



# README.TXT

A Newsletter from  
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Business Consulting, Inc.

## Sales Tax Increase

— by Karlp

I talked to a friend from the U.K. last month while on a speaking engagement in Nashville.

He found it quite odd that we don't include sales tax on the price tag.

In the U.K., if an item says £3.95, then you pay exactly that. So when he came to the U.S. he was surprised that there's a bit added on top of that.

From his perspective, it's an inconvenience to get to the cash register and not know what the total bill is going to be.

From my perspective, I'd rather know exactly how much money the government is taking from my pocket every day!

The bad news is that the state sales tax went up 1% on April 1st. The good news is that your state income tax refund won't be paid with an **I OWE YOU!**


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## Notes From The Field

### By Karl W. Palachuk, CEO



 **Rumor Mill:** Windows 7 — the next Microsoft desktop operating system — will leave beta testing and go to “Release Candidate” very soon. Perhaps this month. (Perhaps the 10th.)

 **Ooops** that's this week. Better finish this newsletter!

 **Spring Cleaning** is a great time to clean up your **Inbox**. You'll make yourself more efficient and save resources on the server!

 **And if we can help . . .** Give us a call. 916-928-0888

## PLEASE Do Not Email Huge Files



We know it is easy and tempting to email whatever you want, whenever you want. But please resist. Here's why:

1. Your Exchange database is limited in size. When you send something, a copy is stored in your “sent items” folder until you delete it. For most people that means forever.
2. If you send the email internally (within your company), you now have the file on the server hard drive, in your sent items folder, and in the other person's Inbox. All of that needs to be backed up.
3. All email systems have limits on the size of individual emails and on mailboxes. Very often these limits are 1 MB and 10 MB respectively. So if you send large messages, they may be rejected or never received.

What to do:

Consider a service such as **Sharefile.com**. With Sharefile, you upload your file to a web site and then send the link by email. Very reasonably priced. We use and recommend it.



Networking Infrastructure Solutions

## Domain Name Registration

Ok. This might be a little too nerdy for some folks. But it's important.

Your domain name (e.g., kpenenterprises.com) is critically important to your business. We have seen several problems and concerns recently, so we thought we'd post a few "Best Practices" about domain names:

1. **Always use a brand name registrar.** Cousin Larry's Pretty Good Domain Company might save you \$100 over the next ten years, but they have zero tech support and can take two weeks to make a small change.

Our preference is Network Solutions (the biggest of the biggies) or SRS Plus, a reseller for Network Solutions. But *brand names* such as Go Daddy are just fine. If you're unsure, let us handle it.



2. **Your domain should be registered to your business.** We see domains registered to the old ISP, the former consultant, or former employees. If the domain is owned by your business, it should be in the name of your business.
3. **The contact email should be administrator@yourcompany.com.** Again, we often see the primary contact as a person, including former employees and the kid down the street who helped you get the domain twelve years ago.

The problem is: When that email address disappears or is no longer inside your company, you can't make changes to your domain account. As long as there's always going to be an administrator mailbox for your company, then you're safe.

4. **Don't ever respond to appeals to renew your domain name.** These are really advertising scams. Your domain might not expire for ten years, but they still say "Your domain is going to expire. Renew now." Shred all offers you get to renew your domain.

Of course you can also forward them to us and we'll verify whether you have any issues.

Remember: If you are a Platinum managed service client, KPEnterprises manages your domain for you at no additional charge. We make sure the domain is properly registered — to you. We make sure the records are correct. And when it does need to be renewed, we'll let you know!

If you have any questions, give us a call. 916-928-0888.

## Do You Need Another Domain Name?

If you have more than one domain name, you can have multiple web sites, each focused on a specific purpose or audience.

For example, KPEnterprises uses **www.I5PC.com** for radio advertising because it's easy to remember. We also have a number of handouts and downloads available there.

And, of course, plenty of links back to the main KPE site.

If you're interested in how to use a second web site, contact Karl.



## Online Service Destroyed by Bad Backup System

Beware the poorly designed backup.

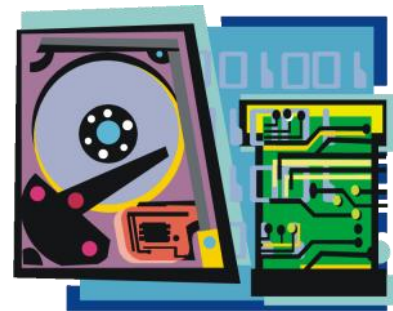
**Journalspace**, a blog hosting service, was destroyed in January because they had a bad backup strategy. More precisely, Journalspace used a technology intended for disaster avoidance and didn't realize they had no real backup at all.

Here's what happened:

Journalspace set up their server with a RAID configuration. This is a good thing. We use RAID whenever we can. Basically, a Redundant Array of Independent Drives allows you to keep working in case a hard drive fails.

But that's not a backup.

RAID systems increase performance and help you avoid **downtime**. But if you write bad data to your hard drives (like JS did), then RAID can't help you.



**A Backup System** is a method of keeping a copy of your data somewhere other than on the live server. If there's a problem with the server, you can completely restore your system.

We prefer tape backups because of the overall balance of cost and performance.

We also like CDP or Complete Data Protection systems. These keep one or more "images" of your entire server for quick recovery in a disaster.

A good backup system should also include offsite storage. After all, if your backup is sitting next to your server during a fire, flood, or other disaster, it probably won't do you any good.

**50%** Here's an interesting statistic. In the fourteen years we've been in business, almost exactly 50% of our new clients have come to us without a working backup. Most of them thought they had a backup, but didn't.

Backups are critically important to your business.

That's why we make them a central part of our maintenance process. If we're not backing up your data, and **testing** those backups on a regular basis, then none of the rest of it is worthwhile.

### What About Internet Backups?

Well, unfortunately, Internet-based backups aren't very useful yet. Basically, the problem is bandwidth. A handful of people are using gigabit Internet connections. Those people can rely on the Internet for a disaster recovery IF they can get a new gigabit connection overnight.

The rest of us have Internet connections in the range of 1/500<sup>th</sup> to 1/200<sup>th</sup> of that speed.

The day after the flood, you just need to get back to business — not wait for a drive to be shipped 2-day air across the United States.

We're always looking for great backup solutions. If you want to discuss your situation, give us a call.

## Be More Productive Today

### Online “Office” Products: You Need To Decide



Soon, you will begin to see popups like this from your Microsoft products.

Microsoft is pushing the “Live” version of their office products via non-critical updates to products you already own.

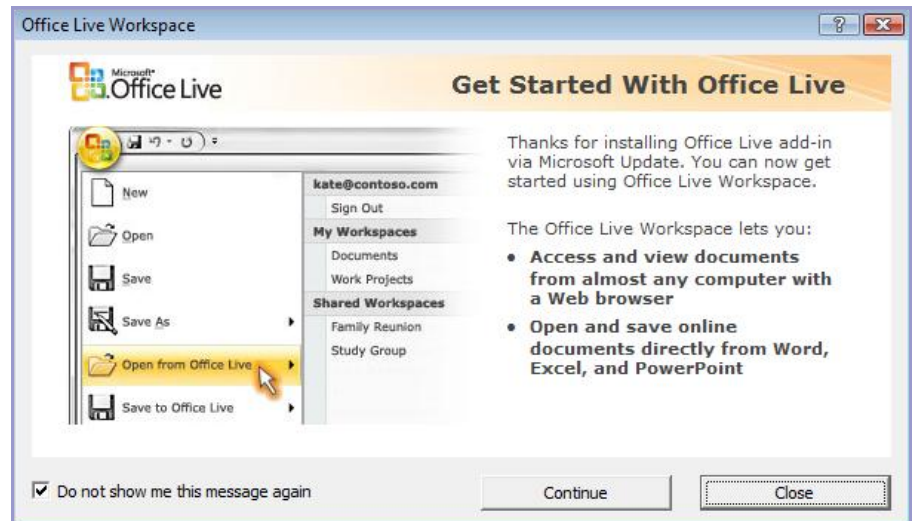
You will have to decide what to do.

Microsoft wants you to sign up for their hosted version of MS Office. That means a monthly service fee, of course.

If you’ve used (or been tempted by) Google Apps, then you should give the Microsoft product a look. If you haven’t been tempted, then just check the box that says “Do not show me this message again.”

Either way, your office should have a policy about whether you will move to hosted versions of Word, Excel, and the other products.

Call us if we can help.



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Address Correction Requested