a special notebook called Rocketbook, you can still take notes the "old-fashioned" way of pen and paper, but then file, organize and store your notes digitally for quick access and retrieval!

Rocketbook looks like an ordinary pad of paper. To use it, simply take notes as you would on any pad of paper, using the Pilot FriXion pen. When you're done, the built-in app creates a high-quality JPG image of your notes and files it to the folder of your choice inside Evernote, Dropbox, Google Docs or OneNote. You indicate which folder each note goes to by marking clever little icons at the bottom of each page.

When the pages are full, simply microwave the notebook for 30 seconds to completely erase and reuse. Rocketbook currently comes in two sizes and is available at indiegogo. Just search on "Rocketbook."

Chris' Desktop and Jillian's Toddler Times



Happy August Everyone!

As you may know we are constantly looking for ways to keep our clients up and running even when systems have failed! Last month one of our clients' servers had a hiccup and crashed which corrupted windows but my client wasn't aware this happened as I was able to instantly virtualize it on the backup box from datto! The staff never knew it went down! A week later I had the server rebuilt, a quick swap and everything was normal again (but once again completely invisible to the client!)

On the topic of downtime prevention Polarverse was featured in another podcast last month about "Business Continuity" check it out <https://goo.gl/wgOGZw> exciting times!

Jillian's Toddler Times

I'm 3! I'm a big girl now! I had a lot of fun at my party in Waterloo Park splash pad! Momma and papa also took me to funworx on my real birthday! I love the slides and tubes! The video games were fun too!

I sometimes now like to sit on the big chair at the table and not my booster which makes papa have to move to another chair ha ha.

FREE BUSINESS ADVISORY GUIDE

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

<http://www.polarverse.com/bdr/>

How To Back Up Your Smartphone

You regularly back up your computers (or at least you should), but do you do the same with your smartphone? Given the massive amounts of contact information, photos, videos and other data we all carry around on smartphones, it's critical to back them up or risk losing all that data forever. There are two basic ways to back up your phone: automatically to the cloud or manually to your computer.

To The Cloud. Cloud backups are secured with your password-protected account. They can easily be configured to run automatically so you can "set it and forget it." Apple users can use iCloud to back up photos, contacts, calendars and other data. Turn on and configure iCloud Backup by going to Settings > iCloud. Android users can back up to Google servers in much the same way, using a Google account. Configure your preferences by going to Settings > Backup.

To Your Computer. Both Apple and Android users also can back up data directly to a computer manually. Generally, connecting the phone to the computer by cable is the quickest way to do this. Apple users can also use iTunes Wi-Fi Sync to wirelessly back up phone data to a computer. Remember, though, when backing up your smartphone to a computer, your data is only as safe as that computer. Be sure to back up the computer regularly as well.



"So here's how the restructuring is going to work. I'm going to be Tom. Tom, you're Anne now. Anne will be the copier, and, going forward, the copier is in charge. Questions?"

The Lighter Side: Are You A Walking Dead Fan?



Then you're going to LOVE this! There's a great way to prepare for the next zombie apocalypse while getting in shape and losing weight - it's called the *Zombies, Run!* app. This app combines gaming and audio adventures to make losing weight interesting. It works by giving you tasks and goals to reach in a zombie universe, like reaching humanity's last outpost or gathering supplies to live. Each mission is tied to a fitness goal, like running 5k in a session, so you're getting fit while you find out what happens next. *Zombies, Run!* is available to download on both iOS and Android.