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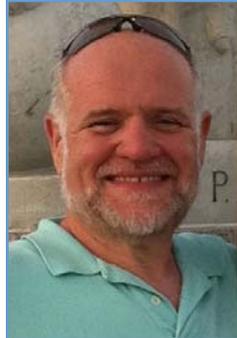
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Decorating, shopping, eating, partying.....yes, it's that time of year again. We love the holidays and I especially look forward to all the decorating...NOT. See the picture on the back page of me on the roof and you will understand! But I do look forward to the rest of the celebrations.

I hope you and yours have a wonderful and safe holiday season.

So on behalf of everyone at RMS, Merry Christmas, Happy Hanukah, and Happy New Year!

Cloud Computing And Your Company:

What You Need to Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.



Just what exactly is "the cloud"?

The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?

The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization. As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?

While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?

There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at 770-988-9640.

Last Chance: Save up to \$25,000 in Taxes on IT Software, Equipment and Services!!



While many tax incentives for small business have been shot down in recent years, Section 179 of the IRS tax code remains one legal “loophole” worth looking into.

This year (unless Congress changes it at the last minute, which they have done in the past several years) Section 179 allows you to purchase up to \$200,000 of qualified equipment and software. With that purchase, you can write off up to \$25,000 as a Section 179 deduction.



That’s less than in previous years, but the good news is, you can still triple your savings. Here’s how:

- 1. Save on taxes.** If your business could use new software, equipment or services, but the expense is just a little beyond your reach, the tax savings you’ll gain from a Section 179 deduction might just tip the balance in your favor.
- 2. Take advantage of year-end price reductions.** Manufacturers and service providers need to look good to their investors at year’s end. It’s a great time of year to bargain for the best deal.
- 3. Leverage your savings with smart financing.** Taking advantage of an equipment lease or equipment finance agreement could turn out to be the most profitable business decision you’ll make this year. How? By combining a properly structured equipment lease or equipment financing agreement with a full Section 179 deduction, your cash outlay for the year will very likely be less than your deduction.

RMS has a trusted friend, Chandler Kinsey of Ryan Capital who is more than willing to explain the financing options in more detail and help you with your lease. He has been helping our clients for years and makes the process easy and pain free! Feel free to call him and tell him Randy Rowe referred you. His phone number is 800-541-6370 or you can email him at ckinsey@ryancapital.com.

Remember – these savings for 2015 evaporate at midnight December 31!!

Tech Holiday Gifts for 2015

Everyone starts thinking of shopping for gifts once Thanksgiving is here so RMS has come up with a list of Tech gifts for 2015. Happy shopping!

- 1. Go Pro Hero** is a HD, waterproof camera great for the adventurer on your list! \$129.99
- 2. Amazon Echo**—A smart wireless speaker for your home similar to Siri on your phone. \$179.99
- 3. TiVo Bolt** is a small sleek DVR perfect for your tv enthusiasts. \$299.99
- 4. Chomecast Audio** has one function, to make any speaker work wirelessly. \$35.00
- 5. Misfit Flash Link**—For \$19.99 this is the least expensive fitness tracker on the market.
- 6. DJI Phantom 3**—this is a drone which has a 4K UHD video camera. For \$1259 this is great for a photographer.
- 7. Nest Protect**—Detects smoke and carbon monoxide and tells you which room is involved. \$99 to protect those you love.
- 8. Paci-fi** allows you to monitor your baby’s temperature and has a built in tracker so you won’t lose that all important paci!! \$40
- 9. R79X passive antenna case** If you know someone who has bad reception in their home or office on their cell phone, this is a great antenna case which adds a bar to your iPhone 6 reception and is a shock proof case. \$60
- 10. LG Bluetooth Stereo Headset** allows you to go from listening to tunes to a business call with no cords. \$47



*Shiny New Gadgets
Of The Month:*
**Amazon Fire TV
vs.
Apple TV**

Let the war begin! In the last few



weeks we've learned about the improved Apple TV as well as Amazon's Fire TV. The products are a lot alike as both connect to your TV and allow you to stream from Netflix, Hulu, HBO, and Spotify. They both have app stores, so there will constantly be new apps for them. And both can be used for gaming!

There are some differences though. Both have personal assistants, Apple has Siri and Amazon has Alexa. Siri appears to be a bit more advanced than Alexa but Alexa is gaining ground rapidly! Amazon's Fire TV supports 4K video and Apple TV doesn't so if you have a 4K TV Fire is for you. Apple TV supports iTunes and Fire doesn't and probably will not for a while. Amazon's Fire TV is \$99 while Apple TV is \$149.

Definitely check out the differences before purchasing one. If you're a die-hard Amazon customer, and you use an Android phone and a Windows PC, the new Fire TV is probably a better choice for you. But if you are an Apple fanatic — maybe you have an iPhone and a Mac, and you've got a large collection of movies on iTunes — then the new Apple TV will likely be a better device for you. Either way, TV watching is changing for the better so get the popcorn ready!!!

Your Computer Network Is Under Attack!

Your small business is under attack. Right now, extremely dangerous and well-funded cybercrime rings are using sophisticated techniques to hack into thousands of small businesses to steal credit cards, blackmail you to recover data and swindle money directly out of your bank account. In fact, we have just learned that a fourth version of Cryptowall, the ransomware strain that has the world's top cybersecurity experts scrambling, has been spotted with even more sophisticated encryption and disguising tactics.



82,000 NEW malware threats are being released every single day and HALF of the cyber-attacks occurring are aimed at small businesses just like yours. You just don't hear about it because it's kept quiet for fear of bad PR, lawsuits and sheer embarrassment.

The National Cyber Security Alliance reports that 1 in 5 small businesses have been victims of cybercrime in the last year and this number is growing rapidly as businesses continue to move to cloud computing and mobile devices, and to store more information online.

Here are 7 critical security measures your business **must** have in place to have any chance of fending off these criminals:

1. **Train Employees On Security Best Practices.** The #1 vulnerability for business networks is the employees using them. If they don't know how to spot infected e-mails or online scams, they could infect your entire network.
2. **Create An Acceptable Use Policy (AUP) And Enforce It!** An AUP outlines how employees are permitted to use company-owned PCs, devices, software, Internet access and e-mail. Having this type of policy is critical if your employees are using their own devices to access company e-mail and data.
3. **Require STRONG passwords throughout your company.** Passwords should be at least 8 characters and contain lowercase and uppercase letters, symbols and at least one number.
4. **Keep Your Network Up-To-Date.** New vulnerabilities are found almost daily on common software programs you use all the time; therefore it's critical you patch and update systems frequently.
5. **Have An Excellent Backup.** A quality backup can foil even the most aggressive ransomware attacks, where a hacker locks up your files and holds them ransom until you pay up. If your files are backed up, you don't have to pay to get your data back.
6. **Don't Allow Employees To Download Unauthorized Software.** One of the fastest ways to access your network is by embedding malicious code in seemingly harmless apps.
7. **Don't Scrimp On A Good Firewall.** Your firewall is the frontline defense against hackers, so you need a really good one, with monitoring and maintenance done regularly.

Want help in implementing these 7 essentials? During the months of December and January, sign up for a FREE Cybersecurity Audit (a \$497 value). To claim your Cybersecurity Audit today, give us a call at 770-988-9640 and ask for Randy Rowe.

RMS Associates, Inc.

1850 Lake Park Drive
Suite 200
Smyrna, GA 30080
www.rmsatl.com
Phone: 770.988.9640
Fax: 770.988.9695



Smart IT For Smart Business



Be careful up there!! Do you think your name is Santa???

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- ◆ Network Design & Implementation
- ◆ Network Security
- ◆ SPAM & Virus Remediation & Prevention
- ◆ 3CX VOIP Phone System



We Would Love To Hear From YOU!

If you have noticed an RMS associate going above and beyond the ordinary for you either on-site or over the phone, please let us know so we may reward them! Please e-mail me at rrowe@rmsatl.com. Thanks!

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