CONTINUOUS
WE MAKE IT PERSONAL

Meet Jen...

A 2013 addition to the Continuous Team, Jen serves as our **Director of Client Services**. She assists us in keeping our many ducks in a row.

Clients who work with Jen appreciate her warm and gracious demeanor, and the fact that she always goes the extra mile to prove that business *can* be personal.

Jen spends much of her day helping our clients be successful and partnering with them virtually, physically and, on occasion, emotionally. Away from the office, Jen can usually be found spending time with her family, watching SEC football, or taking target practice with her bow.

"Remember, boys, no points for second place."
- Top Gun

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Jason & Ross
CEO & COO
Continuous Networks

This monthly publication provided courtesy of
Jason Silverglate & Ross Brouse,
CEO and COO of
Continuous Networks.

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 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.

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

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 – your business and budget will thank you.

Not only is ContinuousBackup highly affordable, it continuously backs up your entire server – including open files – every sixty 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 off-site enterprise-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 us at (201) 775-9222 TODAY!**

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 Herrara. 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.

Planning & Deploying a Business Continuity Plan

In today's business world, technology is relied upon on a constantly increasing basis. Business continuity plans are therefore critical to implement so that you are ready with contingency plans should things go south in a hurry.

Now, of course the hope is always that a business continuity plan won't be necessary, but it is impossible to predict when the improbable will happen. Whether natural disasters or otherwise, business continuity plans aren't just about hard goods and infrastructure anymore. They are very much about protecting technology, data recovery, and allowing your employees to continue to work, even if the physical office is affected, so that your business doesn't come to a screeching halt.

There are three main pillars of integrated IT services when it comes to building and implementing the technology side of a business continuity plan. These pillars are:

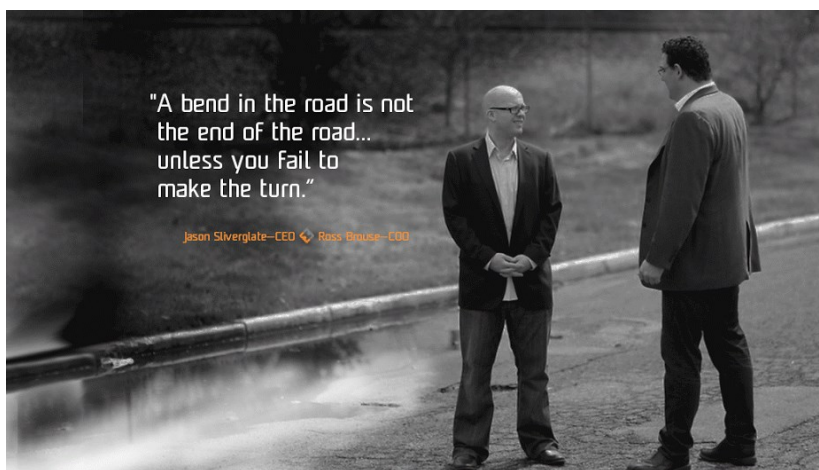1. Business analysis and the assessment of the business' existing preparation for the unexpected. What steps have you already taken?

2. The availability of IT services in all situations, including and particularly the situations which are not anticipated. Is your IT staff prepared to step in and manage issues?

3. Cloud compatibility and server management. What do you have in place, and what do you need so that operations can continue uninterrupted?

Along the same lines, there are also three components of a well-rounded business continuity plan:

1. Crisis communication plan. Do you have secure communication between IT and your executive team?

2. Data backup and recovery - this is probably your number one priority and there are a number of factors to consider.

3. Security and prevention. Is your business ready?

The unfortunate thing is that you will most likely have to use at least some aspect of your business continuity plan in the future. Let us be there to make sure you're ready. Call us at (201) 775-9222.

"A bend in the road is not the end of the road... unless you fail to make the turn."

Jason Silverglate—CEO ◇ Ross Brouse—COO

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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 Health Cloud. 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

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

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"So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms."

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