



### This Issue:

Partnerships and Teamwork Facilitate a Successful Office Relocation

Business Technology, The Right Way

3 Great Consumer Mobile Apps for Your Business

A Desktop Virtualization Infrastructure can Save Your Business Barrels of Cash!

Risky Business: 4 Ways to Handle Risk

#### 3 Great Consumer Mobile Apps for Your Business



The world is growing ever more mobile. We used to rely on landline telephones for

communication, but portable cell phones have revolutionized the way that we communicate with each other. The fact that they can now connect to the Internet completely changes everything once again. While some people tend to use them for random games such as Candy Crush Saga and Words with Friends, the smartphone is particularly...



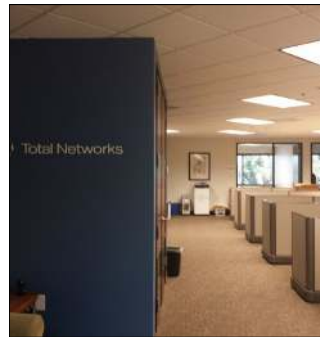
Read the Rest Online!  
<http://bit.ly/1xYlkWO>

### About Total Networks

Building on the tradition of providing industry best solutions, the Kinseys continue to invest in tools, training, recruiting, and procedures, continuing to extend our reputation as the premier IT service provider in Arizona.

Visit us **online** at:  
[totalnetworks.com](http://totalnetworks.com)

### Partnerships and Teamwork Facilitate a Successful Office Relocation



Real estate brokers, landlords, interior design architects, employees, cabling, cubicle furniture, movers and IT management all come together to successfully relocate a business. At Total Networks, managing the technology portion of office moves is a core part of our business. Across all of our clients, at least one of them is either moving or getting ready to at any time. It had been over 5 years since we moved ourselves, though.

Like many businesses, we knew a different space was needed at the end of our lease. By late 2013, the office space that seemed cavernous in 2009, then had a person in every seat which was impeding growth. We're now all nestled into on our new suite on the 2nd floor of the State Bar of Arizona Building and we couldn't be happier. Our new space meets our needs of creating a productive work environment for our growing business, is in an even more central location with even easier access to our clients, and with space for education and training. We are thrilled with the outcome and look forward to sharing our new office at an upcoming open house (more info on this to come shortly).

We'd like to highlight two partners that truly delivered and helped make our move a snap. Both Avocat Group and Elontec share the same core values as Total Networks – taking pride in our work, and being advocates for our clients.

#### Commercial Real Estate Broker

Avocat Group was our commercial real estate broker, or rather our real estate "Advisor". While it is likely true that any broker can find you a building, what we liked about Avocat Group was their approach. Not one time in our process did they try to even nudge us in one direction or the other. They told us at the outset that their job was to educate us about the

*(Continued on page 3)*

### Business Technology, The Right Way



The first step toward properly running a business is realizing that you aren't the average consumer. You don't spend half an hour a day writing checks to pay for your bills – in fact, some of your employees probably do just that all day. The truth of the matter is that everything to a business owner is on a much larger scale than the average consumer – that includes purchasing your technology.

One of the most important parts of running a business is deciding what kinds of technology you'll be using. In most cases, this means that you'll be purchasing new computers, and in some cases, mobile devices. The regular consumer would go down to the local electronics store or purchase a computer online in order to find the PC that is picture-perfect for their needs. They might also spend a ton of time researching the latest industry trends in order to make the most intelligent purchase they can.

#### PCs vs Workstations

You're not the average Joe, though. You, as a business owner, take a much different approach to things. Rather than purchasing a PC, or personal computer, most business own-

*(Continued on page 2)*

## A Desktop Virtualization Infrastructure can Save Your Business Barrels of Cash!



There's no denying that maintaining an IT infrastructure is a major expense. Not only is the equipment expensive to purchase,

but it often comes with a larger-than-expected price tag to maintain. One of the best ways that you can cut back on the expenses of owning and operating an IT infrastructure is by taking advantage of desktop virtualization.

### Are You Using More Tech Than You Need?

One of the biggest reasons why the expenses of operating a traditional IT infrastructure can quickly add up is due to business owners feeling obligated to arm each worker with a powerful workstation. While there are advantages to providing each staff member with a high-end desktop, it may be the case that not every employee requires the latest PC

with all the bells and whistles. For example, does the worker whose primary job is data entry really need a CPU that can handle HD video editing? We're thinking, a big fat "nope!"

*"VDI is an easy way to improve network security. When it comes to running a network, the more access points you have, the more precautions you will have to take in order to safeguard your data."*

### Get the Same Job Done Using Basic Equipment

You may not have known this when you purchased your hardware and bought a bundle of high-end workstations, but you could have saved a bunch of money by instead going with low-end comput-

ers. If you went with a virtual desktop infrastructure (VDI), you would be able to assign each employee with an inexpensive and stripped-down PC (also known as a terminal).

VDI utilizes the hardware and resources of your powerful server unit to run the operating system viewed on the employee's terminal screen. What's viewed on the terminal monitor is commonly referred to as an "image." This is due to the fact that what's seen on the monitor is basically an image being broadcasted to the screen from the server.

### Save Money and Improve Network Security and Software Management with VDI

In addition to saving money on hardware purchases, there are other advantages that come with having your server process the workload. First off, your server is essentially doing the heavy lifting; this means that the wear

*(Continued on page 4)*

## Business Technology, The Right Way

*(Continued from page 1)*

ers would rather purchase what is known as a workstation. Compared to a regular PC, a workstation has more memory, more CPU slots, and much more power. Workstations are designed to take the abuse that the office will exert on it with heavy computing requirements, and their networking capabilities are optimized. The regular consumer rarely needs the advanced capabilities of a workstation when looking for their next home PC, but your business might.

### Go Big or Go Home

When it comes to purchasing computers for your business, it might be best to purchase them in bulk. There are several advantages to doing so. You can plan on upgrading and cycling out your old workstations all at once, and you can take advantage of the retailer's bulk pricing.

The discounts of buying in bulk also apply to software in addition to hardware. However, no matter how you look at it, it is still a major expense, and one that could affect your company's future. Most businesses will plan this expense out carefully by using what is called a technology roadmap, detailing their tech expenses and making sure it fits their budget. It just so happens that making technology roadmaps is just the sort of thing that Total Networks can help you with, too!

### It's Not Delivery; it's Total Networks!

By letting Total Networks handle the details of your purchase, you'll be freeing up valuable time that could be spent doing other important business-related work. Total Networks can scour the tech community for the computer that is perfect for your needs, and you won't have to worry about researching the latest

tech trends or features. As IT professionals, we already know all about that. By outsourcing your IT needs through Total Networks, you are freeing up valuable time – all we need to know are your needs and your budget, and you won't have to worry about a thing. We'll find the best deals with the best features, and even deliver it to you and set it up in your office. Talk about convenient!

Running a business can be exhausting, but it doesn't have to be. Total Networks excels in helping businesses do business better. Your budget can save its thanks – it's what we do! All you have to do is call us today at (602) 412-5025!



Share this Article!  
<http://bit.ly/1rb1l8>

## Risky Business: 4 Ways to Handle Risk



Every business knows about “spending money in order to make money.”

Dropping cash on advertising and hiring key personnel are classic examples of this. However, “spending money on risk prevention in order to save money by avoiding expensive problems, and thereby making money,” isn’t as well known. Perhaps because it’s harder to explain.

For businesses trying to bolster their budget and find money from new sources, investing in risk management can be like taking advantage of an untapped oil reservoir directly underneath their feet—minus the mess. When it

comes to making money by saving money with risk management, there are four ways that your organization can go about it.

### Risk Avoidance

Risk avoidance is exactly like it sounds; it’s determining all of the risks your company is facing and then taking measures to avoid them. This proactive approach eliminates expensive problems by taking steps to make sure that the risk isn’t even on the table.

For example, let’s say that your staff wants to bring in their personal devices to work and use them to access company files (bring your own device, or BYOD). At first, you may think that this sounds like a great idea. However, you do some research and learn that BYOD is

fairly risky in regards to the security of your company’s data. Therefore, you opt to avoid the risk altogether and deny your employee’s request for BYOD. Your staff may complain that they’re not getting their way, but ultimately, you know that your decision was made for the good of the company. Potential crisis averted.

### Risk Prevention

Sometimes, a risk can’t be avoided. In a scenario like BYOD, you may have to implement it despite the known risks. Because you did your homework and you’re aware of the risks involved, you can now take measures to prevent these risks. Taking risk prevention steps will often cost you money, like subscribing to Total Networks’s managed IT services.

*(Continued on page 4)*

## Partnerships and Teamwork Facilitate a Successful Office Relocation

*(Continued from page 1)*

market and our options and then to work with us to expedite the leasing process. And that is what they did. They patiently walked us through the various steps of leasing, educating us about what was “market,” what was fair and what was not. They provided us in-depth spreadsheets and analysis so we always knew where we were in terms of dollars and cents. What is more, on every spreadsheet they even spelled out what their commission would be so we would know there was no bias of one building or another.

They did all the work – literally wrapping up the deal while we were lounging on the beach in Hawaii. They worked hard, they were honest and we learned a lot from them throughout the process. Our thanks go out to James Robinson of Avocat Group (JR@Avocatgroup.com)!

### Office Relocation, Cabling and New Furniture

Elontec assisted with moving our office, complete data and voice cabling, and providing cost-effective and high-quality

refurbished cubicle and new conference room furniture. Total Networks enjoyed working with Elontec because they are unique in that they have integrated service lines to assist companies when they are moving, expanding, or opening new locations. Being a sole source vendor really takes a lot of the hiccups, scheduling conflicts, and other unforeseen obstacles out of the way. Elontec provides certified and highly skilled professionals to complete a project that is expertly coordinated and delivered.

Elontec takes pride in everything they do, both at work and out in the community. They were awarded the Greater Phoenix Chamber of Commerce Impact Award in 2008 for Community Service. Owner and President, Ginger Clayton founded the very first Diaper Bank of Central Arizona where Elontec also assists in providing, and distributing 1,000,000 diapers each year to non-profits that help families in need.

Jill Trout (jtrout@elontec.com), Elontec Inside Sales Manager, commented “It was a pleasure to work with Total Net-

works for their move, they are a well-honed machine. They are the dream client; they know what they want and what they need and ask for guidance when needed, which was not very often.”

### IT Services

Of course we handled all of our IT and telephone items just as we do for our clients. Moving is a big deal, and everything must go well. If your business is considering a move, consider consulting with Total Networks. We will help minimize IT downtime and stress by helping coordinate with other partners. We regularly review and help ensure you’re getting the best deal on circuits and phones, and everything else. Most importantly, we ensure everything is properly planned and executed. We help ensure you have the best possible moving experience so everything is stress-free and efficient so you continue to deliver for your clients without interruption.



Share this Article!  
<http://bit.ly/1r1QJW6>

## Risky Business: 4 Ways to Handle Risk

*(Continued from page 3)*

When proactive risk prevention measures are taken and expensive problems are avoided, the money spent on a preventive IT service will be more than worth it.

### Risk Retention

Fact: You can't run a business without taking on any risks whatsoever. It's well known by every entrepreneur that the greater the risk taken will yield greater rewards. Retaining the risk means having a plan in place to deal with risks that are unavoidable. Concerning technology, this means having a firewall in place for your IT infrastructure along with an antivirus solution. Unlike BYOD which is optional, your business has to access the Internet, which is

full of viruses, malware, and other risks that can compromise your network. Therefore, having Total Networks monitor your network in order to detain these risks is your best option to deal with unavoidable technology risks.

### Risk Transfer

Also known as "passing the buck," risk transfer is one of the best ways to deal with risk because it moves the risk to an entirely different entity—essentially making it someone else's problem. The classic IT example of risk transfer is with cloud computing. When Total Networks hosts your company's data and mission critical applications, we're the one's taking on the risk of hard drive failure and other support issues. Transferring

hardware failure risks with cloud computing will cost you a monthly fee that will more than pay for itself because the expensive risk of having your budget busted by a hard drive crash is transferred to us.

By managing risk in all of these different ways, major problems are either dealt with and prevented while they're still small issues, or they're avoided altogether. In business, you have to take risks to get ahead, but you've got a lot to lose by risking your technology and data. Reach out to Total Networks at (602)412-5025 and we'll manage your technology risks for you!



Share this Article!  
<http://bit.ly/1qNB4JK>

We work together with our IT Managed Services clients to jointly create and maintain an up-to-date, effective written technology plan and budget.

Regular, proactive communication and planning is a key factor that distinguishes Total Networks.



Dave and Stephanie Kinsey  
Owners

## A Desktop Virtualization Infrastructure can Save Your Business Barrels of Cash!

*(Continued from page 2)*

and tear normally experienced across a fleet of workstations is now consolidated to just one machine.

Another VDI benefit is software management. When it comes time to upgrade an important business-critical application, all you have to do is perform the upgrade once to the server's software. With one software upgrade per-

formed, all of the terminals accessing the server will be utilizing the latest version of the software. It's also easier to manage your licenses when they are dished out through one central point.

Lastly, VDI is an easy way to improve network security. When it comes to running a network, the more access points you have, the more precautions you will have to

take in order to safeguard your data. With VDI, network traffic is easier to manage and easier to secure when it's all directed through one server.

Do you think that switching to a VDI environment will remedy many of your company's...



Read the Rest Online!  
<http://bit.ly/TV59tZ>



Bill Fox  
VP, Customer Service

## Total Networks

4201 North 24th Street  
Suite 230  
Phoenix, AZ 85016  
Voice: 602-412-5025

Visit us **online** at:  
[totalnetworks.com](http://totalnetworks.com)

-  [info@totalnetworks.com](mailto:info@totalnetworks.com)
-  [facebook.totalnetworks.com](https://facebook.com/totalnetworks.com)
-  [linkedin.totalnetworks.com](https://linkedin.com/company/totalnetworks.com)
-  [twitter.totalnetworks.com](https://twitter.com/totalnetworks.com)

