

# THE pact-ne PULSE

YOUR TECHNOLOGY BEAT

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pact-ne  
OPTIMIZING TECHNOLOGY

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## CONVERT A LARGE CAPITAL EXPENSE INTO A MANAGEABLE OPERATING EXPENSE!

Hardware as a Service (HaaS) may not be a term you're familiar with but it's something worth considering if you shudder at the cost of your next major network upgrade and how it will hit your cash flow in a big way. Working capital has never been more critical in today's businesses so HaaS is becoming a more common solution for professionals that don't want to be saddled with, or simply can't afford to take on the capital investment of updating their computer hardware. How do you know when it's time to replace your server to ensure adequate performance and not pose unnecessary risk to your practice? Here are a few of the benefits you may find most valuable when considering the HaaS technology option and how to plan ahead for the unexpected.

**FINANCIAL BENEFIT!** - A one invoice solution for all hardware, installation, maintenance and services, all for a FIXED monthly rate that is easy to budget in one low monthly fee. Purchasing your computers via a HaaS program is like having a condo. You get control of what goes in it, but don't have to worry about maintenance, building code issues, or updating the façade. Everything in one low monthly fee.

**SERVICE BENEFIT!** - It's not uncommon for professionals to invest in a new network and neglect the maintenance and protection to keep it running strong due to costs. With a HaaS program,

you get your equipment and all service included in the monthly cost which also makes warranties a thing of the past. Anything that goes wrong (like the inevitable computer crash) just days after your warranty expires is your IT Company's problem to resolve.

**PEACE OF MIND BENEFIT!** - How much data can you afford to lose? You can appreciate peace of mind when you know your data is safe, secure, backed up and always available. With a true HaaS program, your IT provider will include a Backup, Disaster and Recovery (BDR) solution. This solution consists of an onsite appliance that will back up your data every 30 minutes as well as an offsite component to not one location but two in the cloud.

While there are certainly more benefits to a HaaS IT infrastructure than the others that we listed above, it is important to remember to speak with your CPA to make sure they understand HaaS and how you can benefit before you decide to make the switch. In today's competitive business environment, your business cannot afford to lose productivity due to equipment failure. Manage your cash flow where you need it and end the turmoil between maintaining budget costs and keeping up with technology changes, by incorporating HaaS as your technology choice.



Dan Edwards, CEO & Founder  
Pact-One Solutions

# WHAT THE HECK IS CLOUD COMPUTING (AND WHY YOU SHOULD CARE)?

Cloud computing is a concept that could save your business quite a bit of money on software, hardware, upgrades and services.

Instead of purchasing hardware and software for your office, you can use cloud computing to put your programs on a highly secure "super server" online. All you need is an high speed Internet connection to your office and you're in business.

There's a good chance that MOST of the software applications you use every day in your practice or small business can now be moved to cloud computing.

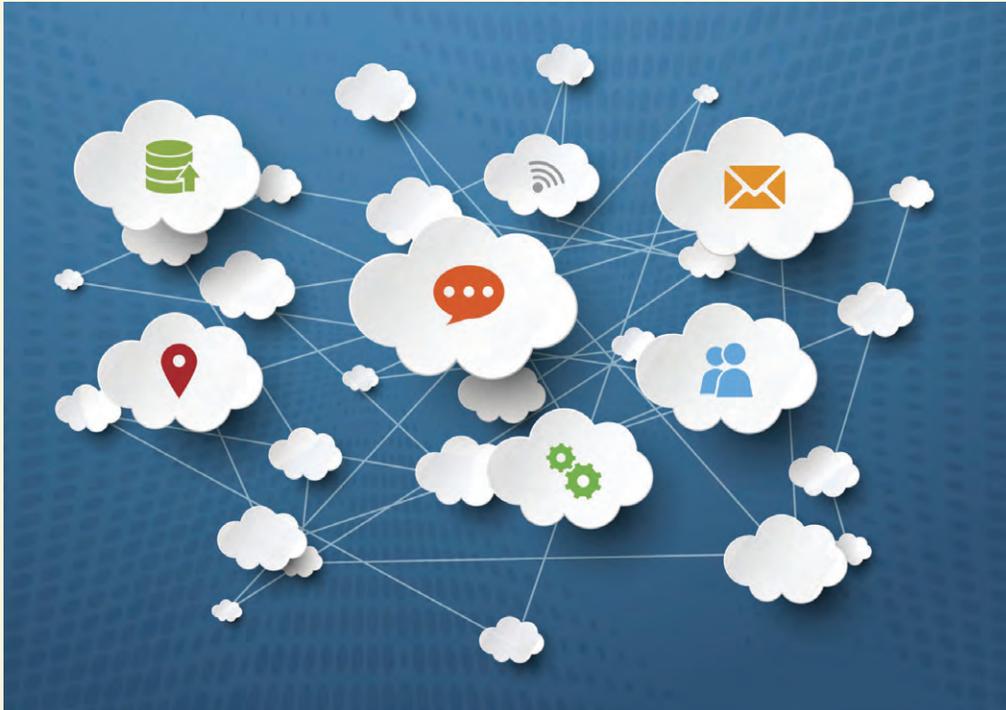
In other words, you don't have to install them on your server or PC – you simply access the software as a pay-as-you-go model for only the licenses, space and features you use for the software you currently own. This gives you the ability to access highly sophisticated

software and functionality at a fraction of the cost and without long-term commitments.

For example, Google is a massive, free cloud application– the power required to search billions of websites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures and connect with your friends in real time without having to install any software on your computer. Of course, there are also applications such as Constant Contact, MailChimp, SurveyMonkey, DemandForce, eConnexis, etc., that you pay to use.

It is quickly becoming unnecessary for some businesses to purchase

and maintain an on-site server. Now companies can host one or all of their applications, data, e-mail and other functions "in the cloud." That simply means it's stored off-site in a highly secure, high-availability "utility" company that has far more power and resources than you could ever logically have on-site as a small business. And with devices getting cheaper and Internet connectivity



exploding, cloud computing is suddenly a very smart, viable option for small business owners.

## IS CLOUD COMPUTING A GOOD FIT FOR YOUR COMPANY?

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial-grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service. So before you donate your server and sign up for Curve, Dentrix Ascend, any of the Carestream cloud solutions, Google Apps, or Office 365, it's important you talk to someone who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

## Who Wants to Win a \$25 Starbucks Card?

Here's this month's trivia question. The fifth person to respond with the correct answer will receive a \$25 Starbucks card!

### What is the only native North American marsupial?

- A. Kangaroo
- B. Koala Bear
- C. The Virginia Opossum
- D. Platypus

Call now with your answer: 866-722-8663



## Shiny New Gadget Of The Month: Smart Phone Anti-fingerprint Screen Polish

All this touch-screen technology is convenient, but it's also messy. Not to mention a little unsanitary when devices are shared amongst others. If only there was a way to keep your screen clean and bacteria-free... Lucky for you, now there is.

Introducing the anti-fingerprint PhoneSoap Touch Screen Polish. This is a

## WANT TO FIND OUT IF YOUR BUSINESS IS "CLOUD-READY"?

During the month of May we're offering a FREE Cloud Readiness Assessment to any business with 8 or more PCs and a server. At no cost or obligation, we'll come to your office and conduct a complete review of your computer network, data, software, hardware and how you work. From there, we'll provide you with insights and helpful answers as to how you

could benefit from cloud computing.

To claim your free Cloud Readiness Assessment, simply e-mail us at [clientservices@pact-one.com](mailto:clientservices@pact-one.com) or give us a call at 866-722-8663. Offer ends May 31, 2014.

### What Are The Benefits Of Cloud Computing?

- Eliminates the need for expensive server upgrades and allows you to use cheaper devices (PCs, etc.) to get the same work done
- Frees you to access applications from any device and any location. All you need is an Internet connection.
- Built-in disaster recovery and business continuity.
- Only pay for what you need and use (utility pricing).



premium, all-natural, antibacterial polish specially formulated to kill bacteria and help prevent fingerprints and smudges on smart phone and tablet touch screens.

Now you can clean, sanitize and share your device without worry or smudges!

Get yours at: [www.phonesoap.com](http://www.phonesoap.com)

# The Lighter Side: That's "No Picnic"



It's that time of year—the weather is warming and you want to get out more. What better way to spend a sunny afternoon than on a picnic with family or friends! But what are picnics really and where did they come from? Find out here:

- Originally a picnic was a fashionable social event to which each guest contributed some food.
- In the first half of the 19th century, a Picnic Society met in London at the Pantheon, a place of public entertainment in Oxford Street.
- In the year 2000, a 600-mile-long picnic took place in France on July 14 to celebrate the first Bastille Day of the new millennium.
- The French started the modern fashion for picnics when they opened their royal parks to the public after the revolution of 1789.
- The use of the phrase "no picnic" to describe something unenjoyable dates back to 1884.
- The 1955 film Picnic, with William Holden and Kim Novak, was nominated for six Oscars and won two, for best art direction and best film editing.
- Our word "picnic" dates back to 1794, exactly 100 years after "pique-nique" was first seen in French.

## HOW MUCH HAS TECHNOLOGY CHANGED IN THE LAST 9 YEARS?

Technology changes faster and faster than ever. Consider how much technology has changed since this time in 2005, just a few short years ago...

### Can You Believe That These Technologies Didn't Even Exist in 2005?

We lived in a world without smartphones, tablets, e-readers, Facebook, in-home WiFi and Netflix. What did we do with all of that extra free time!

- E-readers such as the Kindle and Nook did not exist yet and now 40% of consumers own at least one.
- Smartphones did not exist. Now 62% of consumers have one.
- Tablets/iPads were nonexistent. Now over 40% of consumers own one.
- Netflix was merely a service to order DVDs in the mail.
- We were still connected to a wall since in-home WiFi had yet to arrive.
- Facebook was a small social networking service on the campus of Harvard.

### Dying Technology

In 2005, most consumers owned VCRs and mobile phones. How much longer will it be before we only see these items in a museum?

### Are These Technologies Here For The Long Haul?

Even with all of the technological advancements, the possession of many of these electronic devices has hardly changed:

- Cable TV – Even with streaming services such as Netflix, Hulu and many other apps, the percentage of consumers with cable TV has remained exactly the same (68%).
- DVD/Blu-ray Players – Ownership down only 3% over the last 9 years.
- Desktop Computers – Down only 8% (interestingly, the ownership of laptop computers has more than doubled during this period).

