



Bruce's Business Tips: What Every Business Owner Needs to Know About Letting Employees Work From Home

If you are a business owner that is thinking about implementing a "work from home" program for your employees – DON'T - until you read this article.

With the rapid adoption of Cloud computing and ever increasing internet speeds, there are less and less reasons for your employees to meet at your brick and mortar office every day. Throw in video conferencing for meetings and you'll never even miss a hint of sarcasm. So you're probably thinking, is telecommuting right for my business?

Well, here are a couple reasons it might not be:

- **Large Files:** Do you work with and share very large files frequently? If you work with things like blueprints or x-rays, working remotely may slow you down.
- **Rural Area:** If your office or your remote workers are located in a rural area with a slow internet connection, you may want to keep everyone in the office.

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Who is Dynamic Edge?

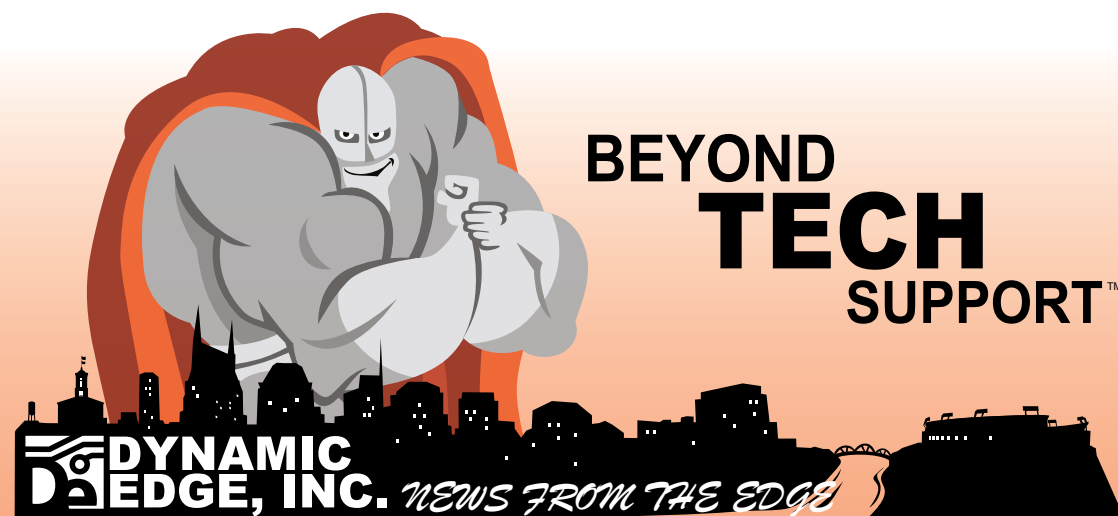
At Dynamic Edge, we do things differently, because we understand the pain of working on a slow machine, only to have it freeze up right before that critical "Save." We've all had bad experiences with 1-800-TechSupport. And we also know that, to rescue someone from a computer emergency, you have to go Beyond Tech Support.

After thirteen years of providing technology services to all types of businesses, we've learned that very few things are as frustrating as persistent computer in-

terruptions. So we've built a company of people, who want to help people like you find cost-effective solutions to pressing technology issues. With a team of highly trained and certified individuals, we can handle your toughest technology challenges – without burying you in tech-talk.

From Network Design and Installation to Custom Database Construction, to Web Development, Smartphone Applications and much more, Dynamic Edge delivers powerful results through our people-centered approach.

"When you're having a technology crisis, the last thing you need is a fast-talking, know-it-all who doesn't let you explain a problem; and then acts like you have no idea what you're talking about."



BEYOND
TECH
SUPPORT™

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Don't let your employees work from home until you read this!

SECURITY ALERT!

JAVA is now the most dangerous, unsecured software that hackers are targeting. The worst part? They can even get you on your phone!

Hot Adwords Tip:

How to use Negative Keywords to stop wasting your budget!

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Extended Content @: www.dynedge.com

Hot New Gadget!



Bluetooth Smart Tag Keychains

This day and age we have so many electronics to keep up with. Now there's a simple way to track where you've left them and keep them from getting stolen.

The iFi Systems Smart Tags work like a two way pager between you and your valuables. The iFi utilizes a Bluetooth connection through an app on your iPhone or Droid device. It can easily be attached to a handbag, camera case, or just about anything else you'd like to protect. These Smart Tags can also act as a handy reminder that you've forgotten something, or worse, that your valuables are walking off with an opportunistic thief!

You can attach multiple tags to multiple items and check the status of each one directly from the home screen. You can customize the names and the alert sounds for each item individually, and you can even

monitor battery life via your smartphone. Can't find the phone you say? Simply use your tag to track it. The communication system works both ways.

iFi Systems Smart Tags come in both iOS and Android models and the associated app can monitor up to 6 different items at a time. It gives a Google map of where a tag was at the time of separation. You can also set up safe zones, like when you're at your office, so you do not have to endure alerts every time you walk to the water cooler.



Get More Productive!

WorkFlowy

Organize your brain.

Get more productive today with this free cloud-based listing tool that's as simple as paper and pen.

WorkFlowy is similar to Evernote and OneNote, but I have found I actually use it more because it's so simple. If you are in love with another Cloud notebook app, you will probably want to stick with what you're used to. But if you've been searching for something to help get you more focused and organized, at work or home, I encourage you to check out WorkFlowy.

This app does not have the breadth or depth of Evernote, but it is so simple and intuitive, there is literally no training required. Every time you access WorkFlowy in your browser, there's your to-do-list. It's just a one page list. Click any item on the main list to view its sub-list. Add, edit, or check off items just by clicking and typing. It is literally as simple as using a piece of paper.

Just go to WorkFlowy.com or download their app on your phone to give it a try!

CLIENT SPOTLIGHT

armstrongwhite

At Armstrong White, they believe: "Credentials are irrelevant - that a reputation only rests on your most recent work."

Armstrong White creates brilliant works of imagery. Some of their most impressive works are CGI TV commercials for many of the big car companies.

In fact, many of the car commercials you've seen have been done by Armstrong White, and you probably didn't even know they were computer generated! The level of detail they create is truly extraordinary. Be sure to check out their work for yourselves at: www.armstrong-white.com



Above is a visual that Armstrong White created for Subaru.

Security Alert!

Hackers aren't just targeting un-patched Windows machines anymore. Now they can gain access to your PC, Mac, and even your phone or tablet, through one glaring weak spot.



Do you have Java turned on in your web browser? If your answer is "Yes" or "I'm not sure," it's time to take action and find out. Why? The biggest weakness in your computer system in 2013

(and beyond) is no longer Microsoft Windows – it's Oracle Java.

After 20+ years as the poster child for insecure software, Microsoft finally got their act together with Windows 7. Microsoft was always the main target because a vast majority of computers ran Windows, and cyber criminals like to get the biggest bang for their buck. Today, they attack the Java platform because it's widely installed and easier to hack than Windows. Java also gets them access to something Windows never could-- 3 billion mobile phones.

Java is multi-platform, which means it's capable of corrupting PCs, phones, and tablets running Windows, Mac OS X, or even Linux. Most Mac users don't even have anti-virus because they have never needed it. Recently though, hackers infected over 600,000 Macs with a nasty piece of malware, and you guessed it, they got in through Java.

Cyber criminals are very aware of security flaws in Java and they are exploiting them. There are even pre-made, automated "Crimeware" kits available that any 2-bit crook could use to attack your computer and steal sensitive data. It's not unusual to see hackers use Java as a first attack to weaken the defenses before attacking your Operating System. Even the Department of Homeland Security suggested that "To defend against future Java vulnerabilities, their users should consider disabling Java in web browsers."

Here are 3 steps you can take today to minimize your risk:

- Disable or uninstall Java wherever you can. If you don't need it, remove it.
- Where Java is necessary, use a separate web browser only used for Java-based web sites and be sure to patch Java regularly.
- Have your staff report the first signs of slowness, possible infections and web browser pop ups to your IT guy (us for Fixed IT clients) as soon as they happen.

How to Beat the Summer Heat (in Your Server Room)

Excess heat is a huge problem for all of the equipment in your server room (it is also bad for laptops and desktops). If proper attention isn't given to your server and network equipment, heat can cause serious damage to your server and fry your system-- literally!



Here are a few steps you can take to ensure that your server equipment and network don't overheat:

- **Tidy Up the Server Room;** an uncluttered space will increase air flow. Also, a clean server room is easier to work in. If you have cables everywhere it's easy to unplug the wrong one and cause an outage.
- **Arrange Servers in a Row all facing the same direction.** Cold air comes from the front and is expelled out the back.
- **Use Redundant A/C** that is specifically designed for computers.

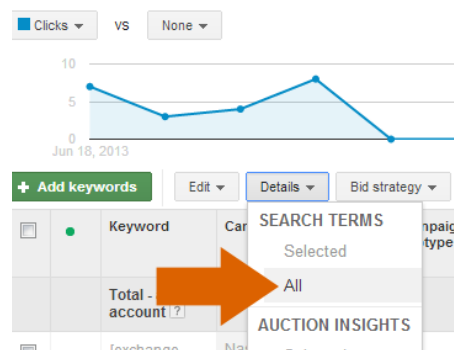
Intermediate Adwords:

How to stop wasting your budget on worthless clicks!

Note: There is so much more to setting up an effective Adwords account than I can share with you in 300 words. To get started with Adwords, I recommend using Google's Adwords Certification Training.

Spoiler Alert: The tip is to use Negative Key Words. This is something very few people do properly that can drive up your conversions by 10 fold! **Here's How:**

1.) Find the "Bad" Clicks: Every Monday morning you are going to review the clicks from the previous week and decide which were "Bad clicks" (clicks you don't want to pay for.) **Go to;** Keywords tab -> Set Date Range to "Last Week" -> Click "Details" and Select "All". This will now show you what people who clicked on your ad actually typed in Google when they searched.



2.) Never Pay for the same Bad Click twice: Take each word that makes a click "bad" and add to a negative keyword list. For example, we wouldn't want someone who searched for "Samsung Tech Support" to click on our ad, so we would add "Samsung" to the negative list. Do not add any words that might be part of a search you want. In this case we would not add "Tech" or "Support". Apply the negative keyword list to your campaigns and you will never pay for someone who is looking for Samsung again.

3.) Repeat: Every Monday morning, negative-out every "bad" word. Do this religiously. Eventually, you will start getting only quality, lead-generating clicks!

Bruce's Business Tips: Working From Home

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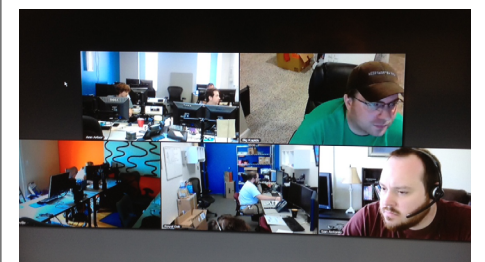
If the above conditions don't apply to you, here are the benefits you could experience with a work from home program:

Make long hours easier to swallow: For managers and key salaried employees, long hours are sometimes a way of life. How much happier would they be if they could eat dinner with their family, let the dog out, then finish up their long day in the comfort of their own home?

Grow your company while shrinking your overhead: It may feel like you can only afford to move into a new office or hire 5 new employees. Usually, it's not a one or the other scenario-- it's all or nothing. Allowing certain employees to work from home may be the money saving solution you've been looking for.

Increase productivity: Studies have shown telecommuting increases employee productivity, lowers stress levels, and improves information retention. For those employees that can self motivate, this is a great way to get them away from office distractions and up their output.

Keep great employees: Ever lost an awesome employee because they had to follow their spouse to Texas? We almost did. Instead, Ben transitioned to an ISG position working from his new home. Now, we get to see his lovely face every day on a big TV in both MI and TN.



Recommendation: Having all your critical services (email, CRM, phones, proprietary software) in the Cloud is the best, most secure way to allow employees to seamlessly work from home. That's what we do at DE. The other option is to set up a VPN (Virtual Private Network) to let employees safely access servers that are stored in your office. The big disadvantage of a non-cloud solution is; if the main office loses power or internet, no one can work.

However you choose to wield the power of the home office, it can bring a world of benefits to your business!

~Bruce

MEET THE DYNEDGER



Rich Hebel

Rich is one of the young guns at DE but he already had over 4 years of experience in

network security before joining the team. At Dynamic Edge, Rich is always on the move, either working on site, or out of our Ann Arbor and Royal Oak offices. Rich is a Michigan native, and unlike most people from the mitten, he loves living here. He also enjoys working out and spending time with his girlfriend.

On the Lighter Side...

Rich takes his health seriously. He also takes everyone else's health seriously. Seriously. He has become known around the office as the "Doughnut Nazi", and we can frequently hear a loud slap followed by his catch phrase, "No Doughnut for You!" echoing from the kitchen. When I asked him why he takes his health so seriously, he teared up and began a long, boring story about how he used to get made fun of for being pudgy.

Selfishly, I saw his weakened emotional state as prime time to sneak a sugary treat. But as soon as the powdered sugar hit my lips, he snapped out of his sob-fest and unfurled a wicked backhanded-doughnut-pulverizing slap. By the time the sugar cloud had settled, he was long gone. In my front shirt pocket, I found a sticky note. I read it even though I already knew what it said. I smiled to myself. No doughnut for me.



Fixed IT: Saving the World One Computer at a Time

If your business is using "pay-as-it-breaks" computer support, I'd bet your issues never actually get fixed, *do they?*

With Fixed IT, we pro-actively monitor & protect your entire network, so it doesn't break in the first place.

Consider your computer saved.