

Basics of Networking Your Office

Presented By:
Ilene Rosoff
President
The Launch Pad

You pursue your vision...we'll manage the technology

Presented For:
Small Business Review
Resources for Successful Small Business Owners



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Why Network? – Business Networking 101

- ❖ Data, applications, internet services and printers can easily be shared among users.
- ❖ Employee access to data can be secured, controlled and monitored.
- ❖ Critical data can be centrally stored, managed and backed up.
- ❖ Business automation and accounting software is typically designed for multiple users and usually requires server-based network.
- ❖ Specific services and tools designed to increase productivity, such as remote access for employees, requires a computer network.
- ❖ The right kind of business network infrastructure and technology planning allow small businesses to automate and standardize business processes, function like large organizations and ultimately increase your bottom line.



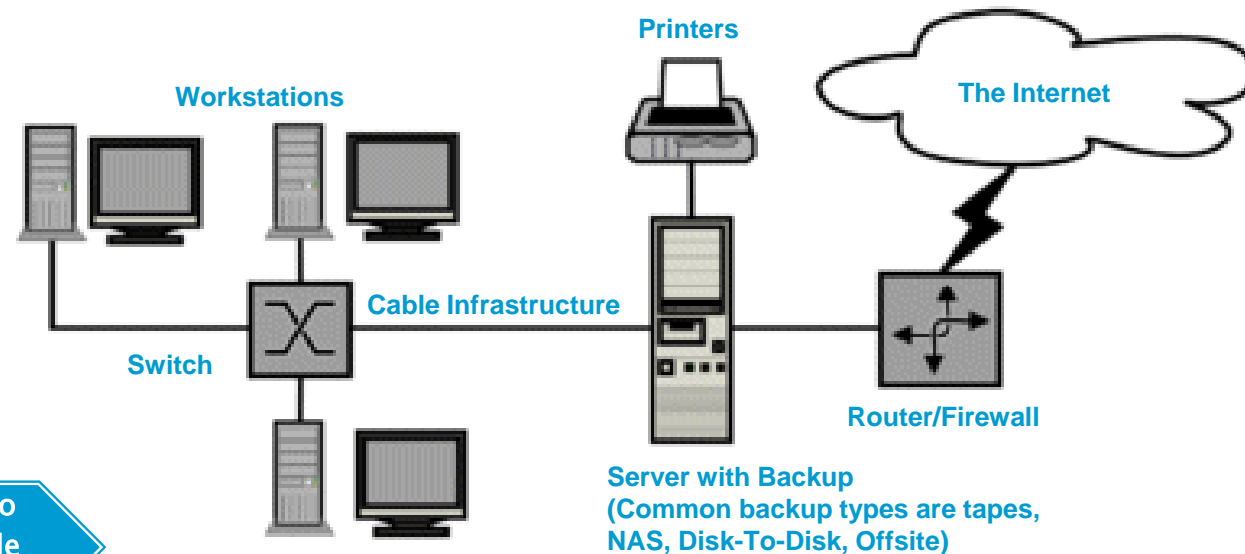
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The Elements– Business Networking 101



The Key Components to
Building a Solid, Reliable
Computer Network

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The Elements– Business Networking 101

- ❖ Cabling – certified installer, CAT5e or CAT6, properly terminated and labeled
- ❖ Patch panels, routers, switches are the other key infrastructure components
- ❖ Server – more powerful computer with specialized operating system for managing services users and data. Popular example is Microsoft Small Business Server OS
- ❖ Workstations – tend not be standardized in small businesses
- ❖ Peripherals – printers, scanners, extra storage, backup
- ❖ UPS, Surge – Power management and protection
- ❖ Security Systems – Antivirus/Antispyware/Firewall

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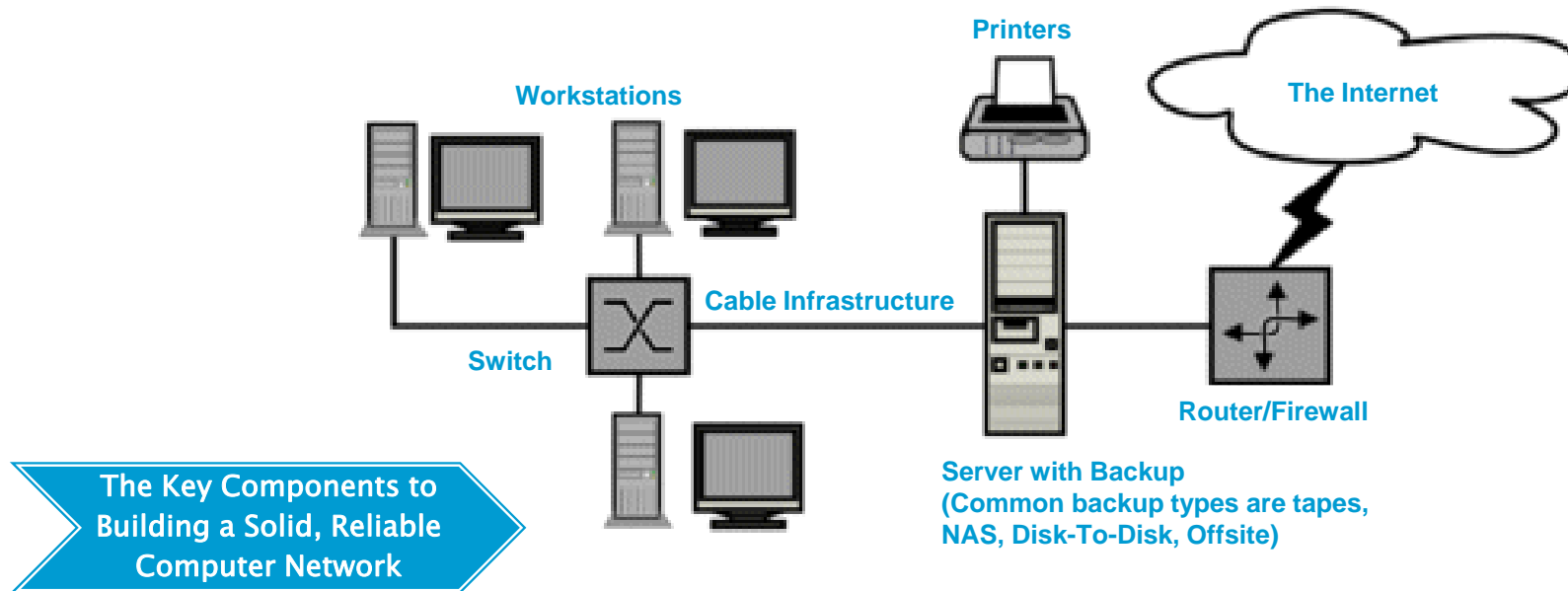
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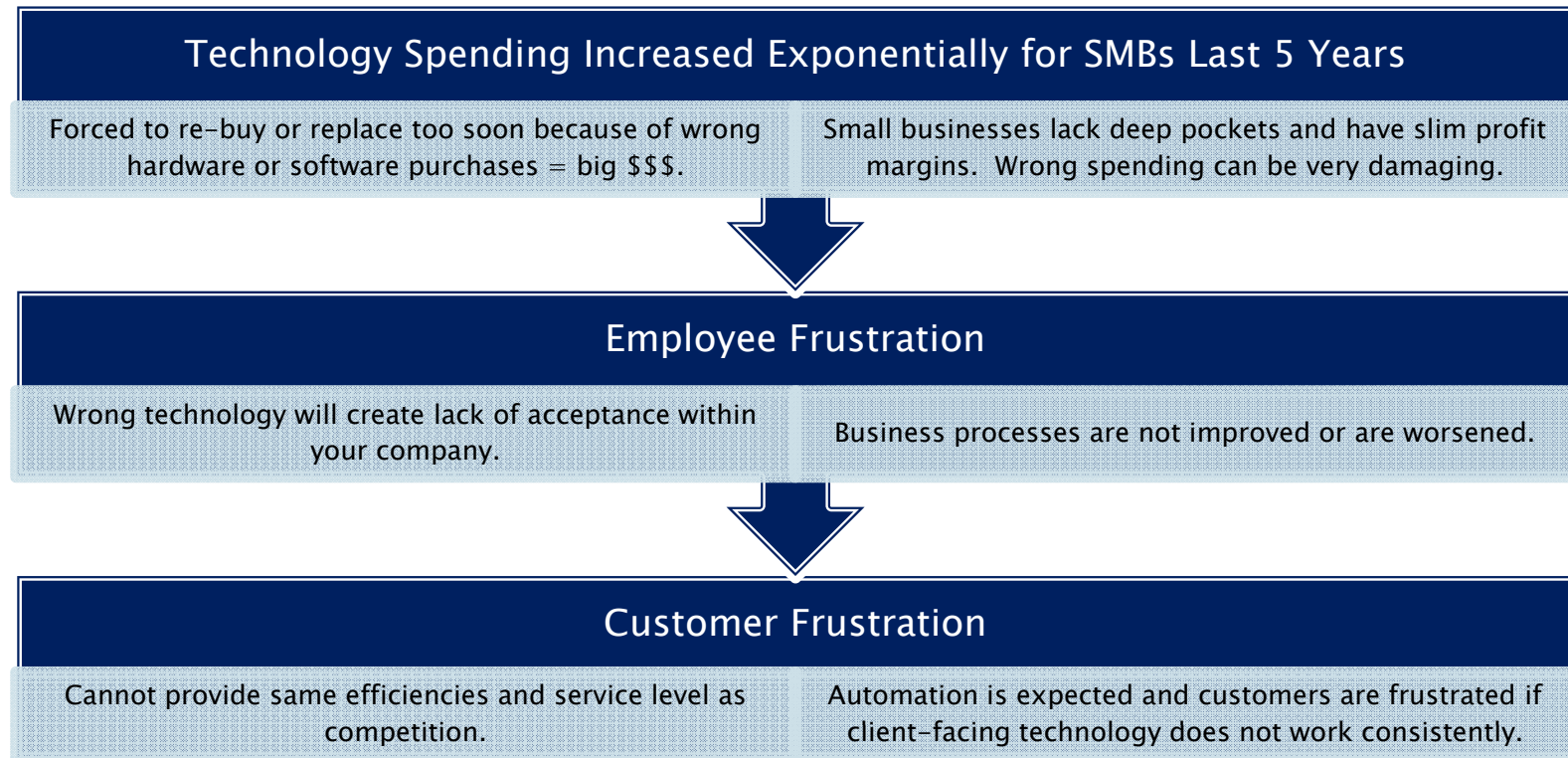
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How Investing In the Wrong Technology Can Be One of the Most Costly Mistakes Business Owners Make



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The 5 Biggest Mistakes Small Businesses Make in Operating, Managing and Maintaining a Network

1

- **Improper Cabling/Components**– Too many try to scrimp on cabling. This is the foundation of the house. Not solid and problems will plague your network for ever.

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• **Improper/Incomplete Security**– Antivirus/Antispyware software not running or up to date. No spam filtering. Firewalls are not set up properly – particularly wireless. No security standards.

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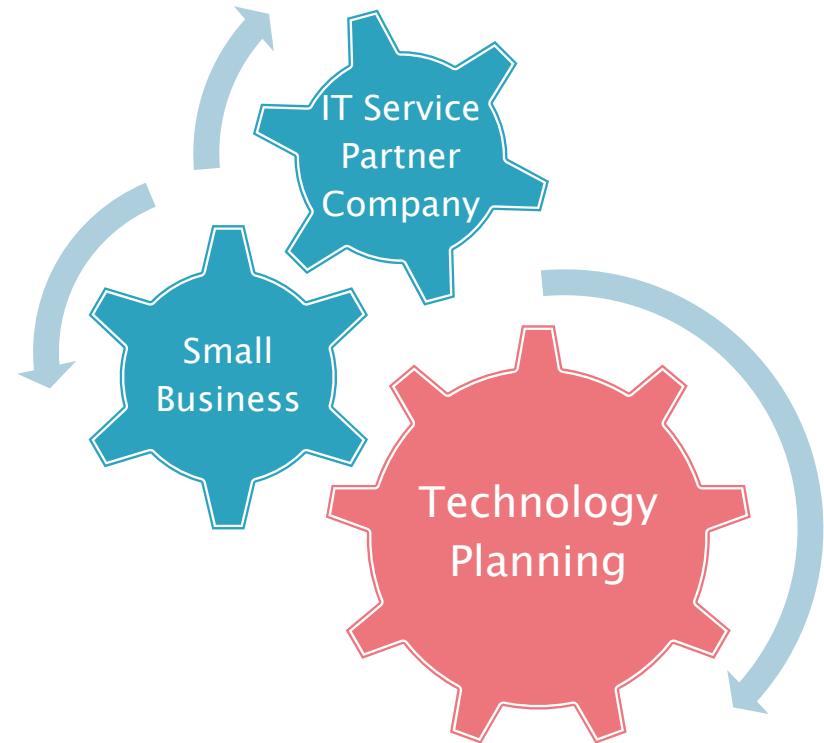
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Sound technology planning and partnering with the right IT company can save your thousands, keep you up and running and help you maximize growth.

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Finding the right IT services company and making the best technology investments can save your company thousands of dollars.

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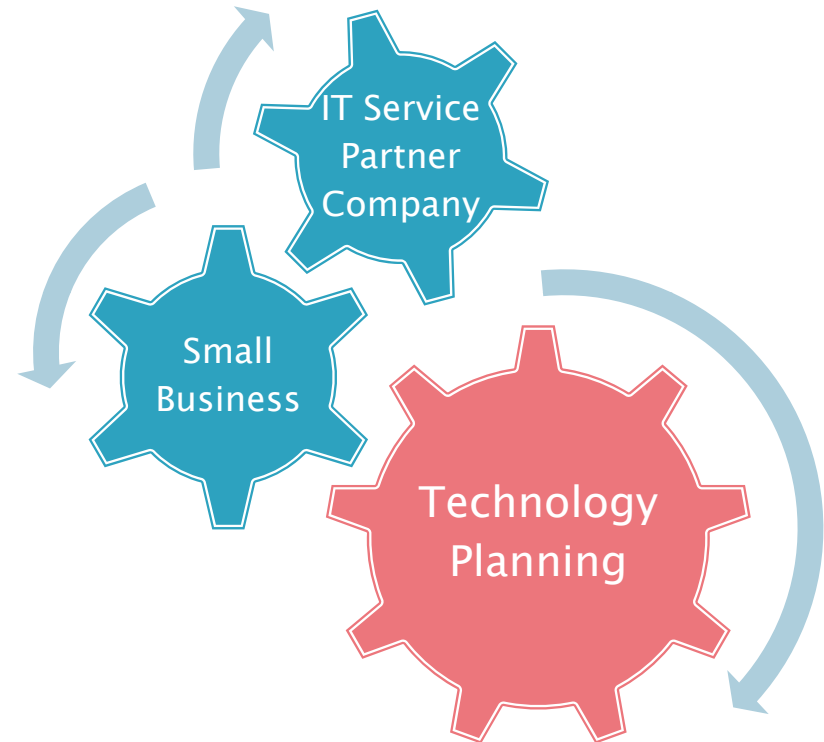
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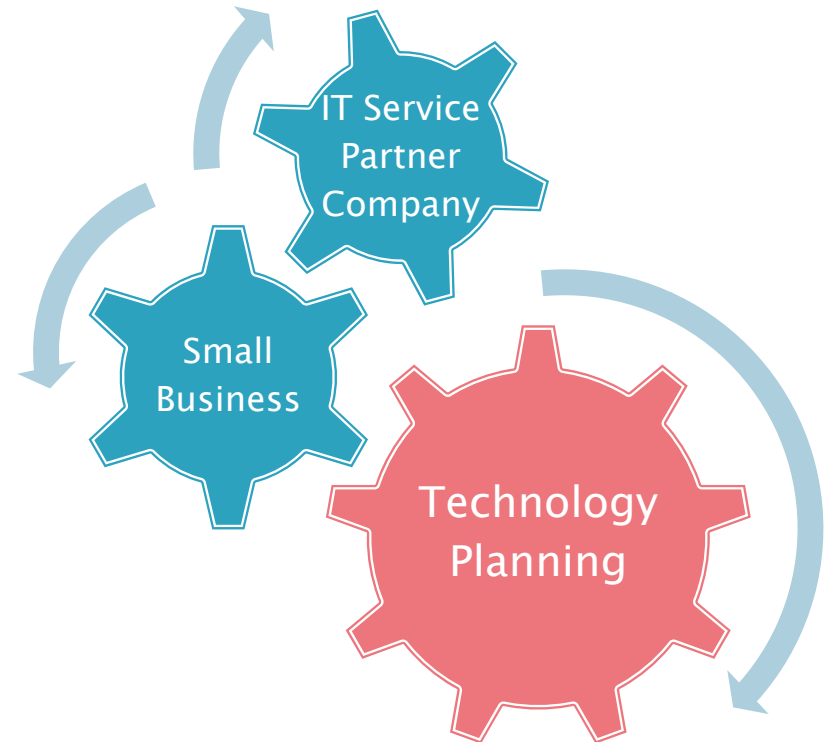
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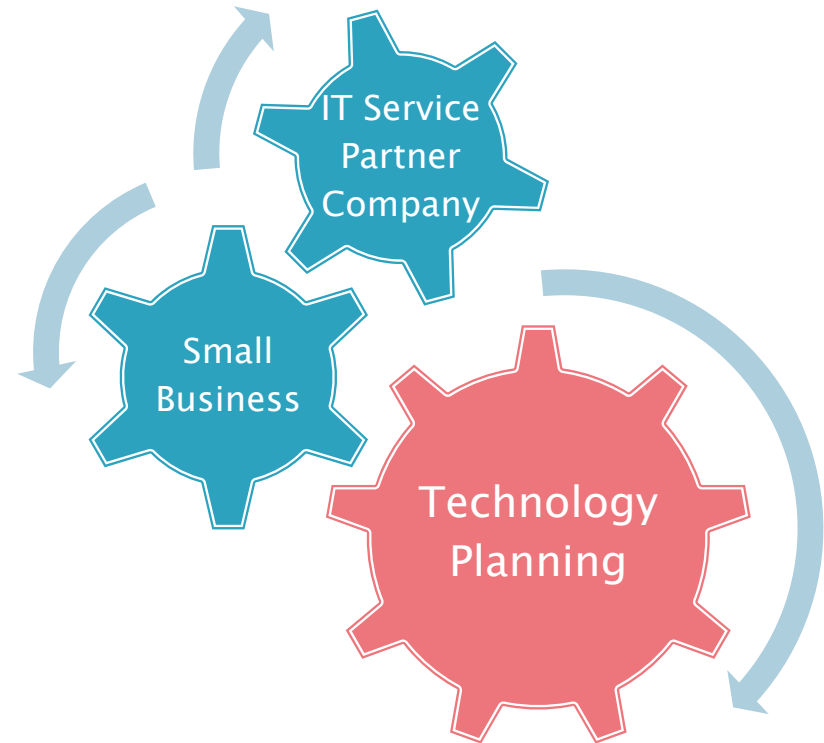
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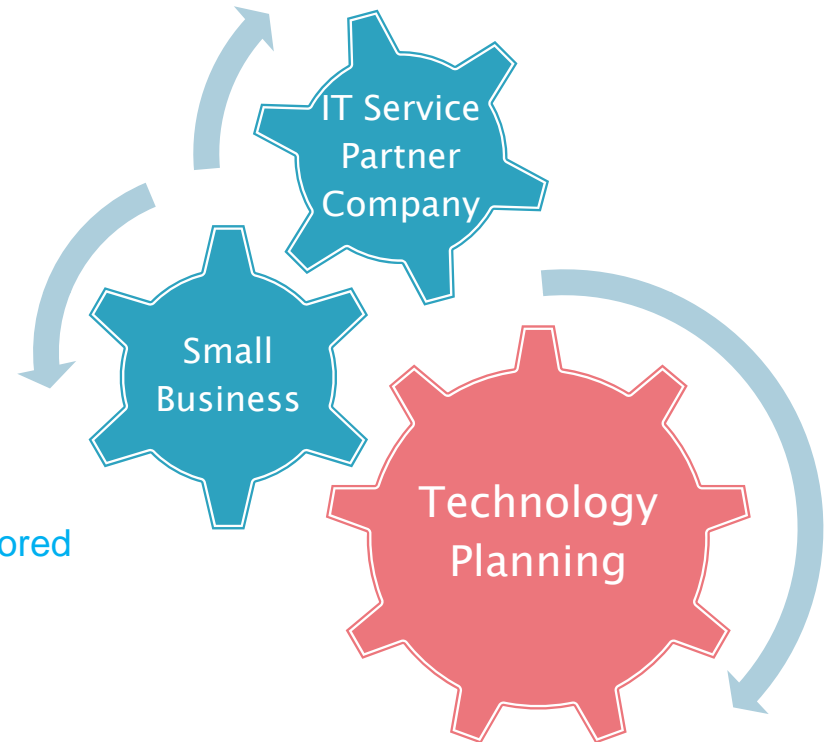
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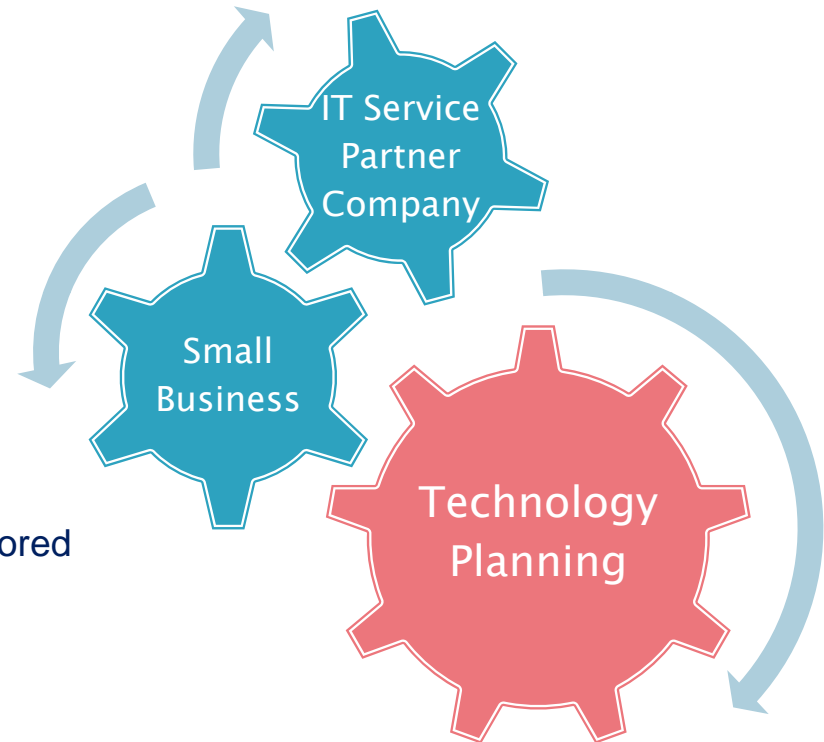
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- ❖ Your network and systems can managed and monitored
- ❖ Look for a Managed IT Services Provider



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Why Managed IT Services are the Most Cost-Effective Way for SMBs to Maximize Technology Investments

OLD – BREAK/FIX

Wait for something to break – putting out fires

Avoidable downtime not prevented

Reactive vs. Proactive

Higher IT costs and downtime

IT company benefits when something breaks

Frustration/lost productivity due to downtime

Small problems are not remediated immediately

Must wait for technician to get onsite

Technology costs fluctuate month to month

NEW - MANAGED IT SERVICES

Better service

More uptime

Proactive vs. reactive

Fixed and Lowered IT costs and less downtime

Increase IT company accountability

Increase staff utilization

Increase network's performance

Increase responsiveness with remote tools

Remote monitoring and immediate remediation



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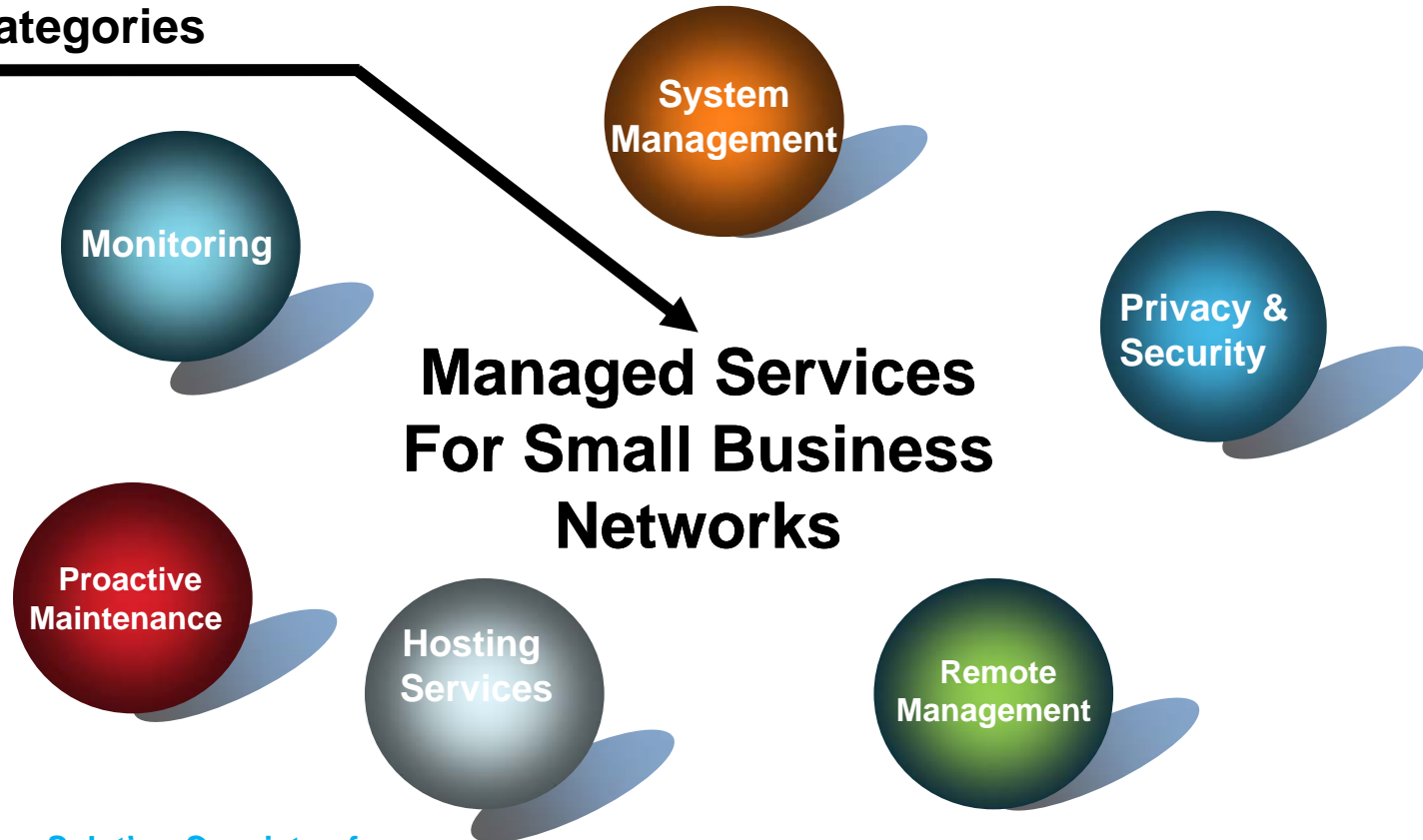
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Managed Service Overview for Small Business Networks

Service Categories



A Managed Services Solution Consists of:

24x7x365 Automated System Management, Proactive Maintenance, Patch Management and Updates, Monitoring, Remote Management, Application Deployment, Asset Management, Data Protection, Privacy – Anti-Spy, Anti-Virus, Anti-Spam and other IT related activities.

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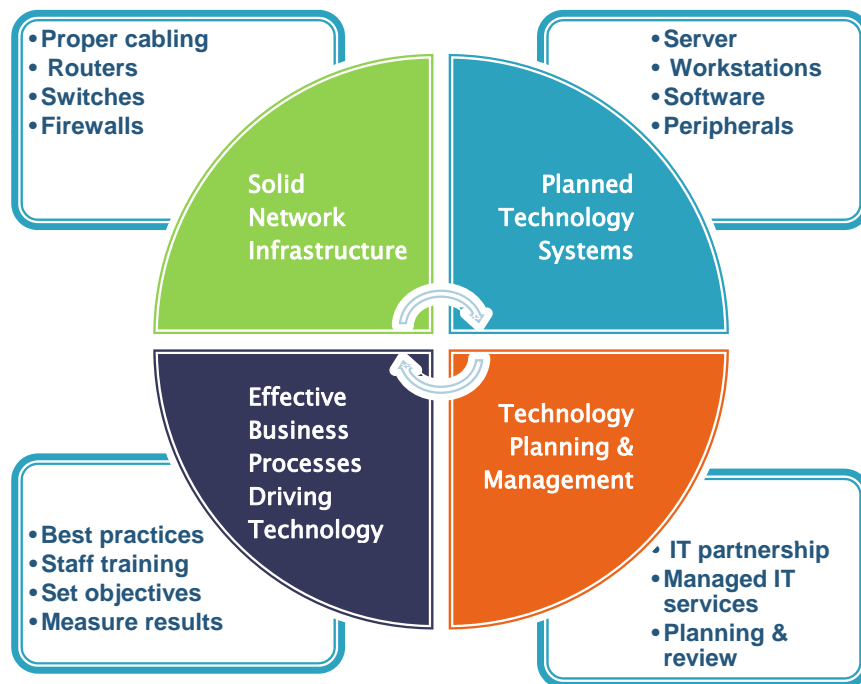
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Managed IT Services – Worry-free IT for Small Business

The goal for small businesses is maximize technology investment, improve business processes, automation and productivity and use the tools of technology to grow your business. Management is critical.

BASICS OF NETWORKING YOUR OFFICE



MAXIMIZE YOUR INVESTMENT MANAGED SERVICES BENEFITS SUMMARY

- Better service with best practices
- More uptime with remote monitoring
- Proactive vs. reactive
- Lower, fixed IT costs
- Increase accountability
- Increase staff utilization
- Increase network's performance
- Increase responsiveness
- Technology planning & review
- Measurable reporting & results



A professional society of MSP companies with a mandate to self regulate and to perform ethically and responsibly in providing technology services to clients. www.mspalliance.com



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