



SNC SQUARED
SYSTEM NETWORK COMPUTER CONSULTING

710 West 26th
PO Box 4964
Joplin, MO. 64803

www.sncsquared.com
Tel 417.622.0933
Fax 417.782.1099

Can We “Bribe” You To Do Us A Favor With A Delicious, Melt-In-Your-Mouth Chocolate Treat?

Dear <<FirstName>>,

We love having you as a customer and quite honestly, wish we had more like you! So instead of just wishing, we’ve decided to hold a special “refer-a-friend” Valentine’s Day event for the clients we love the most.

Simply refer someone to us and we’ll send you a special Valentine’s Day Treat containing the most delicious chocolates you have tasted.

Everybody Wins!

You’ll get a delicious experience of chewy, chocolaty, treats to share (or keep to yourself!), and we’ll give the person you refer a FREE Technology Tune Up to check for viruses and prevent other potential problems from cropping up.

All you have to do now is fill in the enclosed fax-back form with your referral’s name and contact details.

Then we’ll rush you the most delicious, mouth-watering treats to enjoy for Valentine’s Day the moment we get your fax. Also, enclosed is a special Valentine’s Day treat from our heart to yours!

With Love,

John Motazed

P.S. Your referral is under no obligation to use our services. We also promise to be 100% respectful of their time and will not harass them with sales calls if they are not interested.

So what are you waiting for? Fax us your referrals right now so you get your chocolates for Valentine’s Day!



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 **Valentine's Day Referral Event For Customers Only!**

YES! Please Rush Me the Melt-In-Your-Mouth Chocolates For Helping Out My Friends! Please contact the people below to give them a FREE Technology Tune Up. I understand that I will get my chocolates just for giving you these referrals. I also understand that they are not obligated to do or buy anything!

Your Name: _____

Your Title: _____

Your Company: _____

Please enter your referrals below. To count as a referral, the person must be a CEO or IT Manager, and we must be able to use your name as a reference when calling. **Only 1 good referral is required to receive your FREE chocolates!**

Name & Title: _____

Company: _____

Phone: _____

E-mail address: _____

Name & Title: _____

Company: _____

Phone: _____

E-mail address: _____

Name & Title: _____

Company: _____

Phone: _____

E-mail address: _____

Name & Title: _____

Company: _____

Phone: _____

E-mail address: _____

Thank You!

Please fax this form back to: 417.782.1099



Remote Data Protection

Your company's information is the lifeblood of your business, so don't party around with your critical data. It does not matter if you are a Fortune 500 company or a one man shop, your data is extremely important to you and to us at SNC Squared. Data protection and security is available online and SNC Squared is pleased to offer you a tried and trusted online data protection service.

SNC Squared provides online data backup and recovery to businesses of all sizes through our service, the Backup Guardian. SNC Squared is the most secure, reliable, and easiest way to protect your valuable business data. SNC Squared is committed to delivering the best technology in the remote data storage business based upon internationally established standards for encryption and security. Your data is housed in top-tier data centers with proven reliability (99.999%), full redundancy, and plenty of bandwidth (multiple gigabit internet feeds). By mitigating your risk of data loss, the Backup Guardian offers the best remote protection service available anywhere.

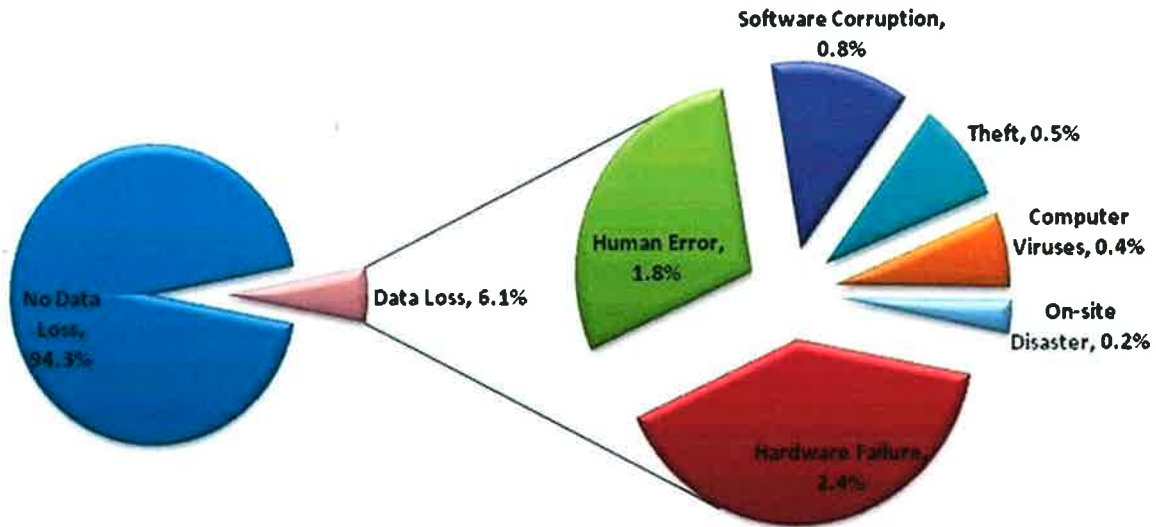
In Summary, I'd like to offer you a FREE (\$299 value) 30-day trial of the Backup Guardian, the same service I use to backup my valuable company data. I want you to have the same peace of mind I have.

See Back For a FREE Offer

DATA LOSS ISN'T A PARTY

Likelihood of Data Loss Incidents in One Year per PC

Source: The Cost of Lost Data, David M. Smith,
Graziadio Business Report, Pepperdine University



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710 W. 26th Street
Joplin, Missouri 64804
Phone: 417-622-0933
Visit us online at: www.sncsquared.com

FREE

\$299 VALUE

If you call and schedule an installation by March 31, 2011 you will receive the installation of the Backup Guardian absolutely FREE. This coupon is transferable. Feel free to share it with your business associates. Remember, this coupon expires March 31st, so CALL TODAY to schedule your free installation: 417-622-0933.

Offer Expires: March 31, 2011
Call: 417-622-0933 Go Online: www.sncsquared.com



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We're Lucky to Have Found You as a Customer...



As you can see I've enclosed a lucky St Patrick's Day Chocolate Coin for you to enjoy. I've done this for two very important reasons...

1. **First, I want to thank you and let you know how much I appreciate your business.** I feel truly fortunate to have you as a client and I thought this chocolate coin would be an appropriate way of expressing our gratitude.
2. You are one of our best customers and quite honestly, I wish I had more just like you. So instead of wishing, I thought I would write and ask for your help.

I'm sure you've heard of the expression, "birds of a feather flock together." If that's true, then there's a good chance you have vendors, colleagues, friends, or family members who are just like you that would also make great clients for us.

Would you be willing to do me a favor and introduce one or two of them to my services?

You would be doing this as a personal favor to me; and because they are being referred by you, **I'll extend a FREE 27-Point Problem-Prevention Network Audit or 2 FREE hours of technical support to the people you refer as a gift.** After all, advertising is expensive. Since you are already a client that we LOVE, I would rather invest the money into the people you refer than the local Yellow Pages sales guy.

Enclosed is a fax back form for you to write down the names and numbers of the people you are referring. Or if you prefer, give me a call or e-mail me with your suggestions.

Many thanks,

John Motazedi, CEO
SNC Squared
417-622-0933
john@sncsquared.com

P.S. I also want to point out that I will be 100% respectful of your referrals time and wishes. I will personally make the calls and will not harass them in any way, or do anything that might damage our relationship with you. Of course, our free offer to them will come with NO STRINGS ATTACHED and we will do our very best to make you proud!



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Saint Patrick's Day Referral Event For Customers Only!

Your Name: _____

Your Company: _____

Please note that we will treat your referrals with kid gloves and will give them a free 27-Point Problem Prevention Network Audit or 2 FREE hours of computer support as a "get to know us" offer.
Thanks again – *John*

Enter The People You Would Like To Refer Below:

Name & Title: _____

Company & Address: _____

Phone: _____

E-mail address: _____

What is their relationship to you? _____

Name & Title: _____

Company & Address: _____

Phone: _____

E-mail address: _____

What is their relationship to you? _____

Thank You!

Please fax this form back to: 417-782-1099 or email to support@sncsquared.com



TECHNOLOGY GROUP

- Managed Services
- Backup & Disaster Recovery
- Employment
- Meaningful Use

Phone: 417-622-0933 | Fax: 417-782-1099 | Email: support@sncsquared.com



WE DELIVER MORE BECAUSE YOU EXPECT MORE



I would like to thank you for visiting our site. Please take a moment, look around and see the many unique ways we take care of our customers at SNC Squared. We will take care of your IT problems so you can take care of your business.
 --John Motazed - CEO

Home About Us Services Testimonials 7 Things We Do Better Free Offer Who We Serve Contact Us News Blog

Tax Day Really Is A Good Day!

I know that for most people, tax day is a tough day. Who wants to part with their hard-earned money. That's why I came up with this idea.

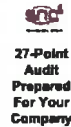
Get Rid Of My Computer Headache...Free

Obviously if I offered this on an ongoing basis, it would be a good prescription for going out of business. So I don't. It's only valid on April 15 and it's only for the first 10 businesses that register. Here's the fine print. For the businesses that register that qualify, we'll come in and spend up to 4 hours fixing your computer headaches. That's worth \$400. That's it. You're under no obligation to do or buy anything.

But why would we do something that crazy?

Simple actually. We want you to get to know us and the quality of our work. We think that if you see how effective we are and experience us first-hand, you'll be more likely to use us in the future. So really it just makes good business sense.

* To qualify, you cannot already be an SNC² customer and you must be a business or practice with at least 5 computers.



Is Your Network Working As Well As It Should? Let us help you find out. We'll look "under the hood" and inspect 27 different aspects of your network for vulnerability and efficiency. When we're done, you'll have a easy-to-read report that explains everything we found.



Name: _____

Company: _____

Phone: _____

Email: _____

[Send!]



100% No Hassle Guarantee

We are so confident in our ability to keep your network up and running with our managed services program that we offer a 100% No Hassle Guarantee. If your server ever goes down, we promise to respond within one hour, perform all the labor necessary and get the server back online ASAP at absolutely NO COST to you.

No hassle, guaranteed.

QUICK! Fill out this form to Get Rid Of Your Computer Headache!

THIS OFFER EXPIRES AFTER APRIL 15, 2011

Name: _____

Company: _____

Phone: _____

Email: _____

Register Now



Phone: 417-622-0933 | Fax: 417-782-1099 | Email: support@sncsquared.com



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--John Motazed - CEO

- Managed Services
- Backup & Disaster Recovery
- Employment
- Meaningful Use

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Attention Joplin Area Medical Practice Managers and Owners:

Are You Using Electronic Medical Records (EMR) To Save Your Practice Time and Money?

If you're still kicking around the idea of implementing EMR in your practice but can't seem to find the right time, now is that right time. The government incentive for this is effective beginning this year (2011) and allows for \$44,000 to \$64,400 reimbursement for implementing and using a certified EMR.

But what do you do? How do you go about finding the right EMR for your practice? How much will it cost? What is the ROI? How long will it take to implement? What sort of upheaval should you expect during implementation?

No doubt you have these sorts of questions. That's where we come in.



My name is John Motazed. I'm the CEO of SNC². We're an Information Technology company right here in Joplin and we take on a "partnership" relationship with all of our clients. Many IT providers work with specific EMR solutions and earn a commission when they sell the solutions into their clients.

SNC² doesn't and never will operate that way. We are and always will be vendor neutral. That way we can provide unbiased advice to our clients. After all, that's what partners do.

We have a well-defined process that we use when it comes to EMR. The first part of that process is discovery. We'll discuss your requirements and your expectations. Then we'll let you know what products and functionality is available and how you might be able to use it to gain efficiencies and increase your bottom line. We're with you every step of the way to ensure that the solution that you select and implement delivers what you expect.

Whether you partner with us or not, we urge you to download our report on the "11 Question You Must Ask Before You Buy an EMR Software Solution". Getting these questions answered will have you well-prepared and ready to discuss requirements with vendors.

Fill out the form for instant download.

Got Questions? Need Help?

Contact us at www.sncsquared.com/emrhelp. One of our highly qualified EMR consultants will call you within 24 hours.

"11 Questions You Must Ask Before You Buy an EMR Solution"



* All Fields Required

Name:

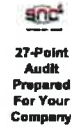
Company:

Phone:

Email:

Instant Download

Is Your Network Working As Well As It Should? Let us help you find out. We'll look "under the hood" and inspect 27 different aspects of your network for vulnerability and efficiency. When we're done, you'll have a easy-to-read report that explains everything we found.



Name:

Company:

Phone:

Email:

[Send!]



100% No Hassle Guarantee

We are so confident in our ability to keep your network up and running with our managed services program that we offer a 100% No Hassle Guarantee. If your server ever goes down, we promise to respond within one hour, perform all the labor necessary and get the server back online ASAP at absolutely NO COST to you.

No hassle, guaranteed.

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Attention Joplin Area Medical Practice Managers and Owners:

If you've already implemented EMR in your practice and it's saving money, congratulations! It takes something to do that and I applaud you for making that move.

If you haven't yet, you really should start taking a look now. The government is really making a compelling case for it.

If you're considering it at all, I've put together a document that you really ought to take a look at. It'll help guide you through the thought process and have you well-prepared. Then you can ask vendors the right questions and get the system that's perfect for your practice.

That document is available here:
<http://www.sncsquared.com/gotemr>

Dedicated to your success

John Motazedi
CEO
SNC²

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Tax Day Is Good News!

I usually get a rise out of people when I say that. For very few people does tax day show up as good news.

But here's why I say that. On April 15, I offer my

Get Rid Of My Computer Headache....Free

It's a pretty outlandish offer so I only offer it once a year and only to a few people who respond quickly.

[Click here to find out how it works.](#)

Dedicated to Your Success

John Motazedi
CEO
SNC²

[Forward email](#)



Try it FREE today.

This email was sent to john@sncsquared.com by john@sncsquared.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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--John Motazed - CEO

A New Way To Go Green That Saves The Environment AND Your Wallet

Earth Day is April 22. Wouldn't it be great to take an action in your business that helps to save the environment while at the same time saving money?

Well, you can! 



I'm John Motazed, CEO of SNC². I've always worked to implement changes in my organization that reduce our impact on the environment. Changing light bulbs to CF, sure. Recycle, sure. But what about the computers? They're on all the time. They draw some serious power.

Then I found an answer. And the answer is quite compelling.

What if you could get rid of all of the desktop computers in your organization? All of them! And then replace them with this tiny box that is 3.5" wide and 2" high and draws virtually no power? You might be surprised at how big the portion of your power bill your computers are responsible for.

But saving money on your power bill is just the start. What if this box has no moving parts; nothing to break? What if the management of the software and functionality is centralized at a server? Then you start saving money on computer support costs, too. Now it's really starting to add up!

Enough teasing...here's the answer: Pano Zero Client by Pano Logic. This box does just what I said: saves you money and makes your life easier.

In fact, here's an example. We recently installed the Pano Zero Client at one of our clients – a doctors office. Here are three benefits they experienced.

1. They noticed a reduction of 90% on their computer power usage.
2. Pano allows you to go from one computer to another and take your session with you. In their case, they can speak with a patient in their office and bring up the pertinent data. Then they go to an exam room, sign in there and all of the information that was in the office is now in the exam room. It's the same desktop. It's the same programs running. It's the same everything. It's just a different room. You can't do that with regular desktop computers.
3. The Pano Zero Client is small enough to be mounted behind a touch screen monitor. In the exam rooms, all you see is the monitor.

Is the Pano Zero Client Right For You?

See How The Pano Zero Client Can Save You Money, Time, and Energy!

Fill out the form below for your free Desktop Analysis and Pano ROI Evaluation (Normally \$250)



* All Fields Required

Name:

Company:

Phone:

Email:

[Register Now](#)

In the great majority of cases, yes! You have to have at least 10 desktops for it to be worthwhile for you. But you still should want to see the ROI before you make a move. That's where we come in.

Our Contribution For Earth Day

We're giving you two gifts for your Earth Day!

1. SNC² will perform a Desktop Analysis and deliver a Pano ROI Evaluation Report free of charge for the first 10 people that sign up. The normal price for this service is \$250. The report will clearly show you the annual dollar savings that Pano will provide for your organization.
2. If you do decide to move forward with a Pano implementation, we'll knock 10% off the implementation cost for all those who signed up for the analysis.

[Register Now For Your Free Desktop Analysis And ROI Evaluation](#)

Have more questions? Call us at 417-622-0933

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Yesterday, one of my techs wished me a Happy Arbor Day. It's Arbor Day? I didn't know that. In fact, I thought it was this coming Friday. It turns out that Arbor Day is different in each state. Here in Missouri it's the first Friday in April. Officially, it's April 29.

Why do I tell you all of this? Simple. At SNC, I'm all about implementing systems that save the environment. But only if it makes good economic sense. So I had an idea that I think is win-win-win that I want to share with you.

If you have older computers, it's likely that they are inefficient from an energy standpoint. They may even be frustrating to use and cost you money in time. Indirectly, they even affect the carbon footprint (reduce energy used = reduced amount of CO2 released).

If this describes you at all, [click here to see the details of my idea and why it's win-win-win!](#)

Dedicated to your success!

John Motazed
CEO

SNC²

[Forward email](#)



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--John Motazed - CEO

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Who Else Wants To Save Money and Save The Environment?

Nationally, Arbor Day is April 29. Here in Missouri, it was April 1 (no fooling). It's a great day and month to positively impact the environment and your bottom line.

Here's my win-win-win idea:

1. You have old computers that are wasting energy and wasting time. Both of these are ending up wasting money.
2. We'll replace those computers with more energy efficient and faster operating machines. We can even replace them with Panologic Zero Clients and reduce a TON of energy and cost. [Click here to find out more about Panologic.](#)
3. The Wildcat Glades Audubon Center association will plant a tree on your behalf.


You win by getting computers that are faster and more energy efficient

You win by saving money and time (which equals money)

We all win by planting a tree which reduces CO2

That's why it's win-win-win!

If you're interested, sign up below. **This offer is good only through May 6th so please hurry!**


27-Point Audit Prepared For Your Company

Is Your Network Working As Well As It Should? Let us help you find out. We'll look "under the hood" and inspect 27 different aspects of your network for vulnerability and efficiency. When we're done, you'll have a easy-to-read report that explains everything we found.

Name: _____

Company: _____

Phone: _____

Email: _____

[Send]



100% No Hassle Guarantee

We are so confident in our ability to keep your network up and running with our managed services program that we offer a 100% No Hassle Guarantee. If your server ever goes down, we promise to respond within one hour, perform all the labor necessary and get the server back online ASAP at absolutely NO COST to you.

No hassle, guaranteed.

YES, John! I want to talk to you about replacing some of our old computers. Please call me.

** All Fields Required*

Name: _____

Company: _____

Phone: _____

Email: _____

SEND

From: John Motazedi
SNC² Technology Group
710 W 26th
Joplin, MO 64804
www.sncsquared.com

May 5, 2011



Attention Businesses Using Tape Backups or Cheap External Hard Drives:
**“You May Be Taking Your Business’s
Most Important Asset For Granted...
And I’m Worried About It!”**

Dear Busy Joplin Business Owner,

There is a legend among the highland Indian villages of Guatemala surrounding these dolls. If you have a problem, all you have to do is tell it to this doll before going to bed and place it under your pillow. According to the legend, the doll will take your worries away while you sleep.

So why am I sending you a Worry Doll?

I really wanted to make sure I got your attention because statistically, there is a very good chance that your backup is not copying and securing all of the critical data you absolutely cannot afford to lose. The average failure rate of disk and tape drives is 100%, and only a very small percentage of companies actually verify their backups on a regular basis.

If your computer network and the data it holds got erased or destroyed because of a virus, hard drive crash, fire, flood or by some other random or unforeseen disaster, how confident are you RIGHT NOW that your business could be back up and running again FAST?

If your answer to that is, “I don’t know,” or “I’m not sure,” you are taking a HUGE risk with your company’s most important asset – the data on your network.

Just imagine what would happen to your business if you lost your entire client database...

...Lost all accounting documentation and history...

...Lost all the work files you’ve spent YEARS developing...

...Lost the work files and documentation you so desperately need to service your customers...

Hope Is NOT A Good Strategy When It Comes To Your Company's Data!

That's why I'm writing you today. My name is John Motazedi, Owner of SNC² here in Joplin. If you want to sleep easy at night knowing that your company wouldn't skip a beat in the face of a major disaster, hacker attack, virus or other data-erasing disaster, I have some very important information you need to know...

Tape Backups Have A Failure Rate Of 100% and Cheap External Drive Backup Systems are Almost as Unreliable!

Incredible, isn't it? Most people don't realize that ALL tape drives fail at some point. But what's really dangerous is that most companies don't realize it happened UNTIL it's too late.

That's why thousands of businesses lose millions of dollars worth of data to disasters like fires, power outages, theft, equipment failure, and even simple human mistake. **In almost every case, these businesses had some type of backup system in place, but were horrified to find out it wasn't working when they needed it most.**

In addition to the fact that they are unreliable and are guaranteed to fail at some point, tape drives require a user to swap out the tapes on a daily basis. If someone forgets, goes on vacation, or leaves the company, the plan falls through.

Plus, the tapes need to be constantly monitored to make sure they are working. Then, if you've ever tried to recover data from your tape drive, you may have discovered how difficult it was, or that the data you thought was being backed up, in fact, wasn't.

Fortunately there is a way to eliminate the risk and hassle of tape drive backups, which brings me to the point of this letter...

Our Proven Backup Guardian System Will Give You Complete Peace Of Mind That You Can Be Back Up And Running In 60 Minutes Or Less In The Event Of A Data-Erasing Disaster

Thanks to our Backup Guardian System you can rest assured that your data is being backed up in a format that is not only secure, but also easily recovered when you need it.

- ✓ We can restore your entire network AS-IS within 60 minutes or less, guaranteed, unlike most other offsite backups which require you to wait 3-5 DAYS to get your data back and your server rebuilt (assuming you can get it back running at all!).
- ✓ Your files are automatically backed up securely every night right over the Internet. No more rotating and storing tapes.

- ✓ Your data is completely safe from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error.
- ✓ You can back up ALL of your data and not be limited to the size of your tape drive.

Want To Know For Sure If Your Data Is Safe? Our FREE Data Security Audit Will Reveal the Truth...

As a prospective new client, I'd like to extend a "get to know us" offer of a **FREE Data Security and Backup Audit – a \$297 value.**

I don't normally give away free services at SNC² because if I did, I'd go out of business. But since your company meets our strict selection criteria, I thought this would be a great way to introduce our services to you.

At no charge, a security specialist will come onsite and...

- Audit your current data backup and security procedures, including tape rotation and maintenance schedule to see if ALL of your data really is being backed up in a secure format that can easily be restored.
- Audit your current offsite backup system and provider to see if they could *guarantee* you a fast, safe recovery of your data.
- Review your current procedures for onsite backups. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backups to make sure they are *accurately* backing up all of the critical files and information you would NEVER want to lose.
- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice and not because of miscommunication or accident.

"But I Don't Need a Free Data Security Audit Because My IT Guy Has it Covered..."

Maybe you don't think you'll ever lose your data. Maybe you think your data is perfectly safe because you're backing up to tape every night or because your current IT guy says it is. **Many of our current clients felt the same way until it became necessary for them to RESTORE THEIR DATA.**

Then they found out (much to their dismay) that their data WASN'T backed up or that it would take DAYS to get back up and running again. In many cases, they had to spend \$5,000 to \$15,000 to conduct an emergency restore. That's why it's important to have us conduct this Audit – if nothing else it will act as a good “sanity check” to make sure you are protected from a sudden data-erasing catastrophe.

You Are Under No Obligation To Do Or Buy Anything When You Say “Yes” To A Free Data Security And Backup Audit

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer. As a matter of fact, I will give you my personal guarantee that you won't have to deal with a pushy, arrogant salesperson because I don't appreciate heavy sales pressure any more than you do. I think our top-notch work, service and professionalism will speak for itself.

However, I cannot extend this offer forever because time and staff limitations simply won't allow it. **In order to secure your Free Data Security and Backup Audit for your company, you must respond on or before:**

Date: May 19, 2011

If you call us after that date, I regretfully will have to either withdraw this offer or charge you the list price of \$297 (which is STILL an incredible bargain).

Here's What You Need To Do Now:

To schedule your FREE Data Security and Backup Audit, simply do one of these things:

1. Call our office at 417-622-0933 and mention this letter, or
2. Go to our web site: www.sn squared.com/bgs55

We'll respond immediately to answer any questions you have and to schedule a convenient time for a senior technician to come on site.

Dedicated to serving you,

John Motazedi

P.S. If nothing else, you will be able to know for certain just how good your current backup system is. Just remember, you must respond by May 19th in order to acquire this service.



Phone: 417-622-0933 | Fax: 417-782-1099 | Email: support@sncsquared.com



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BECAUSE YOU EXPECT MORE!**



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—John Motazed - CEO

Who Else Wants To Be Back Up And Running in 60 Minutes Or Less In The Event Of A Data-Erasing Disaster?

How reliable are your backups? How do you know?

It's something I run into over and over again with new clients. They thought that their system was being backed up every night. It turns out that for many of them, the backups were running and failing every night and no one knew about it. They were just lucky. You might be being lucky as well. This is really not a good strategy.

As a new prospective client, I'd like to extend a "get to know us" offer of a **Free Data Security and Backup Audit – normally a \$297 value.**

At no charge, a security specialist will come onsite and...

Audit your current data backup and security procedures, including tape rotation and maintenance schedule to see if ALL of your data really is being backed up in a secure format that can easily be restored.

Audit your current offsite backup system and provider to see if they could guarantee you a fast, safe recovery of your data – there are actually 5 key characteristics and systems to demand from any offsite backup company; if they don't meet every one, you're in for a big, unpleasant surprise if you ever have to do a major restore and rebuild of your server and network.

Review your current procedures for onsite backups. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.

Check your network backups to make sure they are accurately backing up all of the critical files and information you would NEVER want to lose.

Present a simple and easy-to-understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.

Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice and not because of miscommunication or accident.

We'll either give you a thumbs up or reveal problems in your data backup that could prove disastrous. Either way, you have nothing to lose except the uncertainty about whether or not you could quickly recover from a major data disaster.

Yes, John! I want the Free Data Security and Backup Audit!

Fill out the form below and one of our representatives will call you within 24 business hours to schedule your audit.

* All Fields Required

Name: _____

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Joplin VAR Recounts How Tornado Uprooted Town, Life

By [Scott Campbell](#), CRN

2:47 PM EST Wed. May. 25, 2011

The tornado sirens had gone off before. Lots of times. Their piercing wail is just a part of life in Missouri as well as other parts of the Midwest known as Tornado Alley. But this time, Jane Cage, COO of Heartland Technology Solutions, a Joplin, Mo.-based VAR, had a more ominous feeling as she put her cat in a carrier and her dogs on leashes, grabbed her cell phone, wallet and flashlight and headed to the basement.

"We stayed down there 30 minutes. All I could hear is hail and wind blowing. I couldn't really see anything," Cage said. When she emerged she was relieved to find her house was relatively unscathed and she thought it was just another false alarm.

"It didn't look too bad. We knew a tornado had come through. We had no TV so we didn't realize how bad things were. Then as the evening wore on you start to hear that the high school was destroyed, that Home Depot was gone. In some cases you couldn't tell what was rumor or fact, but then we began to realize how bad it was," she said.

Cage was one of the lucky ones. The storm and tornadoes that passed through Joplin killed more than 120 people, destroyed scores of buildings and ripped a hole into the fabric of the lives of this close-knit community of 50,000.

Almost immediately, Cage and others set out to help those in need. She tried to get to the house of a friend, but soon realized it was an impossible task.

"We had to go one block over and four blocks north but we couldn't even get there, there was so much debris and power lines. We couldn't even tell where we were. We had no idea what street we were even on," Cage said. "How could that be when I've lived here for 30 years and I can't figure out where I am in town?"

"There's no landmark left to let you know where you are. All I could think was, 'Let's get out of here.' It almost felt like a place you couldn't be."

In the three days since the tornado struck, Cage said she's been touched by the overwhelming number of calls, e-mails and text messages she's received from friends in the IT industry and hasn't had time to personally reply to everyone.

Cage's office suffered little damage, but many of her customers, co-workers and friends were not so lucky.

"[Looking at pictures](#) of it is one thing. That's just flat. Standing in middle of it gives you a completely different view. When you stand and as far as you can see there's nothing but tree trunks and debris, it's terrible. It's just overwhelming," Cage said.

Cage said it's hard to not feel some guilt for sustaining relatively little damage when others have suffered so much more.

Next: **Striking So Close To Home**

"Our dispatcher, her mom's house was completely destroyed. We're all torn between the business of the day and how to figure out how to help people and what to do," Cage said. "It almost feels like it's too early to get past anything but the basics right now. Everybody has a place to stay, transportation, clothes. Those are the things everyone is trying to solve right now."

As of today, most people haven't started thinking about getting back to business, Cage said. "The problem is we're still in such a destructive phase. There's no time to rebuild yet. We're still picking through to try to salvage," Cage said.

Cage has been on mission trips in the past, including one to Greensburg, Kans., a year after a deadly tornado struck, to help relief efforts there. Like many people, she never thought a similar tragedy would strike so close to home.

"We just completed our business continuity plan about a week ago, where to meet if our office was destroyed and all of that. But from a personal perspective, you always go somewhere else to help. I never thought we'd be in a position to have people need to help us. It never occurs to you that YOU will be the place," Cage said. "I felt really bad about the people of Greensburg, Kansas. Now anytime I go anywhere now and tell people I'm from Joplin, they'll say, oh, that's where that bad tornado was."

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Donations, Fast Action Help Joplin VARs Get Customers Back Online

By [Scott Campbell](#), CRN

4:20 PM EST Fri. May. 27, 2011



From left: Jane Cage, Heartland Technology Solutions; Cookie Estrada, Joplin Family YMCA; Arlin Sorensen, Heartland and Larry Hedin, Heartland.

Donations from the IT industry are pouring into Joplin, Mo., to help VARs and businesses hit by the tornado that tore through the city May 22.

Heartland Technology Solutions, a Joplin-based VAR, on Friday delivered a Mitel 5000 phone system and 12 handsets, donated by Mitel, to the Joplin Family YMCA, which had announced the previous day that it would offer free day care to families impacted by the tornado.

Home Depot donated \$100,000 to the YMCA to help run the program but the YMCA has struggled to meet the demand of people calling in with requests for child care. More than 300 signed up the first day and the demand is expected to increase, said Cookie Estrada, CEO and executive director at the Joplin Family YMCA.

The new phones will be a huge help for families trying to get through to give kids something to do while the sort through all the damage, Estrada said.

Heartland executives told Estrada Friday morning of the incoming system.

"Will that help?" asked Jane Cage, Heartland's COO.

"Wow, you don't know how much. I don't know if you understand the scope of why that's so important, but thank you," said Estrada to Heartland executives Cage, Arlin Sorensen and Larry Hedin.

Hewlett-Packard also donated a [server](#) for Heartland to install at the YMCA too. The Joplin YMCA is also taking donations through www.joplinfamily.org.

Meanwhile, Heartland is also expecting a large shipment of servers, laptops, switches and printers to give to the community.

HP and other vendors, including Cisco Systems, Dell and APC also made sure quick deliveries arrived for SNC Squared, a Joplin, Mo.-based VAR that had its office right in the path of the tornado. Its office was obliterated and employees are now working out of the home of CEO John Motazed. "We have a mix of customers that are completely gone and some not at all," Motazed said.

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MONETIZING THE CLOUD



Five Business Hours After Tornado, Joplin VAR Back Online

By [Scott Campbell, CRN](#)

11:42 AM EST Thu. Jun. 02, 2011

John Motazedi is standing on a large pile of rubble, looking for anything recognizable or salvageable in the wood and concrete and God knows what else that used to be the headquarters of SNC Squared, the Joplin, Mo.-based solution provider business he's owned since 2007.

It's been five days since a Class EF5 tornado carved a one-mile-wide by five-mile-long path of destruction on May 21, destroying an estimated 30 percent of Joplin, an estimated 8,000 buildings, 300 businesses and at least 140 lives. Looking over the debris that was his office building, Motazedi points to where his desk used to be. Nearby is a commode and a package of unopened toilet paper fairly close to where the bathroom used to be. But the desk? Nowhere in sight ([click here for video of Motazedi surveying the damage](#)).



[View the Slide Show](#)

He steps carefully to the top of the pile, up a collapsed concrete wall, which offers a 360-degree view of about a mile in any direction. Total devastation as far as the eye can see. Less than a mile to the west is St. John's Regional Medical Center, or at least the ghost of St. John's. The tornado shifted the entire nine-story building four inches off its foundation. It moved a whole hospital.

The St. John's building has become an iconic symbol here for the destruction that Mother Nature can cause. What once served as a vital element in this close-knit community of 50,000 in Southwest Missouri is now just a lonely shell with blown-out windows eerily exposing its devastated innards.

"We could never see the hospital from here before. This area was so green and there were so many buildings," Motazedi recalls from SNC Squared's address. Now they're all gone. Many of those buildings housed doctor's offices and other health-care businesses, conveniently situated near the hospital. Many of those businesses were Motazedi's clients. They were part of the reason he picked this spot for SNC Squared's headquarters.

Of course, all that's changed now. The tornado, which occurred at 5:41 p.m. on Sunday, May 21, destroyed SNC's office, as well as everything else around it. Motazedi was still looking for a new office on May 31, as were some of his physician customers. Almost one-third of SNC Squared's 75 health-care customers were impacted by the tornado.

"We liked to be near our clients. The problem is everyone was around the hospitals. Now there is no [St. John's] hospital," Motazedi said.

One customer closed his shop to take employment at another facility, and a second customer is leaving town for good. Four of his five largest customers sustained tornado damage, and about 460 of the 970 workstations that he manages as an MSP went down, he said.

Yet, incredibly, Motazedi was back online himself by 2 p.m. Monday. After picking up the shambles of his own business first, he turned his attention to the clients that needed him most. He had 100 percent of his clients' networks back online by 5 p.m. on Thursday, May 25, thanks to some quick action, flexible suppliers, patient customers and a lot of help from some solution provider peers both near and far. Here's how he did it:

Next: Disaster Strikes

The tornado sirens were sounding and the weather seemed to worsen. Quickly. It was Sunday night, just after 5 p.m. and Motazedi gathered his wife and three kids and headed to the family's basement in a wooded residential neighborhood of Joplin. The family stayed in the basement about 30 minutes, during which time they lost power but sustained almost no damage to their home.

But Motazedi was worried about SNC Squared's office because he knew that the magnetic doors would only remain locked for another hour or two on battery power if the lights were out in that part of town a couple miles away.

Motazedi grabbed the keys to the building and with his family in tow started to drive to the office. They had not gone far before realizing that a tornado had indeed struck Joplin and decimated whole neighborhoods.

"We just saw this massive chaos. I'm trying to weave my way through it. The kids are screaming and crying. My wife is saying, 'I can't believe this. I can't believe this,'" Motazedi said.

The Motazedis spotted a couple with four small children, including an infant covered by wet towels, walking in the general direction of a hospital. Motazedi pulled over and packed the family, who were in a daze, freezing cold and suffering from multiple lacerations, into his car and drove them to Freeman Health System Hospital nearby.

At Freeman, Motazedi saw a familiar pediatrician and asked if she needed help. The doctor said she was shuttling supplies to Freeman from St. John's, which had been heavily damaged by the tornado. Motazedi left his family at Freeman and got back in his car, following the pediatrician back to St. John's.

"The building was completely destroyed. It literally looked like a bomb went off. But we climbed through the debris and got gloves, peroxide, stitches, Band-Aids, anything we could dig out," Motazedi said. He made multiple trips back and forth before St. John's security said the building was not structurally sound and shut down access.

Back at Freeman, Motazedi gathered his family and headed home to put the kids to bed. He had gotten a text from one of his techs that the office was a wreck. About 11:30 p.m., he found a tarp and drove to the office to check out the damage. Or he tried to, at least. Debris and downed power lines in the road prohibited vehicle access, so Motazedi had to hoof it in the dark. He thought he was in the right spot, but the total devastation made finding a landmark impossible, he said.

"I got to the street and said, 'I wonder where my building is.' I turned around and saw the L-shaped parking lot and realized that this was actually my parking lot. I looked over [where the building should be] and I realized, 'That's my business.' It was kind of like, 'Wow, there's nothing left. I hope our backups are good,'" Motazedi said. "[There] was actually a sense of relief. I knew we didn't have any techs working over here. I had immediately texted all my techs and they all had responded that they were fine. So no one we knew was injured [nor] their immediate family. That was a relief. All this stuff can be replaced. This is insignificant."

Next: Salvage Mission

In the dark, Motazedi found his server rack, which had "accordioned" down with the weight of the fallen building. He put a tarp over the server rack because up to two more inches of rain were expected later that night.

Meanwhile, a nearby search and rescue team saw Motazedi, who had a flashlight, and summoned him over. They said there might still be bodies in some buildings to the south. "Luckily, we didn't find anything," Motazedi said. "I went home about 1:30 but didn't sleep at all. At 5 a.m. I just got up."

He went back to the remnants of SNC Squared's office and started to pull out any equipment and supplies that could be salvaged.

"When I got there I saw the [server] rack; a wall had fallen on it but it seemed dry because of the tarp. We needed Sawzalls and wire cutters to get the stuff out. We poured water out of a couple of them. We got them to my house and opened them up, blew them out and dried them off. I found a network switch, said some Hail Marys and turned them on," Motazedi said.

Almost miraculously, many of the servers fired up, although some firewalls and switches had to go in the trash can. He made a list of equipment he still needed to create a temporary NOC in his basement and had employees hit every store within a 40-mile radius to retrieve the items.

"We had some spare firewalls at my house. We did the routing. We worked with three different companies: Zenith [Infotech], Datto and eFolder. All of them were phenomenal," said Motazedi. "We had to get power from every outlet in the house. We have extension cords coming in through windows, from the garage, from upstairs to power all this stuff. We actually had 21 servers at one point running [in the basement]."

At 2 p.m. Monday, clients were back up on all three solutions, he said, only five business hours after the tornado struck the night before.

If the servers had failed, Motazedi said he could have had replacements within 24 hours, but he was proud of the fact that he had customers online the first business day.

SNC Squared had a "pseudo [disaster recovery] plan," Motazedi said. "It came out of a plan for what happens if an employee goes rogue. What key things do you need to protect? That included passwords and access to servers. Then, do you have all the vendor information you need and so you need to secure any portals?"

Motazedi credits help from other VARs in his Heartland Tech Groups chapter, including at least two who traveled from Minnesota and Arkansas to provide on-the-ground support. Executives from another Joplin VAR, Heartland Technology Solutions, as well as Network Data Services in Little Rock, Ark., and Success Computing in Minneapolis joined SNC employees on salvage missions from customer locations.

"We were [hosting](#) clients' servers in our NOC at 2 p.m. Monday. The remainder of the day, we started contacting every one of our clients to say, 'We're showing you down in LabTech and wanted to confirm that you are down.' We put together a list of our managed services clients and put them in priority followed by our break/fix clients," Motazedi said.

Next: Back In Business

Teams went to each location to salvage equipment and take inventory. They brought whatever equipment they could find to Motazedi's basement, now turned into a NOC. Techs also contacted Zenith Infotech, eFolder and Datto to get the last image backed up to the cloud.

"Luckily, most of them didn't see patients that Sunday so they all had valid data good as of Friday night or Saturday morning," Motazedi said. "The problem we were running into is they needed the patient information. Their server was up, but they had no way to access it. We had clients coming to my basement, logging onto their server. We provided printers and scanners so they could print out reports and their schedule of patients."

Meanwhile, SNC Squared was ordering laptops, UPSes and other equipment, knowing that customers were going to need new products to resume business.

Craig Hillyard, CEO of Network Data Services, one of Motazedi's peers from Heartland Tech Groups, arrived Monday to help with that task. "We came to the decision that if we don't order it now, when are we going to get it in? It took us three days to get the equipment in so now when people have [new] offices we've got the ability to get them back up and put equipment in their office today, whereas a lot of other people are just saying, 'Well, what do we need?' " Hillyard said. "John's way ahead of the ballgame and he's actually got doctors operational and [they] have the ability to see patients and access the systems. We're on Day 5 of a major tornado wiping out an area. His business is functional and his clients are up and running. It's phenomenal."

Motazedi is understandably proud of the fact his business was back only five business hours after his office was demolished. He cautioned other VARs to make sure they would be able to do the same if disaster strikes. Before you can help your clients, he said, the first step is to make sure your own business is back first.

"Can you come up in five hours? If you can't or don't have a plan, you can't help your customers. There's no way. If you've got a house in shambles, chaos in your business or your business doesn't even exist, you can't help anybody," Motazedi said. "You need a good strategy in place in terms of what's going to actually happen, how are you going to roll it out and then practice it."

Coincidentally, SNC Squared had done a test run a week before the tornado hit, shutting down servers to see if it could boot up from its backups.

"We came up just fine [but] that's stuff everybody puts by the wayside," he said. "And don't be afraid to ask for help. I posted something on Facebook that said, 'This is my new office', and it was a picture of my 'new office.' I got up Sunday morning not knowing that by Sunday night I would go through a major disaster. I wasn't planning on it. It was just a beautiful day."



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Devastation, Determination

GO TO CRN.COM FOR SCENES AND STORIES STRAIGHT FROM JOPLIN

JOHAN MOTAZEDI IS standing on a large pile of rubble, looking for anything recognizable or salvageable in the wood and concrete and God knows what else that used to be the headquarters of SNC Squared, the Joplin, Mo.-based solution provider business he's owned since 2007. As he stands there, it's been five days since a Class EF5 tornado carved a 1-mile-wide by 5-mile-long path of destruction, causing as much as \$3 billion in damage. The twister devastated an estimated 30 percent of Joplin, destroying or seriously damaging 18,000 vehicles, 8,000 housing units, 400 business buildings, several schools, two fire stations and a hospital. Looking over the debris that was his office building, Motazedi points to where his desk used to be. Nearby are a commode and a roll of toilet paper. But the desk? Nowhere in sight.

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There Was Nothing Left

At 11:30 p.m. Sunday, Motzedi found a tarp and drove to SNC Squared's office to check out the damage. Or he tried to, at least. Debris and downed power lines in the road prohibited vehicle access, so Motazedi had to hoof it in the dark. He thought he was in the right spot, but the total devastation made finding a landmark impossible, he said.

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VARs Lend That Important Helping Hand

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Products And Planning

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— ■ ■ —

'Can you come up in five hours? If you can't or don't have a plan, you can't help your customers. There's no way. If you've got a house in shambles, chaos in your business or your business doesn't even exist, you can't help anybody.'

—SNC Squared's
John Motazedi

— ■ ■ —

What You Don't Know About Meaningful Use Will Cost You Money!

From the Desk of: John Motazedi
CEO, SNC²
July 14, 2011



Dear Friend,

I'm sure you've heard about EMR. I'm also pretty sure that you've heard about how the government is providing incentive for adoption of EMR in hospitals and by independent providers. That's not news. But do you know the "ins" and "outs" so that you can capitalize on these incentives? Most do not.

"Mark your calendar and
join me on this LIVE
webinar" - John Motazedi
CEO
SNC²

That's why we're putting on a series of free webinars. The first one is:
"Meaningful Use: What It Is, How To Demonstrate It, And How It Affects Your Incentive Dollars", Wednesday August 17th, 2011 at 10:00AM

I want to personally invite you to be my guest at this special webinar that we're holding for our medical clients.

This webinar, the first in a series, will show you the steps you need to take to maximize your incentive dollars for implementing Electronic Health Records.

You'll learn...

- ✓ What "Meaningful Use" is and how it affects your incentive amounts
- ✓ How to effectively show Meaningful Use to increase the incentive.
- ✓ 4 steps you can take now to save you hours of paperwork later.
- ✓ What's involved in an audit and how you can prepare for it
- ✓ What the deadlines are and how they affect you

To claim your free seat, please fill in the attached registration form or go online to <http://www.sncsquared.com/meaningful>

Seating is limited to the first 25 who register and we will fill up fast!

What some of SNC² Clients Had To Say

John has helped us with our computers and network for about 5 years. During that time we have changed servers, software, wireless routers, set up a secure wireless network, a VPN tunnel, remote access, and probably some other things I can't remember. We have yet to come up with a problem he cannot fix. He is always pleasant to work with, never displays his frustration at the messes we have caused trying to fix it ourselves. Our national software vendor has been impressed with him as well. In short we are VERY pleased with his work.

In addition, with the recent storm, our office was completely destroyed. Our patients needs continue whether or not we have an office. John recommended EHR (Electronic Health Records) and guided us through the whole process. As a result of that decision and execution, in less than three days after the storm, we were able to open our doors in a temporary location and start seeing patients again.

Cynthia D. Croy, MD
Family Health Center Of Joplin, Inc.

I recently chose to move to an independent physician practice in order to obtain an electronic medical record. After gathering a list of I.T. support vendors, I called several and was most impressed with John Motazedi and his company SNC Squared. He came highly recommended and I was not disappointed. He installed my network without a glitch and met a very aggressive timeline for completion without any difficulties. The quality that makes John stand above the rest is his responsiveness to questions. He was either immediately available when I called or called me back quickly. While I have seen some I.T. personnel get frustrated with the complexities of networking, John truly enjoys his job. He was always positive and never seemed to doubt that everything would go off without a hitch. I highly recommend John and his team at SNC Squared.

S. Carter, MD

The staff at SNC Squared have helped our business achieve all of our Electronic Medical Record goals. They were there thru the entire process from conception to completion. I feel confident they will continue to help us with any IT related item that could come up. They are just a phone call away. I would recommend their services to any business owner needing assistance with their IT issues.

D. Williams
OFS Joplin

Fast Response Form

“ Yes! Sign me up for a FREE Meaningful Use Webinar so I can get the most incentive dollars that I’m entitled to!”

Please reserve a seat for me during the Live Webinar on August 17th at 10:00 AM.

Please Complete and Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

To Secure Your FREE Seat, Fax This Form To:

1-417-782-1099

Or Call: **1-417-622-0933**



Phone: 417-622-0933 | Fax: 417-782-1099 | Email: support@sncsquared.com



**WE DELIVER MORE
BECAUSE YOU EXPECT MORE**



I would like to thank you for visiting our site. Please take a moment, look around and see the many unique ways we take care of our customers at SNC Squared. We will take care of your IT problems so you can take care of your business.
--John Motazedil - CEO

Free Webinar:

“Meaningful Use: What It Is, How To Demonstrate It, And How It Affects Your Incentive Dollars”

When: Wednesday, August 17th
Session Time: 10:00 AM CT

During This Session You'll Learn:

- What "Meaningful Use" is and how it affects your incentive amounts
- How to effectively show Meaningful Use to increase the incentive
- 4 steps you can take now to save you hours of paperwork later
- What's involved in an audit and how you can prepare for it
- What the deadlines are and how they affect you

Who Should Attend?

Medical practice owners and medical practice managers who want to learn how to cut through the red tape and obtaining the maximum government incentive for implementing and using electronic health records in their practice as quickly as possible.

Event Details:

When: Wednesday, August 17th
Session Time: 10:00 AM CT



[Add To My Calendar](#)

Meet Your Presenter:



John Motazedil is the founder and owner of SNC2, a local information technology firm here in Joplin which opened its doors in 1998. He's personally been involved in the implementation of dozens of Electronic Medical Records Systems for small to large medical practices in Joplin and the surrounding areas. John has always operated consistent with his goal: to provide comprehensive, current, responsive and reliable service to his customers in the four states area. As such, John does not advocate one particular solution for EMR. Rather he does a thorough analysis with the practice to determine what EMR solution would be the best fit. John's background is in Information Technology. Before starting his own company he was an engineer in the IT department at St. John's Hospital.

Attend For Free!

Simply complete the form below to secure spot.

* All Fields Required

First Name: _____

Last Name: _____

Company: _____

E-mail: _____

Phone: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Register Now



SNC² TECHNOLOGY TIMES

*“Insider Tips To Make Your Business Run Faster,
Easier And More Profitably”*

“We also lost our building, and were up and running just hours after the storm. We have now relocated to 1802 W 32nd Suite E; Joplin, MO 64804 and we are stronger than ever. The tornado may have taken our building, but like the rest of Joplin, it did not take our spirit!”

John Motazed, SNC Squared

Volume IV, Issue VIII
August 2011

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“Cool! How long does it hold a charge?”

Disaster Recovery: The Most Critical Part To Data Backups That Most Companies Overlook

A few months back tornados ripped through both Joplin, MO and Tuscaloosa, Alabama causing massive devastation. If you were fortunate, you only had to suffer through minor interruptions of utility services, with others paying a far steeper price. This got me thinking about how important disaster recovery planning is to any business. No one expects terrible things to happen, but when they do, having that plan in place can really save your bacon. And one of the MOST important aspects of this is the *recovery* part – how are you going to get that data back onto a working platform that allows you to continue serving your customers and operating your business. The shocker for most business owners is that simply having a copy of the data does NOT guarantee a fast recovery. Let me give you an analogy to help you understand...



Let’s suppose we put a disaster recovery plan in your home. Your house would represent the server and platform, and all your furniture and personal items would be the data. Now let’s suppose we could make a backup of your home by making an exact copy of everything that’s in your house (all your furniture, appliances, clothing, etc.) and storing it in a “backup” shed. Then the unthinkable happens: your house gets leveled by a tornado, flood or fire and everything is gone (or a critical part of it is damaged and needs to be replaced). You would think, “Well, at least I have a copy!” True, but the first thing you would need to do is replace the home itself (remember, that’s the platform that everything resides on). Next you would have to “reinstall” the services like gas, electricity and water (let’s call that the software). Then you would have to haul everything from the shed back to the house and “reformat” it by arranging it into the house. Depending on the extent of the damage done to your house, that could take days or weeks; chances are you’d have to find a hotel to live out of in the meantime. In addition, there’s the time and cost of moving everything back in and re-arranging and restoring everything to its proper place.

Plus, the above *assumes* you have a recent, working copy of your entire home and everything in it. If you failed to make a copy – or if the shed where you were storing everything had a water leak that destroyed everything inside due to mold – then you’re really out of luck.

Of course, this is a simple analogy – and there are ways to back up your data and network so that recovery can happen inexpensively in a matter of hours versus days or weeks. But if you simply think having a tape backup is...

Get More Free Tips, Tools and Services At My Web Site: sncsquared.com

Shiny New Gadget Of The Month: EVERNOTE



Organizers unite! If you have a lot of “stuff” to organize – pictures, notes, reminders, and more – and want an easy way to capture and organize all of it, you should take a look at EVERNOTE.

This cloud application allows you to type text notes, make lists, record voice notes, store photos, screen shots, travel receipts, itineraries and practically any other item you can think of.

Everything you capture is automatically processed, indexed, and made searchable. If you like, you can add tags or organize notes into different notebooks.

Populating EVERNOTE with content is simple. You can Tweet a note and have it stored, log in and type yourself a note, take a photo of a favorite wine you’re drinking and upload it or clip web sites and upload them.

Best of all, as your “stuff” grows you can easily search and keep track of everything in one simple place: Christmas lists, to-do lists, good ideas you want to remember, grocery lists, pictures of things you want to purchase and much, much more!

...going to be your saving grace, you might be unpleasantly surprised. I can’t tell you the number of businesses who ended up losing incredibly valuable, irreplaceable data because they didn’t think through the RECOVERY part of the backup equation.

So what do you need to think about? First, the way you backup your data should be based on how important your data is and how fast you would need to be back up and running in the event of a disaster. If losing your data would only be a mild inconvenience and you could stand to be down for a couple of days, then tape backups may be okay. If that’s not an option for you and there are certain critical functions that need to happen to keep you from getting into hot water with your customers and to prevent you losing a LOT of cash, then you want something more reliable than tape drives.

The BEST thing to do is contact our office to schedule a strategy meeting to go over your needs and expectations for what should happen in the event of downtime or an outright disaster. That way you know for sure what to expect and – more importantly – how to accurately prepare for a disaster.

New Facebook App Lets You Leave Messages To Loved Ones (And Enemies!) When You Die

I suppose it was only a matter of time before someone came up with the idea of a Facebook application that allows you to record a message that will be shared with your friends and family after you die. While the concept isn’t a new one, putting it on a social media site certainly is.

This new application called, “If I Die,” allows you to record a video message directly from your webcam (you can also draft a letter if you prefer). After recording, you are prompted to select three trustees that will be appointed to hold your message. It takes all three of those trustees to say that you are actually dead before the message is released to all friends and family via your Facebook page. Not too surprisingly, some of the videos being recorded aren’t very nice.



Get More Free Tips, Tools and Services At My Web Site: sncsquared.com

Quote of the Month

“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

- Bill Gates

The Top 5 Long-Life, Lightweight Laptops For Business Travelers

If you travel a lot and you're tired of anemic laptop batteries that make you hunt down a power outlet in the airport, you'll want to know about these new portables that can sustain you from LAX to New York. The four netbooks and four notebooks, arranged in order from longest to shortest battery life, will keep you going for anywhere from 6 and a half hours to nearly 9 hours. With battery power like that, you'll be able to keep your attention on your work and be very productive on the road.



Lenovo ThinkPad X200

This lightweight laptop offers maximum battery life of 8 hours and 54 minutes when tested with a nine-cell battery option. The battery adds less than a pound to the computer, bringing the total weight to only 3.7 pounds for easy carrying. The nine-cell battery upgrade costs only \$50 more. The price for this laptop is currently around \$951.

Samsung N110

The Samsung N110 did a stellar job in PC World's battery tests, lasting 8 hours, 23 minutes on a charge. At 2.7 pounds, this netbook is easy to carry as well. Prices for this model have dropped, putting it around \$410.

Lenovo ThinkPad T400

ThinkPads are catnip to business travelers, thanks to their sturdy construction, solid performance, roomy keyboards, and – in the case of the Lenovo ThinkPad T400 – excellent battery life. The nine-cell battery added a bit of bulk but kept us working just shy of 8 hours. The T400 is available online for \$1289 and up.

Acer TravelMate 6293

The Acer TravelMate may look a bit drab, but when it comes to long batter life, this one is a winner. In tests, it lasted 7 hours, 57 minutes; and for \$999, the price is right too.

Samsung N120

This netbook not only has a great battery life but it also offers a very comfortable keyboard. In PCW tests, the N120 went for 7 hours, 43 minutes on a charge, which is excellent but not quite as good as its netbook sibling, the Samsung N110. The N120 is priced around \$410 online.

Client Spotlight

This is a list of our clients who unfortunately lost their business due to the tornado. We had these clients data recovered and up running within hours of the storm. Their new or temporary locations are as follows:

Dr. Larry Deffenbaugh: 444 Four States Dr; Galena, KS 66739

Ferguson Medical Lab: 2727 E 32nd Suite 7, Joplin, MO 64804

Four States Surgery Center: 444 Four States Dr; Galena, KS 66739

Dr. John Goff: 104 S Main; Carl Junction, MO 64834

Dr. Knudsen: 2650 E 32nd Suite 101; Joplin, MO 64804

Dr's Matlock and Towery: 2829 Jackson; Joplin, MO 64804 (Basement)

Pediatrics and Associates: 2531 E 32nd Suite A; Joplin MO 64804

Skinovations: 420 North Rangeline Suite 4; Joplin, MO 64801

St. Mary's Catholic Church 430 W 7th; Joplin, MO 64801

D'Amour Family Medicine 3130 Wisconson Suite 6; Joplin, MO 64804

Would you like your company highlighted here in our "Client Spotlight"? Then give us a call today at 417-622-0933.

Steve Jobs Is Building A Spaceship On Earth (Cupertino City, CA To Be Exact)

Steve Jobs is "selling" Apple again – only this time he's pitching the Cupertino City Council on allowing him to develop a 150-acre plot of land to build, "The best office building in the world." This building will be home to a new Apple Campus – and without a doubt it's a very ambitious plan.

This giant building would hold 12,000 people. But that's not what makes this project so interesting – it's the circular design that gives it a spaceship appearance. In fact, there won't be a single straight piece of glass on the outside.

During his presentation, it was reported that Steve Jobs wasn't in his normal "pitch mode" we're used to seeing on stage at Apple keynotes and events. During this presentation he was reported as being much more low-key because he knows the city council can say "No" to his project if they want to. He's still salesy, but doesn't use words like "magical" or "insanely great."

And yet you can still see a tough streak in his proposal. When a council member asked if Apple plans to give the city free Wi-Fi, he replied, "We're the largest taxpayers in Cupertino, so we'd like to continue to stay here and pay taxes." Obviously that can be both a benefit and threat that Apple would pack up its bags and leave if not granted this request. Other highlights about the campus:

- The building would use its own natural gas generator as its primary source of power and the city's power grid only as a backup.
- The building includes an auditorium for conferences giving them the ability to hold their events there instead of San Fran.
- Apple wants to break ground next year, and move in by 2015.

Groupon: Good Idea Or Invitation To Price Shoppers?

Groupon, launched in November 2008 in Chicago, is a highly successful online marketing venue for businesses looking to gain more customers and for consumers looking for great deals on things they already buy. Here's how it works: Businesses wanting to reach more customers sign up for a "daily deal" promotion where they offer some product or service at half off the normal costs. Groupon then sends that offer out to a list of users who have signed up to receive these daily deals. But here's the "catch" (or the brilliance depending on how you look at it): in order for the deal to be "on," a certain number of people must buy the deal – otherwise it's off.

What this does is fuels people who WANT the deal to pass it on to friends and family to try and pump up the offer so they can get in on it. In doing so, Groupon naturally gets more users to sign up for their daily deal and keeps a hefty percentage of the sale. Also, the deal is only good for that day, building in an automatic urgency to buy. Clearly this is a good deal for consumers who get to buy products and services at deep discounts – but is it a good deal for the businesses that are using this as an advertising media?

Some say yes because it allows a new startup business to gain actual buyers to their store or web site at a break even or loss. And if you are providing a service that people really like, chances are they'll come back and tell their friends. However, some say it only attracts price shoppers who have zero loyalty; and no business wants that type of customer, especially when you have to deliver the products and services at a break even or loss. So how do you find out whether or not it will work for you? The best idea is to run a test and track the results. Obviously if you offer a great service that begs repeat business, it makes sense to advertise using Groupon because the upfront loss will be more than made up from in long-term repeat business and referrals. But if you have a problem with customer retention and loyalty, Groupon might not be the best place for you to advertise. To learn more on how to become a featured business on Groupon, visit www.grouponworks.com

Who Else Wants To Win A \$25 Gift Card? Take my monthly "Trivia Challenge" and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz was Gina Hunte of Hunte Corporation! She was the first person to correctly answer my quiz question from last month:

The word 'patriotism' comes from the Latin *patria* which means...
a) Loyalty b) Homeland c) Pride d) Freedom

The correct answer is b) Homeland. Congratulations, Gina, you've won a \$10.00 Starbucks Gift Card!

Now, here's this month's trivia question. The winner will receive a \$10.00 gift card to Starbucks.

Prince Charles once said, "Diana only married me so that she could..." what?
a) Be a Princess b) Live in a palace c) Wear the family jewelry d) Go through red lights

Call me right now with your answer! 417-622-0933

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TECHNOLOGY GROUP

Phone: 417-622-0933 | Fax: 417-782-1099 | Email: support@sncsquared.com



WE DELIVER MORE
BECAUSE YOU EXPECT MORE!



I would like to thank you for visiting our site. Please take a moment, look around and see the many unique ways we take care of our customers at SNC Squared. We will take care of your IT problems so you can take care of your business.
--John Motazedli - CEO

- Managed Services
- Backup & Disaster Recovery
- Employment
- Meaningful Use

Home About Us Services Testimonials 12 Things We Do Better Free Offer Who We Serve Contact Us News Blog

Blog | Disaster Recovery – Are You Ready For Another Tornado?

Disaster Recovery – Are You Ready For Another Tornado?

August 24, 2011

As impressed as I am with the large-scale recovery efforts in Joplin since the tornado struck the city in May, I can't help but think there is so much left to be done. I worry about the small and mid-sized businesses here and in the Four States Area that had the best of intentions immediately following the disaster, but have not yet developed a plan for back up and disaster recovery.

If one tornado hit our city, another one could, too. Are you ready for that? Disaster planning and preparedness is your lifeline. If you are not prepared, another tornado or large-scale disaster could occur, putting you and your employees at high risk and possibly forcing your business to shut down forever. I know first-hand that could happen. We lost a number of clients who lost everything and who won't be reopening their doors for business. I don't want to see that happen to you.

Start your back up and disaster recovery now. Get a plan in place and make sure these three things are addressed first:

- Establish a communication plan that will work no matter what. Re-direct all calls to a cell phone. Have a plan to provide emergency notification to all employees, clients and vendors. Keep all contact information on hand and off-site.
- Identify employees responsible for IT functions who will work to protect and re-establish your systems. Make plans to work at another location and determine what it would take to do that.
- Test your plan to make sure your business can operate and your systems can be quickly restored no matter what. Test all critical functions, especially those that would be most vulnerable, including servers, networks, PCs and workstations.

I know this can be pretty overwhelming, but it's something you need to do to protect your business, your employees and your customers. And we can help you. One of our core business functions at SNC2 is back up and disaster recovery. No matter what the problem is or what disaster strikes, we can help you with your disaster planning and preparedness. We have the highly trained staff, the technology and the solutions to take care of everything involved with disaster recovery and continuity of service. Call today for a free demonstration of our products, services and pricing options. Don't wait for the next disaster to happen. Let us help you now.

Leave a comment here:



Add a comment...


Post to Facebook

Posting as Rachel DeAnn (Change)

Comment

Facebook social plugin

Is Your Network Working As Well As It Should? Let us help you find out. We'll look "under the hood" and inspect 27 different aspects of your network for vulnerability and efficiency. When we're done, you'll have a easy-to-read report that explains everything we found.



Name:

Company:

Phone:

Email:

100% No Hassle Guarantee

We are so confident in our ability to keep your network up and running with our managed services program that we offer a 100% No Hassle Guarantee. If your server ever goes down, we promise to respond within one hour, perform all the labor necessary and get the server back online ASAP at absolutely NO COST to you.

No hassle, guaranteed.

« [Certified EHR Technology – The Time To Act Is Now!](#) [Business Leaders – Are You Disaster Proof?](#) »

FREE Live Webinar:

“7 Precautions and Critical Systems Every Small Business Owner Must Have in Place Now to Guarantee a Fast, Easy, and *Economical* Recovery of Their Data in the Event of a Disaster”

From the Desk of: John Motazed
President, SNC²
September 14, 2011



“Mark your calendar and join me on this LIVE webinar.” – John Motazed, President SNC²

I want to personally invite you to be my guest at a very special webinar we are holding on **Thursday, September 29th at 4PM** for our small business clients who are uncertain about the reliability of their current backup system.

This webinar will show you how to put a safe, inexpensive system in place NOW so you can have complete peace of mind that you are ready no matter what happens!

You'll learn...

- ✓ A simple explanation of the various options for backing up your data; you'll discover which ones are essential to get you back up and running fast, and which ones are unnecessary (and expensive) bells and whistles.
- ✓ The only way to know for sure that you CAN quickly recover 100% of your data in the event of a disaster; ignore this critical step and you're playing Russian Roulette with your company's data.
- ✓ How to get back up and running in the shortest time possible; we'll reveal what most backup providers don't want you to know about their backup system that could have you down for days – possibly weeks – trying to restore your data.
- ✓ What you should demand from your offsite backup company; if your current provider can't say “yes” to these 5 key questions DON'T trust them with your data.
- ✓ How to completely automate your backup system so you can say goodbye to the hassle of tape rotation, tape storage, and the liability of human error.

To claim your free seat, please go online to: www.snscsquared.com/backup-webinar or call us at 417-622-0933

Seating is limited to the first 48 who register and we will fill up fast!

You're Invited To Join Us:
**“FREE Webinar Will Reveal What Every
Business Owner MUST Have In Place *NOW* To
Guarantee A
Fast, Easy, And Painless Recovery Of Their
Data After A Disaster”**



**When: Thursday, September 29, 2011
Session: 4PM**

From the Desk of: John Motazedi
President, SNC²

If being able to restore your data and network quickly in the event of a disaster is important to you, this could be one of the most important letters you read all year. We're holding a FREE executive webinar to clarify many of the questions our clients and colleagues have about backing up and securing their data.

During this seminar you'll discover...

- ✓ The two-step backup system you must have in place to be 100% certain your business is back up and running FAST in the event of a complete system meltdown or disaster.
- ✓ The *only* surefire way to know if your data is being backed up without errors or corruption; almost 99% of business owners *never* perform this simple check.
- ✓ The shocking misunderstanding most business owners have about their current backup system; if you think just backing up the data is enough, you'll be appalled after hearing *this*.
- ✓ How to get back up and running in the shortest time possible; we'll reveal what most backup providers don't want you to know about their backup system that...

**OVER.
PLEASE** →

...could have you down for days – possibly weeks – trying to restore your data.

- ✓ 7 security questions you should ask your offsite backup company *before* trusting them with your data; if they cannot say “yes” to all 7, DON’T give them access to your data or your network!
- ✓ How to completely automate your backup system so you can say goodbye to the hassle of tape rotation, tape storage, and the liability of human error.
- ✓ Why tape backup is one of the WORST ways to secure your data.

We are also going to announce a hot NEW backup system that is not only far superior to any other backup system on the market, but one that will also save most of our clients thousands of dollars in offsite backup storage.

Seating Is Limited So Register Now!

Unfortunately, we can only have 20 people on the webinar so seating is very limited. I’m absolutely certain that seats will go fast because backing up and securing your company data is a critical and very important issue that ALL of our clients are concerned about. No one can afford to risk lost data or being out of business for days or weeks due to a disaster.

**To Register, Fax Back This Form Below OR Go Online:
www.sncsquared.com/backup-webinar**

YES! Please reserve my seat for your lunch and learn seminar so I can learn exactly what I need to do now to guarantee a fast, easy, and painless recovery of my data and network in the event of a disaster!

Name: _____

Guest’s Name: _____

Company: _____

Phone: _____ E-mail: _____

Please fax immediately to (417) 782-1099

How About We Eradicate Breast Cancer... and Computer Viruses While We're At It!

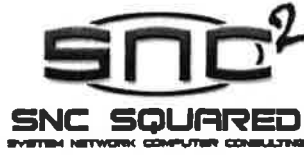
As you're probably aware, October is Breast Cancer Awareness month. My name is John Motazed. I'm the CEO at SNC², a technology firm here in Joplin. We've created pink mouse pads (pictured below) and we're using them to raise funds for local organizations who are battling this deadly disease. You can get one of these mouse pads for free. All we ask is that you provide a donation in any amount to one of the local support organizations. All the money raised will stay in Joplin.

As a special incentive, the first 10 people who donate at least \$25 and request a mouse pad are entitled to a free virus vulnerability check (normally a \$249 value). We'll come to your site, "look under the hood" and let you know how protected you are against rogue attacks. We'll provide you with a recommended set of actions you can take to secure your network against these sorts of attacks.

Support the fight against Breast Cancer. Go to:
www.sncsquared.com/bc to claim your mouse pad!



Hurry up this offer is only valid in October and we have a limited number of mouse pads remaining.



1802 W 32nd Street, Suite E
Joplin, Mo. 64804

Tel 417.622.0933
Fax 417.782.1099

Please mark and fax back this form to us at FAX 417-782-1099

Or you can email your information to john@sncsquared.com

Or fill out the form online at www.sncsquared.com/bc

Or scan the following QR code.



Or mail it to

C/O SNC Squared
Breast Cancer Fund
PO Box 4964
Joplin, Mo. 64804.

Breast Cancer Foundation of the Ozarks. BCFO seeks to reduce the physical, financial and emotional burdens of Breast Cancer on the communities served by the foundation. Support provided by BCFO is made possible through the generosity of individuals and businesses and through special grants. All contributions stay local.

Hope 4 You. HOPE is an acronym for **Help, Outreach, Prevent and Educate.** The purpose of the Hope 4 You Breast Cancer Foundation is to raise awareness, provide support, offer education and instill hope for those affected by Breast Cancer in our local area. It is our goal, our HOPE that we would ultimately help to find a cure for Breast Cancer. There are many national and international organizations that assist in the elimination of Breast Cancer. The individuals and corporations who founded Hope 4 You will determine where help can be provided "locally".

Other

I am donating \$25 or more and would like to take advantage of the virus vulnerability scan.

Name: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone Number: _____

Free Mouse Pad with a Donation

As you're probably aware, October is Breast Cancer Awareness month. We at SNC2 have created **pink mouse pads** and we're using them to raise funds for local organizations who are battling this deadly disease. You can get one of these mouse pads for free. All we ask is that you provide a donation in any amount to one of the local support organizations. All the money raised will stay in Joplin.



Contact us:

By email, john@sncsquared.com
By phone, 417-622-0933
Or come by, 1802 W. 32nd Street, Suite E
Joplin, MO 64804

We will donate to:

- Breast Cancer Foundation of the Ozark
- Hope 4 You
- Or the breast cancer foundation of your

Having trouble viewing this email? [Click here](#)



December 20, 2011

Dear John,

Because Security has become such an incredibly hot topic, we've decided to hold an executive lunch and learn seminar on this topic to clarify a number of questions and misconceptions most businesses have about this.

However, since this is such a BIG topic with so many questions, I wanted to reach out to a few of our best customers (you) to find out what questions you would most like us to address.

Would you take a few seconds to hit "reply" to this e-mail and weigh in with your opinion?

Here are a few of the topics we are considering:

-
- 1) What every business owner must have in place to make sure they are protected from hackers, viruses and other riff-raff.
 - 2) How to increase the productivity of your employees (do you know what they're doing online?)
 - 3) Soup to Nuts Security Planning: What every business owner must know about keeping the doors open for your customers and closed for the bad guys .

Please take a moment to hit "reply" and let us know if any of these are of interest...and if NONE of these are, what is?

Many thanks!

John Motazedi
CEO
SNC Squared
417-622-0933
john@sncsquared.com

To Celebrate the Coming Holiday Season,
We Have a Gift For You...

“FREE Computer Support!”

John Motazedi, here from SNC². It's been a very eventful year here in Joplin. Without a doubt we had tragedy. And yet, given who we are here in Joplin, we're either back on our feet or we're getting back on our feet, opening doors and returning to business as usual.

After Thanksgiving and heading into the holidays, it's clear to me that I have a lot to be thankful for and many reasons to celebrate. For us, despite the disaster, it's actually been a great year. I measure that not only by my own business but also by the success of my clients.

So it is with the holiday spirit that I send this letter to you and enclose my version of holiday cheer. What we do best at SNC² is make computer problems go away. I want to do that for you. Below is a gift certificate good for 2 free hours of computer support. You can use it to accomplish any of these things:

- Computer network crashes constantly or constantly runs slow
- Printers not working right
- Applications giving you error messages, hanging up, or suddenly crashing
- Internet is down (single user or company-wide outage)

And pretty much anything else that you can think of that is computer or network related. As a special gift, and a tasty one at that, if you take advantage of my offer before January 15, 2012, I'll send you a box of chocolate!



Happy Holidays!

Gift Certificate

SNC²
1802 W 32nd Street, Suite E
Joplin, MO 64804
417-622-0933
www.sncsquared.com

Valid For 2 Hours Computer Support

To Redeem, Call 417-622-0933

From John Motazedi, CEO

Effective 12/1/2012 Expires: 1/31/2012

Not redeemable for cash. Good until expiration date stated. Redeem before 1/15/2012 for extra gift. Offer for new customers only.

Fast Action Response Form

YES! Please Reserve a FREE **SNC² TRIPLE CHECK in My Name to Keep My Computer Network Safe, Secure, and Running Smooth!**

I understand that I am not obligated to do or buy anything by signing up for this offer. For free, one of your technicians will schedule an appointment to conduct an **SNC² TRIPLE CHECK** of my network. Upon completion, I'll receive a report that will show any problems, threats, or vulnerable areas that need to be addressed. If a problem is discovered, I will receive a recommended action plan and fixed-fee quote to resolve it with no hidden fees. Again, I am under no obligation to hire you to do any work.

Register Online: <http://www.sncsquared.com/thanks>



Need To Speak To Someone Right Away?

Call: 417-622-0933

Or e-mail: support@sncsquared.com

Please Complete This Form:

Your Name:

Title:

Company:

Address:

City, State, Zip:

Phone:

E-mail Address:

Number of PCs:

Fax This Completed Form to: 1-417-782-1099
You Must Respond On Or Before December 1st!

SNC Squared
PO Box 4964
Joplin, MO, 64804

www.sncsquared.com

Because there are literally dozens of ways hackers and viruses can access your network—undetected-to access and remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, unstable, and susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100% --that means all tape drives will fail at some point, often without warning. You don't want to find out that your backup was not working the day after your hard drive fried.

Think About This...

What else in your business is more valuable than the data on your network? Just imagine how devastating it would be to lose it! That's why our **SNC² TRIPLE CHECK** is so important. We'll conduct a comprehensive review of your network's security settings to make sure your data is safe and secure.

Here's How It Works...

To get your FREE, no-strings-attached **SNC² TRIPLE CHECK**, simply sign up online at <http://www.snquared.com/thanks> or complete and fax the enclosed response form back to our office. Or if you prefer to speak to me directly about this, call my office at 417-622-0933. After we receive your request, we'll schedule a convenient time for one of our technicians to come on-site and conduct a complete Check of your network. When we're done, we'll give you a comprehensive, easy-to-read report that will show any problems, threats, or vulnerable areas that need to be addressed.

If we discover a problem, we'll also provide you with a recommended action plan and fixed-fee quote on what it will cost for us to resolve it. No hidden fees, no bait and switch. If you decide to hire us to do the repair (you're under no obligation), we'll it scheduled immediately.

And if we find out everything is safe and secure, you'll breathe a big sigh of relief knowing the true state of your network's health and security.

What do you have to lose? Don't let another day go by without verifying the health and security of your network! We're making this as easy as possible to say yes – all you have to do is take 60 seconds to fax back the enclosed fast-response form or call our offices and we'll do the rest!

Sincerely,

John Motazedi
CEO, SNC Squared
Phone: 417-622-0933
E-mail: john@snquared.com
www.snquared.com

P.S. Remember, this offer for a FREE SNC² TRIPLE CHECK expires on December 1st! You are under no obligation to do or buy anything but you must respond NOW or you will miss out!

“I Have A FREE Thanksgiving Gift Reserved For You”

John Motazedi
SNC Squared
PO Box 4964
Joplin, MO, 64804
www.sncsquared.com

November 10, 2011



Dear Friend,

In a few days, we will all be sitting down for Thanksgiving dinner in our homes with friends and family, taking a few minutes to think about our many blessings.

“Don’t wait until your computer has a complete melt-down! I want to give you a FREE **SNC² TRIPLE CHECK** (\$297 Value) to make sure your network is safe and secure from nasty computer gremlins – but you have to contact us before December 1st!”

John Motazedi, CEO, SNC Squared

When I walked into my office this morning, it occurred to me that I should do something to let you know how thankful I am for the opportunity I’ve had in the past to help you be more successful, productive and profitable in your business in some small way. Unfortunately, I haven’t seen you in quite a while, and that concerns me – the good fortune of having a computer network that is always up, running fast and secure requires continuous protection and care.

So I decided to write to you and a small, select group of my clients to offer a FREE SNC² TRIPLE CHECK between now and December 1st.

I know you are so darn busy running your business that you simply forget to think about the security and health of your computer network – and if you haven’t experienced a major crash, outage or disaster up until now, that’s another item you should put on your list of things to be grateful for this Thanksgiving.

To Show Our Gratitude, We’ll come To Your Office and...

- ✓ Check your firewall’s security settings to make sure you are protected from the latest hacker attacks, worms, and viruses.
- ✓ Check your network’s back-up system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- ✓ Check that you have the most up-to-date security patches installed properly; miss one critical update and you’re a “sitting duck.”

Why Should You Care About This?

YES! Please Reserve a FREE Security Audit in My Name to “See” if I’m Truly Safe from Spyware, Viruses, Hackers, and other SPOOKY Disasters!

I understand that I am not obligated to do or buy anything by signing up for this offer. For free, one of your technicians will schedule an appointment to conduct a complete Security check of my network. Upon completion, I’ll receive a report that will show any problems, threats, or vulnerable areas that need to be addressed.

If a problem is discovered, I will receive a recommended action plan and fixed-fee quote to resolve it with no hidden fees. Again, I am under no obligation to hire you to do any work.

**Need To Speak To Someone Right Away? Call:
417-622-0933**

Please Complete This Form:

Your Name:

Title:

Company:

Address:

City, State, Zip:

Phone:

E-mail Address:

Number of PCs:

**Fax This Completed Form To: 1-417-782-1099
You Must Respond On Or Before October 31st!**

**SNC Squared
1802 West 32nd Street Suite E
Joplin, MO, 64804
www.sncsquared.com**

Or Email to john@sncsquared.com

Our clinic has been with SNC Squared since June, and we are very pleased with all of the services they provide. John Motazedi and his staff answer our calls promptly and are on site very quickly when needed. Knowing they are monitoring our computer network has given us great peace of mind and allows us to have professional IT staff available at all times. They understand the issues in a medical practice and have worked after hours and on weekends numerous times to avoid disrupting our day-to-day operations. I highly recommend SNC Squared. We only wish we had found them sooner!

Kay Yust, Office Manager
M&T Dermatology Services

I recently chose to move to an independent physician practice in order to obtain an electronic medical record. After gathering a list of I.T. support vendors, I called several and was most impressed with John Motazedi and his company SNC Squared. He came highly recommended and I was not disappointed. He installed my network without a glitch and met a very aggressive timeline for completion without any difficulties. The quality that makes John stand above the rest is his responsiveness to questions. He was either immediately available when I called or called me back quickly. While I have seen some I.T. personnel get frustrated with the complexities of networking, John truly enjoys his job. He was always positive and never seemed to doubt that everything would go off without a hitch. I highly recommend John and his team at SNC Squared.

Dr. S. Carter MD

Here's How It Works...

To get your FREE, no-strings-attached Security Audit, simply complete and fax the enclosed response form back to our office. Or if you prefer to speak to me directly about this, call my office at 417-622-0933. After we receive your request, we'll schedule a convenient time for one of our technicians to come on-site and conduct a complete security check of your network. When we're done, we'll give you a comprehensive, easy-to-read report that will show any problems, threats, or vulnerable areas that need to be addressed.

If we discover a problem, we'll also provide you with a recommended action plan and fixed-fee quote on what it will cost for us to resolve it. No hidden fees, no bait and switch. If you decide to hire us to do the repair (you're under no obligation), we'll get to work on it immediately.

And if we find out everything is safe and secure, at the very least you'll breathe a big sigh of relief knowing the true state of your network's security.

What do you have to lose? We're making this as easy as possible to say yes – all you have to do is take 60 seconds to fax back the enclosed form or call our offices and we'll do the rest!

Sincerely,

John Motazedi

P.S. Remember, this offer for a FREE Security Check-Up expires on October 31st! You are under no obligation to do or buy anything but you must respond NOW or you will miss out!

Why Should You Care About This?

Because there are literally dozens of ways hackers and viruses can access your network—undetected—to access and remotely control your network, corrupt your data, and use your network as a conduit for spreading spam, viruses, and even illegal software.

There are numerous system checks and updates that should be done on a regular basis to ensure maximum speed, performance, and security. Ignore them and your system will get progressively slower, unstable, and susceptible to viruses, spyware, and hackers.

Tape backups have a failure rate of 100% --that means all tape drives will fail at some point, often without warning. You don't want to find out that your backup was not working the day after your hard drive fried.

Think About This...

What else in your business is more valuable than the data on your network? Just imagine how devastating it would be to lose it! That's why this checkup is so important. We'll conduct a comprehensive review of your network's security settings to make sure your data is safe and secure.

Okay...So What's The Catch?

I bet you're wondering why I'd be willing to give this away for free. **Let me explain...**

I know from working with hundreds of business owners that the last thing on your mind is computer maintenance. You – or someone in your office – is probably not checking and verifying the integrity of your backups, scanning for viruses and spyware on a weekly basis, checking the logs to look for hardware failures, disk space limits, and other issues. And, you probably don't know if you have the most up-to-date security patches in place.

That means you are at risk for a major computer meltdown. And if you will allow me to come in and review your network, I can prove to you how our easy, affordable solution can finally give you complete peace of mind that someone is watching your network 24/7, 365 days a year to make absolutely certain you don't experience a devastating disaster in your business.

After All, Don't You Just Want Your Darn Computer To Work The Way It's Supposed To?

That's why I'm making this offer. I know that we are hands down the best at what we do, but I don't think it's fair for you to risk your money to find out. I don't expect everyone to become a customer, but I know that some will end up becoming loyal, long-term clients, just like these businesses...

...have adequate protection on their network and, therefore, overlook these and other threats. At some point, disaster strikes and they find themselves in a real mess with a network that is offline.

By then, the damage is done and it often costs thousands of dollars to restore their network back to normal. Even then it's not uncommon for them to permanently lose irreplaceable accounting, client, and business data – not to mention the hours of downtime.

What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

Which brings me to the reason I'm writing you today...

No More Excuses! Our Free Security Audit Will “Hunt Down” The Demons Hiding In Your Computer Network

I know you are so darn busy running your business that you simply forget to think about the security and health of your computer network – so consider this a “friendly reminder” to get it done right away.

And to make it a complete “no-brainer,” from now until Halloween (October 31st), I'm offering you a **FREE Security Audit (\$297 Value)** so you have no excuse for making sure that your computer network is safe not only from spyware and viruses, but also hackers, spam, data loss, hardware failure, software corruption, and a number of other disasters.

For FREE, We Will Come To Your Office And...

- Check your firewall's security settings to make sure you are protected from the latest hacker attacks, worms, and viruses.
- Scan for spyware that is secretly stealing your company's bandwidth, jeopardizing the speed of your computer system, and embezzling confidential information about you, your employees, and your business.
- Check your network's back-up system to ensure it is working properly and accurately backing up all of the critical files and information you never want to lose.
- Verify that you have the most up-to-date security patches installed properly; miss one critical update and you're a “sitting duck.”
- Diagnose slow, unstable PCs.
- Recommend user access policy to protect your business.



"Don't wait until your computer has a complete melt-down! I want to give you a FREE Network Security Check (\$297 Value) to make sure your network is safe and secure from nasty computer gremlins – but you have to contact us before October 31st!"
John Motazedi, CEO, SNC²

This Halloween....

“Who’s Keeping An Eye On Your Computer Network?”

Dear Friend,

As you can see, I’ve enclosed a tiny eyeball with this letter. Why have I done this? **There are two reasons...**

1. I have something very important to share with you, and I needed a way to make sure I had your immediate attention. And...
2. Since what I have to share with you involves “keeping an eye” on your computer network (and since it’s close to Halloween), I thought this was an especially appropriate eye-catcher.

Here’s what this is all about...

If No One Is Keeping A Constant Eye On Your Network, Your Next Computer Disaster May Be Right Around The Corner!

Can I talk straight?

99% of the business owners we work with wait FAR too long to have us check and update their computer network’s health and security. Because they don’t have adequate protection, a nasty virus, malicious hacker, an unexpected software corruption, hardware failure, or DOZENS of other problems could catch them off guard and result in extensive downtime, data loss, and expensive disaster recovery fees.

That’s because most business do NOT...

Breast Cancer Foundation of the Ozarks. BCFO works to reduce the physical, financial and emotional burdens of Breast Cancer on the communities served by the foundation. Support provided by BCFO is made possible through the generosity of individuals and businesses and through special grants. All contributions stay local.

Hope 4 You. HOPE is an acronym for Help, Outreach, Prevent and Educate. The purpose of the Hope 4 You Breast Cancer Foundation is to raise awareness, provide support, offer education and instill hope for those affected by Breast Cancer in our local area. It is our goal, our HOPE that we would ultimately help to find a cure for Breast Cancer. There are many national and international organizations that assist in the elimination of Breast Cancer. The individuals and corporations who founded Hope 4 You will determine where help can be provided “locally.”

Other _____

Name: _____

Company Name: _____

Address: _____

City/State/ZIP: _____

Email: _____

Phone Number: _____