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Summer Fun in the Sun!

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**AXICOM**  
Networks • Computers • Security • Service

Computer Network Solutions and Management Services

# AxiNews

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## Summers at the Beach

Spending a day at the beach is great fun but don't forget to bring the sunscreen! There's lots to do at local beaches. Along with the standard fare of swimming and making sandcastles, there are also tidepools, surfing or boogie boarding, shopping, dining and entertainment at the pier, walking and jogging and having a picnic.

No matter what you do or which beach you visit, enjoy!

## 6 Tools to Build a Mobile App on the Cheap

*The Mobile App Trends Series is presented by Sourcebits, a leading product developer for mobile platforms. AXICOM wanted to share these tools because of the popularity of apps in our daily lives. You too can create an app!*

### Phone Gap

PhoneGap leverages JavaScript to allow for the development of apps in HTML5 and CSS3 — highly capable languages that are now standard to most mobile devices. In turn, developers are able to create what are, at their core, mobile web apps that can engage with the APIs of mobile devices.

### Branded Business Apps

Branded Business Apps touts a five-step app development process, which allows for the launch of iPhone, iPad and Android apps in

less than 48 hours. Created largely for service industries — restaurants, churches, health clubs and hotels, among others — functionality is limited to a basic set of almost 40 features. According to Allison Birr, marketing and sales specialist for the brand, these features cover the needs of most small to medium businesses — Branded Business Apps' core demographic.

### Each Scope

EachScope takes a unique building-block approach, which allows it to avoid the use of templates most often responsible for the generic interface of inexpensive apps. "EachScope is a drag and drop environment where the user selects 'blocks' or components, integrates their content, customizes and is then able to generate apps for

*(Continued on page 2)*

## 12 Tech Must-Do's to Protect Your Business

By Jake Nonnemaker, CEO/President

*From the AXICOM CEO Tech Blog. Visit <http://blog.axicom.net>. There are more threats to your business today than there have ever been.*

**Cyber-criminals are scouring the Internet** for vulnerable networks seeking passwords, credit card numbers, and social security numbers. Hard drive failures and virus infections can wipe out your data. Computer

theft, fires, water damage and natural disasters can destroy your computers and servers and the data they contain. Employees may turn rogue and snoop around your systems to gain a salary negotiation advantage, take a copy of your customer data and get a better job with a competitor, or make a few extra bucks selling your data to competitors, cyber-criminals, and identity thieves.

*(cont. on p. 2)*



## 6 Tools to Create Apps *(cont.)*



*(Continued from page 1)*

iOS, Android and HTML5,” explains Ludo Collin, CEO of EachScape.

### Canvas

Canvas focuses almost entirely on data collection applications for small businesses in a seemingly endless array of industries, from fishing to construction to transportation. The apps, which number in the hundreds, provide businesses with the ability to record and request data, then store and distribute through the Canvas cloud.

### CloudSpokes

Dave Messenger, chief architect of [CloudSpokes](#), says his company is “the first developer community that matches the cloud with the crowd — a true market where businesses tap into skills and pay for results versus effort, and where developers get access to a new world of opportunity to earn money for cloud development.”

### Red Foundry

Red Foundry has two primary goals. One is to allow companies to shift resources from writing code to creating great design, and the other is user experience and enabling brands to make money without gamification. The company makes money by taking a share of revenue from managing a commercial element and development services.

## 12 Tech Must-Do's....

*(Continued from page 1)*

These threats are very real and woe to the business owner or CEO who thinks "it will never happen to me" or "my business is too small" or "my data has no value to anyone." Owners and CEOs who are unconcerned or underestimate the threats are the perfect prey for the cyber-criminal or the perfect victim for disaster.

**Here is a quick 12-point checklist** of the minimum safeguards you must have in place to protect your business, your computer network, and your data. Please note the "recommendations" and take them to heart: just because you antivirus doesn't mean you have RIGHT antivirus and just because you have a firewall doesn't mean you have the RIGHT firewall or that it's configured properly.



Angry Birds is a popular game app with children and adults alike.



Whiteboard Capture Pro is one of the thousands of business apps available.

1. Use two methods to back up your data: onsite & remote.
2. Use really good and easy to remember passwords like 12 character passphrases.
3. Deploy comprehensive anti-virus and anti-spyware.
4. Keep security patches up to date on Windows and all software
5. Purchase a high grade firewall like SonicWall.
6. Configure proper user account and password security policies to lock out after failed attempts.
7. Keep your servers behind locked doors.
8. Encrypt data on mobile and portable devices.
9. Subscribe to a really good email and anti-spam program like AxiVault.
10. Implement a virtual private network (VPN) for remote access.
11. Keep all your software current.
12. Get on a managed service program (such as AxiGuard) with your tech professional.

# Social Media Update: Interested in Pinterest? Is there really a reason to use Twitter?

## Much Ado About Pinterest—

Pinterest has burst onto the social media platforms scene with a hoopla of publicity. Pinterest is a virtual bulletin board that allows you to post your favorite photos and pictures related to a specific topic. As some would say, it's "visual bookmarking." Many would say that it's a place of inspiration.



While it's certainly a great place to have fun with your hobbies or personal interests, it can be beneficial to your business as well.

**Product-Based Companies** are benefitting the most from Pinterest because of the visual aspect of the platform. Service-based companies can be creative with how they offer images—try creating coupons or lists.

**How You Use Pinterest** will help determine your success with the platform. Think of your Pinterest bulletin boards as a museum and pick only the best quality. Follow others on Pinterest, just as you'd like to be followed. (Remember the Golden Rule of social networks!) Come up with catchy names for your boards to grab attention.

**To Become a Member** get an invite from a friend or colleague. It's much faster than Requesting an Invite.

## 12 Reasons to Use Twitter for Business

1. Customer service: give your customers another channel to reach you.
2. Give you customers a voice. And listen to what they say and use the information to better your business.
3. Announce events.
4. Promote your company brand or personal brand.
5. Keep customers informed about new products, new releases and expanded service offerings.
6. Attract prospects and customers to your website.
7. Drive traffic to your blog.
8. Keep in front of your customers. Remember, out of sight, out of mind.
9. Stay in touch with vendors and partners.
10. Establish new partnerships and referral relationships.
11. Connect with other people for collaboration.
12. Motivate yourself by following people like @TonyRobbins.



## Gardening in the Summer

- ◆ By June, the garden should be in bloom. Keep new plants well-watered. Give your plants some mulch or compost for a pick-me up. But, mostly keep up with maintenance like weeding, pruning and watering.
- ◆ July continues with blooms and flowers. Make sure to clean bird-feeders and bird baths. Keep lawns at 3" to protect from the heat. Deadhead ornamentals.
- ◆ Summer is the time to plant the fall crops like lettuce, spinach, kale, peas and broccoli.

## Feel Confident About Taking a Vacation!

**Managed Services** AXICOM provides managed services such as remote monitoring and management of workstations and servers through AxiGuard, managed remote backup through AxiVault, managed email security and spam protection through AxiBlock, and more. Your data and network will be safe and protected when using AxiGuard. It's an on-going performance tune-up of your machines.

**Report Cards** Do you ever wonder whether you have the right pieces of equipment? The right software? Enough hardware or software? Too much hardware or software? Security? The right Internet connection? The list is endless when it comes to IT. AXICOM can save you the headache of thinking about these things by coming in for a thorough evaluation and provide an assessment of its findings. AxiGuard also provides a monthly report card on the status and health of your computer network.

**Working Away From Your Desk** Vacations are for getting away to relax. But, if the need arises or work emergencies happen, AXICOM can ensure you have secure remote access to your email and work PC.

Call us today at 818.865.9865 or email [support@axicom.net](mailto:support@axicom.net).



# AXICOM

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*“We make all of your computer problems go away without the cost of a full-time I.T. staff”*

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## Inquiring Minds

### Fun Things to Do this Summer With Technology

**Watch Yosemite Views by Webcam.** The Yosemite Conservancy provides webcams of some of the most popular sites in Yosemite including El Capitan, Half Dome, High Sierra and Yosemite Falls. Visit [www.yosemiteconservancy.org/webcams](http://www.yosemiteconservancy.org/webcams)



**Buy a Solar-Powered Laptop.** If you live in Bangladesh, that is. Samsung will be introducing solar notebooks in June for the young professional crowd in Bangladesh who travel long distances sometimes for office work. Bangladesh also has long hours of sunlight. Unfortunately, the introduction in June of the laptops coincides with the start of the monsoon season. Uh oh—otherwise, a great idea!

### Watch Orangutans Use iPads.

Miami's Jungle Island researchers at the Jungle Island zoo program have been letting six orangutans use iPads since last summer to teach them to communicate. Just like humans, the younger orangutans are picking it up much faster than the older generation of orangutans.



**Keep yourself on task.** Use **EggTimer**, an online countdown calculator so that you don't veer off-task. Try **Wunderlist** to track your To Do List, especially if you need to share your To Do list with a group of people. **WorkFlowy** is another organizational tool that helps make life easier.

### Flash-Sale Travel Sites

So, you've planned a vacation or two or maybe you haven't yet. If not, the flash-sale travel business is going full-throttle so take advantage of some of the deals that will be offered through these sites.

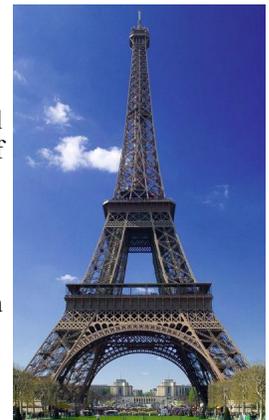
**Groupon Getaways**—Groupon partnered with Expedia for deals both national and international. Usually deals are live for 7 days or until they run out.

**JetSetter**—A luxury travel site that has deals to only the most exotic and luxurious places around the world; up to 50% off.

**Living Social Escapes**— a main competitor to Groupon, there are different travel deals every week, but mostly based in US.

**Snique-Away**— launched by TripAdvisor, these are hotels with 4 out of 5 stars or higher. If you miss a deal, you can click on it to bring it back.

**Trip-Alertz** — an amalgamation of a flash-sale site and a group buying site, Trip Alertz's deals get cheaper the more people buy in.



Mark your Calendar!

It's time for summer fun!!!