MAKE I.T. EASY

Insider tips to make your business run faster, easier, and more profitably.

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IF YOUR BUSINESS IS STILL USING DSL OR CABLE, GO TO PG. 2

"Can You Hear Me Now?"

Happy Thanksgiving

We would like to take a moment to thank all our clients for placing their trust in us. We truly appreciate it, and we always strive to reward that trust with exemplary services and an excellent return on investment.

Our goal is to enable other businesses to do what they do best by taking over their IT needs and making everything run smoothly on the technical side. We hope you enjoy time with loved ones during this wonderful Thanksgiving time. We're thankful for so much, and we thank you again for being part of our business family. Enjoy the peace of mind that comes from knowing that our machines never take time off for the holidays. And that's good news for all of us.

11.11.2021 VETERANS DAY
★ HONORING ALL WHO SERVED ★

Just Solutions, Inc would like to thank all members of the military who have served in the past or present. To show our appreciation, we would like to provide active-duty service members and their families free computer/laptop service as well as a 10% discount for veterans. Bring in your device and we will provide diagnostic services and repair. **JUSTINC.COM/TECHFORTROOPS**

TECH 4 TROOPS

Can You Hear Me Now?

With David Wolf, Vice President of Just Solutions Inc.

Do you remember the advertising slogans, "clear enough to hear a pin drop" or "can you hear me now" from US Sprint (1993) and Verizon Wireless (2003), respectively? Consumers expected high quality from their long-distance providers and with cell phones, they expected great coverage everywhere. As the Internet grew in popularity, speed was the number one concern by consumers. Dial-up was too slow. DSL was better but not fast enough. Cable was even faster but was not available nationwide.

Meanwhile, as consumers adopted faster DSL and cable, the telecom industry was building out a "fiber" backbone throughout the country and the world. The fiber optics rollout of the '90s and 2000s laid the foundation for today's modern communications network. All your calls today, both landline and Cellular, traverse the nation and the world over fiber optics.

So why is your business still using DSL or cable? Why haven't you moved to fiber optics? Cost is the number one reason companies still suffer from poor Internet connections and speeds. The quality and speed provided by fiber is unrivaled at this time. Cellular 5G is promising equal speeds. Although 5G is promising these speeds, fiber connects the cell towers and the rest of the Internet. While 5G is improving speeds during the "last mile", fiber speeds continue to move even faster and faster with new technologies. What is the "last mile"? This term is used by the industry to describe the connection directly to the consumer. Your on-ramp, so to speak, to the Internet superhighway.

Enough of the history lesson. What is the business lesson? We will continue to depend on the Internet for everything. The speed and reliability are the two top concerns of business owners and consumers alike.

Backup Your Data Before It's Gobbled Up.

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Learn More

I decided to research and find the best ways to build reliability and fast Internet for businesses of all sizes. Since no one size or solution fits all, I came up with a few great options. Ultimately, my number one suggestion is to get fiber. If you can afford it, get two fiber connections from two different providers. If your budget does not permit this as an option, I came up with ways to use Cellular (4GLTE and future 5G), Cable, DSL, and fiber in any combination.

"Plan for failure and do some testing."

For example, if your primary connection is cable from Spectrum, you can add 4GLTE as a failover option. If you have fiber, you can select cable or 4GLTE as your backup. You can even have both! Yes, you can mix and match dissimilar connection types and speeds. A new service called SD-WAN (software defined, wide area network) is becoming popular. All the Internet providers are promoting SD-WAN. Getting a carrier-specific solution is a bad idea. You don't want "all your eggs in one basket." You want an SD-WAN solution that can work with any carrier and any connection. On top of that, one that lets you decide which services go over which ISP. The best solution provides an always-on connection and balances your workload across your multiple connections.

Plan for the failure and do some testing. You might need to limit the users or services that can use the backup connection if it is a much slower connection like 4GLTE. We like testing monthly, but quarterly at a minimum. Also, do not forget battery backup (UPS) for the communications equipment. I go into a lot of wiring closets and see only power strips for the cable and DSL modems. The smallest unit I recommend is an INTERNET900U from Tripp Lite for your communications equipment. You will need a larger unit if you have a lot of equipment.

If you have not had a recent Internet and phone bill analysis or would like to discuss building a backup Internet connection, email us at info@justinc.com or give me a call at 833-CALL-JSI.

Too Good To Be True?

ATM Skimming Fake Websites
Financial Malware Device Theft
Sketchy Vendors Ads and Pop-Ups
Bank Fraud Phishing Attacks
Social Media Scams

Think First.

CYBER MONDAY

BLACK FRIDAY

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