RMS ASSOCIATES, INC.

Your RMSCare Package

June 2015
Issue 2606

What's Inside

Don't Fall for this Scam!
Page 2

RMS New Payment Portal
Page 3

Shiny New Gadget of the Month
InfiniteUSB
Page 3

The Lighter Side:
Lost in Translation Advertising Blunders
Page 4

Randy A. Rowe
President

Seeing the news of the floods in Texas reminds me to remind you to make sure your data is backed up. Most companies that lose their data fail within a year. We are happy to discuss your backup needs at any time. If you store your data in the cloud, you might want to read the article below concerning cloud storage.

We have now implemented our new service ticketing system and our new payments portal. You can access your tickets and pay your invoices very conveniently now. Our portal is secure and easy to use.

I hope you all enjoy your summer, make many great memories and stay safe.

Randy

How Safe Is Your Cloud Data?

Are you using any cloud applications to store data? Then listen up! There are a few "gotchas" you need to know about 3rd-party cloud apps that most sales reps will NEVER tell you.

1. **They aren't responsible for keeping a backup of your data.** If you read the small print of your contract, you'll see that in every way possible, your cloud provider is NOT responsible for data loss or backups – even if it's their fault. In fact, Office 365 will only keep 3 day's backup of your data; so if you delete or overwrite a file and don't notice it until 4-5 days later, it's GONE. If your data is important, you need to implement a backup solution that works with cloud applications.

2. **What you see may NOT be what you get.** There's nothing more frustrating than an incredibly slow application when you're trying to work; and the salesperson demoing the application or platform is going to make sure you only see the BEST-case scenarios for performance. But there are a lot of things that can determine how fast your cloud applications run, such as the file size you're working on, CPUs and RAM and storage, time of day, day of the week, your Internet connection and the number of users accessing the application. Make sure you get some verification of the speed in YOUR specific environment before spending a lot of money, time and aggravation moving to a new cloud application.

3. **What if they cancel you?** Here's a scary situation: what if your cloud provider decides to shut down your account because they go out of business or simply decide not to service you anymore? Or what if YOU want out? Make sure you have in writing what happens if YOU cancel your contract AND what your cloud

Cont. on Page 3

RMS
Smart IT For Smart Business

Don't Fall for This Scam!

Recently we have had two different clients call us the same day AFTER they fell for this SCAM. They were innocently browsing the web and suddenly the following message (Figure 1) popped up.

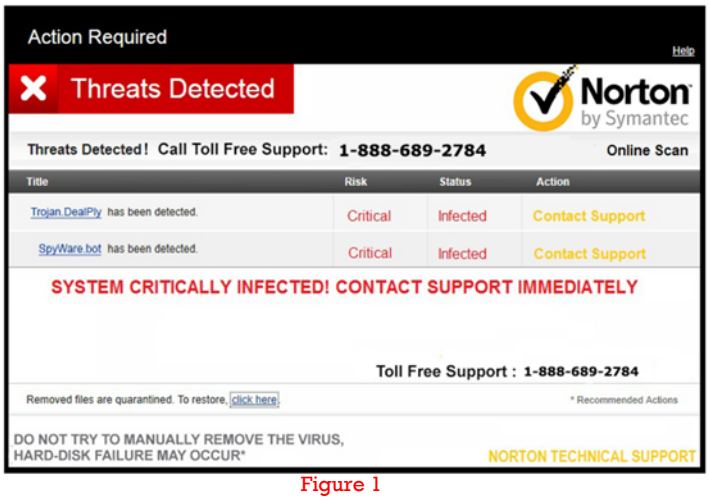


Figure 1

Scary isn't it? Neither of these clients even run Norton antivirus but they dutifully picked up the phone and called the 800 number listed. Both allowed the "tech" to persuade them to set up remote access for them so they could "diagnose" the problem. One paid for a "fix"; the other wised up and hung up, then shut their PC down and called us.

We immediately scanned the PC's and removed all remnants of any spyware found. In this SCAM the motive is for you to pay them to fix non-existent problems. I actually received the message above (Figure 1) by making a typographical error trying to go to a legitimate website. The next message (Figure 2) came when I tried to exit the page. It tries to impress you by telling you the Internet Service Provider you are using and the current time and date!

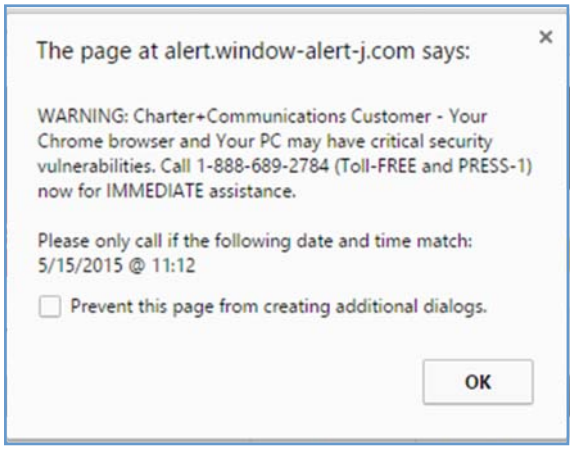


Figure 2

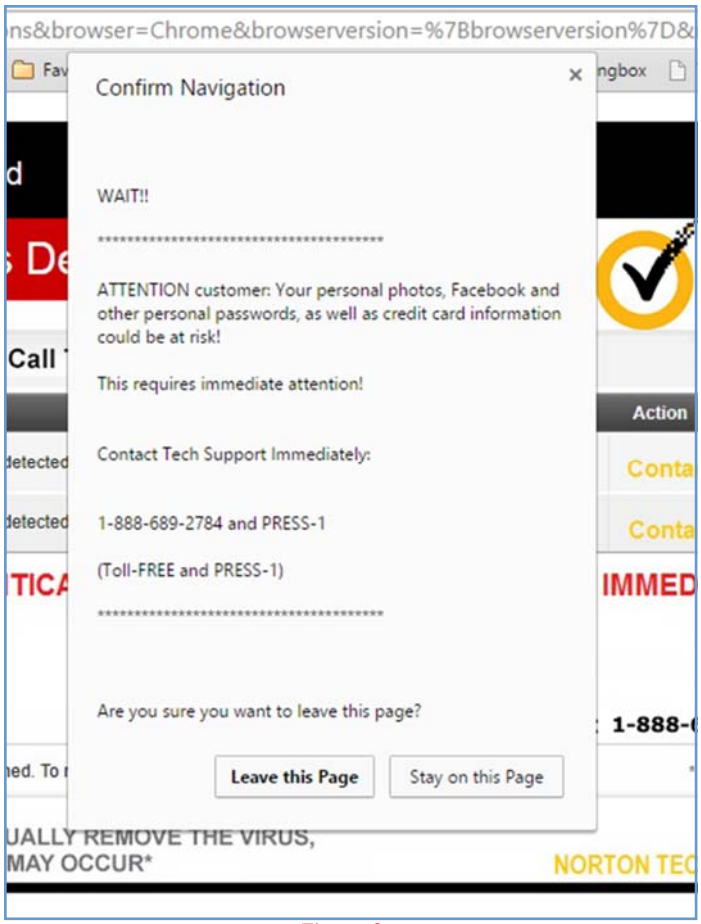


Figure 3

The last pop-up (Figure 3) came when I clicked to close the pop-up window. Here they take one last attempt to scare you into calling them.

Please remember, whether it is a "call from Microsoft" or a scary pop-up that suddenly appears, be very skeptical! Microsoft will NOT call you, and you should never call a number that just pops up on your screen!

Instead, call the experts at RMS if you have any questions or concerns whether something is legitimate.

Shiny New Gadget of the Month

InfiniteUSB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at $10, and will also come in varieties that support microUSB and Lightning connectors.

You can check them out at :

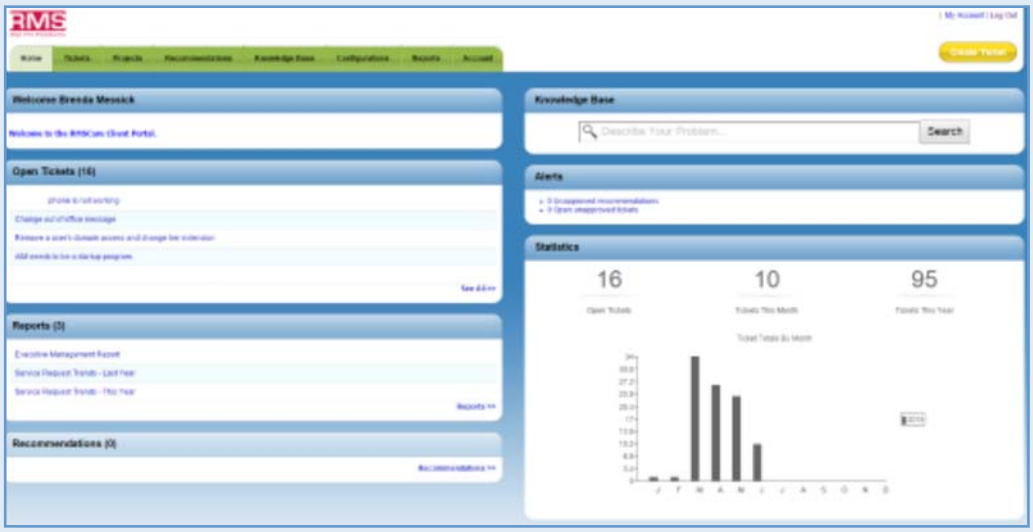
http://getinfiniteusb.com/

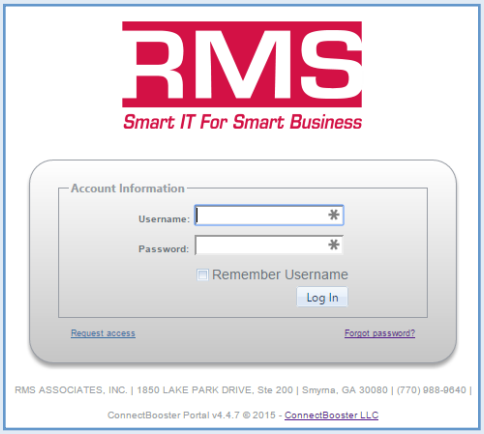
New Client Portals!

We have been hard at work implementing new programs and services to enhance service delivery and provide a better experience for our clients. You now have access to all of your tickets, invoices, histories, etc. through our ticketing portal.

With our new 100% PCI compliant payment portal you can view and pay invoices with e-checks and credit cards, set up recurring payments that fall within criteria you define, see all open and past invoices, etc.

It only takes a minute to get access to your account. Call or send an email to support@rmsatl.com and we will get you set up right away.





How Safe is Your Cloud Data?

Cont. from Page 1

provider can and cannot do if they go out of business, cancel your account or have any other issues that would cause service interruption. Moving a network from a cloud platform is NOT a simple task and you need to make sure you can get your data and that you'll be given sufficient time to make the transition.

Need help interpreting any of these scenarios? Give us a call at 770-988-9640 and we'll help you put in place a solid "Plan B" for any of the above issues.

RMS Associates, Inc.

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

RMS
Smart IT For Smart Business

Services We Offer

- Cloud Solutions
- Technology as a Service
- Total Business Continuity Protection
- Proactive Network Maintenance/Monitoring
- Network Design & Implementation
- Network Security
- SPAM & Virus Remediation & Prevention
- 3CX VOIP Phone System

The Lighter Side: Lost In Translation: Advertising Blunders

Clairol introduced a new curling iron they called the "Mist Stick" to the German market, only to find out that "mist" is slang for manure in German. Not too many people had use for the "manure stick."

When Gerber started selling baby food in Africa, they used the same packaging as in the US that featured the "Gerber baby" on the front. Later they learned that in Africa, companies put pictures of what's inside the package on the label since most people can't read, thereby causing African consumers to think there was pureed baby inside.

Colgate introduced a toothpaste in France called "Cue," the name of a notorious porno magazine.

The Coca-Cola name in China was first read as "Ke-kou-ke-la," meaning "Bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "ko-kou-ko-le," translating into "happiness in the mouth."

"Like" RMS Associates, Inc. on FaceBook to get the latest IT news, tips, and even an occasional laugh at facebook.com/RMSAssociates

Like Us On facebook

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!

Blog

Check out our blog at mysupportguys.com/blog

Subscribe to our RSS feed at mysupportguys.com/feed.

This newsletter is printed by Imagers, a long time client and friend. If you need quality specialized printing, please call them at 404-351-5800 or see them on the web at www.imagers.com.

IMAGERS
Since 1947