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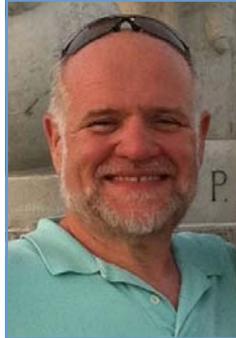
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What a beautiful time of year! Claudia and I along with Herschel and Walker have been enjoying the great outdoors the last few weekends and I'm not sure who loves it more although Claudia and I have decided against the mud baths the dogs have been taking!

Because vacation time is upon us, the RMSCares article this month is about keeping your mobile devices safe! Please make sure to read through this

article before surfing the net at the hotel as we do not want to hear of any problems while you are on vacation!



Which Flavor Of The Cloud Is Right For You?



Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

Three "Flavors" Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured.

Basically, there are three types of cloud: public, private and hybrid.

Public Cloud Services Offer Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

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RMSCares: Keeping Your Mobile Devices Safe

Your mobile devices which include cell phones, tablets and laptops are always close at hand and a great way to keep connected to the world. They are used for work, travel and entertainment and contain a lot of information about you, your friends, family and your work associates. You have your contacts, photos, videos, health information and even financial information on them. This means you need to be diligent in keeping them safe!



ruses, malware and other online threats. And yes, you can get viruses on your cellphones!

1. **Secure your Devices**—You should always have your devices password protected so if they are lost or stolen, your information is not at someone else's fingertips.
2. **Keep Devices Updated**—Keeping updated software, web browser, and operating systems is the best way to ensure you are safe from viruses, malware and other online threats. And yes, you can get viruses on your cellphones!
3. **Study the apps** before downloading them as many share your contacts, location, where you shop, etc.
4. **Turn off Bluetooth and WiFi** —Some stores and other locations search for any WiFi enabled devices and are able to track your every move while you are within range of them. It is recommended that you turn off Bluetooth and WiFi when you are not using them.
5. **Be careful when on public WiFi networks** and know that anything you do while on them can be seen! This means never shop, check your financial statements, or look at anything you would not want just anyone to see as you never know who is watching.

What's Your Business Missing by Not Accepting Bitcoin?

You keep hearing about bitcoin but what exactly are they and should you accept them? A bitcoin is a new type of currency invented in 2009 which requires no middlemen (banks) or transaction fees!

On the plus side, bitcoin allows direct transactions between end users and product or service providers. That makes it fast and free from transaction fees. It's also extremely difficult to counterfeit, and virtually guarantees user anonymity and security. And promoting that you accept it could enable you to tap into a lucrative demographic.

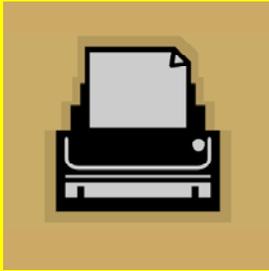


On the other hand, since bitcoin aren't maintained by a single repository, daily exchange rates can fluctuate rapidly. A bitcoin payment you accepted yesterday could be worth half as much today. There is also a lack of regulatory oversight and ambivalence toward bitcoin by the U.S. Treasury Dept.



It seems best at this time to take a wait and see attitude until there is government regulation and that should be coming soon as government is concerned about taxation and their lack of control over the currency.

Shiny New Gadget Of The Month:



Polaroid Zip

So, what's about the size of a deck of cards and prints instant photos from your smartphone – with no ink needed?

Yes, there is such a thing, and if you guessed the new Polaroid Zip, you'd be right.

Selling for \$129.99, it prints full-color 2x3-inch prints with an optional peel-off sticky backing. Each print costs about 25 cents and they look okay, all things considered – just don't expect ink-jet print quality.

How does it not need ink? It uses Polaroid's Zink zero-ink paper, embedded with cyan, yellow and magenta crystals. They turn into the appropriate colors when activated by a heat process. And since there's no ink, there's no stickiness, smearing or waiting for photos to dry.

Connect to your smartphone via Bluetooth, then just shoot and print!

Which Flavor of the Cloud is Right for You?

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Private Clouds Support Highly Specialized Apps

A private cloud resides within an organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

Hybrid Clouds: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility and cost-effectiveness for some organizations.

So Which "Flavor" Is Right For You?

There is no perfect solution – each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

Public cloud solutions are best suited to the flexibility and budget requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

A private cloud, managed and supported by an in-house IT team, may be ideal for your organization if control and privacy are of paramount concern.

A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn't as sensitive.

How To Get The Best Professional Help

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it's critical to work with a professional who has depth of experience in all types of cloud environments.

We've helped dozens of companies set up and run cost-effective, powerful and secure cloud networks. **For a Free Cloud Readiness Assessment, contact us at (770) 988-9640.**

RMS Associates, Inc.

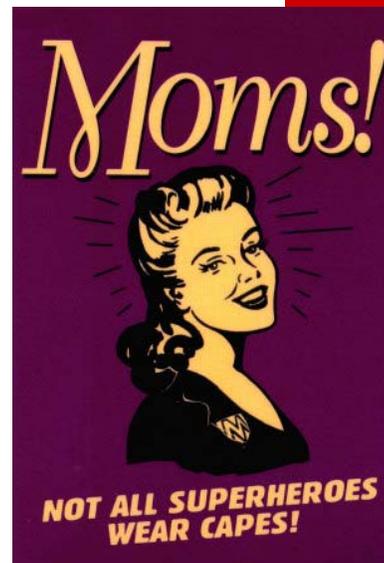
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