

Rich Snippets

- Business Continuity - Are you covered?
- Got Security?
- ... continued from January ...

Disaster Recovery

Business Continuity is a hot topic today and for good reason. When disaster strikes, whether natural or man-made, a business needs to be able to continue to operate. An important part of any Business Continuity Plan is IT Disaster Recovery (DR). The easiest way to understand DR is the "Smoking Crater" model - how will I meet the needs of my business if I came to work one morning to a smoking crater where my office building used to be? (don't worry, no people were in the building when the meteor hit it.) The short answer is a system that keeps a copy of all of the data on your systems in a separate location which can be accessed at need.

Agility Online Disaster Recovery is an affordable and effective tool that automatically creates copies of your business data and sends it to a secure facility in a form factor. Within minutes it can be turned on as if it were your original server and accessed through the "Cloud" (just as if you were working from home, for example.) Other benefits of Agility's solution include:

- No upfront cost – all hardware, software, and service components are covered in the online backup monthly fee.
- Minimal reconfiguration of systems – in most cases, no servers or workstations need be rebuilt in order to be protected.
- Backup and restore for Microsoft Windows and Mac OSX systems (some limitations apply to Mac platform)
- Cloud and local "virtual" restoration, including the ability to do "Bare Metal Restore" (BMR) when the time comes.
- Compatible with Microsoft Hyper-V and VMware virtualization platforms.
- Customizable scheduling and retention policies for compliance and archiving.
- Anti-corruption technology to ensure health of backups.

* For more information or if interested, please talk to your Agility Primary Consultant.

Security for Everyone

Reacting to data loss is a costly proposition. Implementing the basic requirements of a good security plan for your systems and cloud based Applications is important. Systems need to be secure and healthy in order for business applications to function optimally.

System Security starts with

- Anti-virus
- Firewall
- Mail Filtering and Scrubbing

New passwords may sound trite, but changing passwords is still a good first line of defense. Automate password renewal requirements. Consider a service that restricts access to sites that have been flagged as unsafe. Engage firms that cover technology errors and omissions. Information on this type of insurance and the extensive details that set it apart from your firm's Commercial Liability Coverage is widely available.

Within any budget or schedule, security for your systems should be a priority. If configured correctly, you know your systems and data are safe, secure and available when you need them. Configurations and files change, be sure to test regularly to ensure that your file protection is functioning.

It doesn't have to look or act like Fort Knox, but your information needs to be accessible and, at the same time, secure. The tools are available for every environment to maintain a comfortable level of security.

...continued from our January edition;

After launching our new website back in November of last year, we were seeing data that validated the investment in our new website. In our January Newsletter, we asked, "would the new design help visitors interact with our content in a new and more engaging way?"

We looked very carefully at a couple of metrics on our new site. Using free tracking codes in our CMS we could get a look at how visitors were interacting with buttons, layout, navigation, et cetera. One major concern was the bounce rate on our site. Our old site averaged a 75% bounce rate (which means that three out of four visitors that came to the site would leave within 4 seconds and not see a second page.) The new site is averaging a 40% bounce rate! Another area that we wanted to improve was the User Experience (UX) on the site. To improve the UX we tested hundreds of visits to our site and found, for instance, such a large amount of text that so many people were trying to click on, but they couldn't. We made the adjustments and gave visitors what they wanted and now they're staying longer and viewing more pages.

As the dust is settling on the construction of our new website people seem to be finding what they're looking for and staying on the site longer.

Questions, comments, feature requests? Call us at (877) AGILITY
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