



# NEWSLETTER

Serving Los Angeles and the San Fernando Valley

Providing comprehensive IT services for small businesses since 1997

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## Special Points of Interest:

### \*\* Cloud Computing \*\*

The idea of internet-based computing, where data storage and processing is based on shared resources and offered as a utility, is the new buzz in the IT world.

The term is often used in very different meanings and contexts. What does this really mean for small and medium businesses? Should you care about cloud computing?

There are existing and emerging services based on cloud computing that address specific problems. Email security and spam protection as well as Customer Relationship Management applications are an example of cloud-based services. The future will bring a number of collaborative applications for certain industries such as real estate. They bring together real estate agents, escrow companies, banks and clients. Those applications and services have the potential to provide tangible value, as they support and improve business processes.

We see no inherent value for small business to choose cloud computing over an in-house solution. Still, the most important criteria is the value an application and service adds to the business. Then there are the usual questions about costs, security, confidentiality and support that must be addressed. Do you want your confidential information to be stored somewhere on the internet? What happens if you need support? Can a small business get the attention of a large cloud company, or will you be on hold for two hours to talk to "George" or "Larry" in Bombay? Then you have to consider the costs of these services. In many cases, it will be more cost-effective to keep the service in-house.

The IT world is getting more complex every year and cloud computing and the associated emerging services will add to that complexity. Good, informed decision making is still the key, even if the latest marketing hype wants you to believe the newest buzz is the "solution."

Talk to us about your questions and let us help you to find the right mix of services and technology that improves your business and your bottom line.

**DURING THE MONTHS OF MARCH AND APRIL WE OFFER A FREE CONSULTATION FOR AN ASSESSMENT OF CLOUD COMPUTING OPTIONS FOR YOUR BUSINESS!**

Don't Miss This Opportunity To Enhance Your Company's Efficiency!

**Call: 1-800-898-9110 TODAY!**

**Free Assessments are limited so make sure to call now!**

### Online Privacy

Still and more increasingly so, online privacy is on everybody's mind. For instance, keeping your whereabouts private so nobody can remotely connect with you online and rob your residence while you are out.

If you want to share vacation news and pictures, do it after the fact. Also, keeping your friend count on social networking sites as small as possible can prevent harm to you, your company and your family.

Remember the Bling Ring Gang that robbed a number of celebrity houses after researching their schedules online?

The world has gotten very small since the internet came along....

### Backing up your data can save your business!

When disaster strikes, will your information be secure? It is important to ensure your data is as fully protected as possible. Most of us know by now that it's important to have your data stored off site. Another alternative is disaster-proof external hard drives. They are fire, water, shock and crush proof. You can keep them in your office.

### **\$100 Reward!**

This is easy money for you when you refer a business associate to ACSLA Inc.

Every referral that becomes a customer is money in your pocket.

Here is how it works:

1. Have them call: 1-800-898-9110
2. Tell them to give us your name and address (as it appears on your invoice) and phone number. This is so we can make sure that we credit the \$100 referral fee on your next invoice.

All referrals are subject to approval. New clients must have at least 5 desktops. A referral becomes a client as soon as a Managed Service Agreement is signed.

PS: Visit our website at [www.acsla.com](http://www.acsla.com) and check out our money-back guarantees!