Windows 7 End of Life.

Every Windows product has a lifecycle that begins when a product is released and ends when it's no longer supported. When Windows 7 reaches end of life status, Microsoft will discontinue all support of the product.

The cost to upgrade Windows Home to Windows 10 is $99.99. The cost to upgrade Windows 7 Pro to Windows 10 is $199.99.

Consider that an upgrade will cost you over $100, and you will have a workstation that is more than a few years old. Or, you can get a new computer with Windows 10 that possesses a 1TB and 8GB of memory for under $300.

Last Call for Server 2008 and Windows 7

Server 2008 was shipped with 10 years of support which included monthly security updates, but that support is now ending in less than 3 months. On January 14, 2020, support for Windows Server 2008 and 2008 R2 will end, unless you are willing to pay.

Now is the time to inventory your infrastructure to determine what workstations will need updated/replaced as you have about 2 months to complete your plan.

If you buy a new server, I suggest purchasing a three-year support plan unless you don't mind an expensive rapair in 14 months. If $4500 hurts now, 1 - 2K will really sting in 14 months if you have hardware failure.

The important thing is that you prepare your upgrade path now, backup your data, then execute your plan. Don't forget the 3-2-1- Rule!

You have three options to remain current for Server 2008.
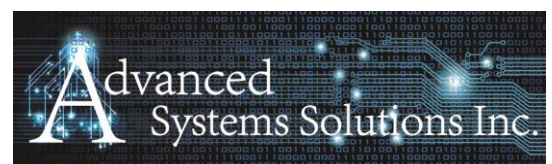**Migrate to new hardware.**
Work now to understand what applications are running and what their associated capacity, processing power, and memory utilization requirements are so you can plan your migration to an updated operating system.

Migrate to Azure.
In July of 2018, Microsoft announced that they will offer 3 years of additional support, that includes new security updates for SQL 2008 and Windows Server 2008.

Purchase Annual Support.
Microsoft is selling Extended support on an annual basis per server for up to three years. This allows you to purchase only as many licenses as you need per year with the hopes that the number decreases as you are migrating to up-to-date operating systems.

Advanced Systems Solutions Inc.

Publish or Perish
Winning at SEO

Tom Jelneck
On Target Digital Marketing

We asked Tom Jelneck for his advice on Digital Marketing and how he helps his clients win at SEO

Some very good friends of mine are college and / or grad school professors. You'll often hear them say, Publish or Perish. Simply put, if a college professor isn't churning out intelligent content in the form of papers, studies, white papers, findings, etc., they are typically DONE within the institution. Institutes of higher education thrive on content creation and if you're a new professor, the best way to prove yourself is to publish and defend your brilliance, CONSTANTLY.

SEO has seen an overabundance of changes in terms of alogorithms with cute names such as penguins, pandas, tarantulas, anteaters, (I made the last two up…) etc.. The almighty Google has strived to keep its search engine results pages squeeky clean, but unscrupulous SEO types have always managed to find a way to game the results. This manipulation has caused Google to constantly refine it's formulas in order to provide clean, relevant results to use

So, now that I've painted a gloom and doom scenario, how do you truly win at SEO? You take a lesson from those professors. You publish. You publish amazing works of your brilliance that let your hungry audience know and admire your expertise. People / customers want to buy from experts, from leaders in the industry. Your mission is to not only feed your audience, but to alert Google know that your web presence has it going on. You simply do this by publishing.

Some publishing keys to SEO success:

- Create with purpose.
Build an editorial calendar based around your brands sales cycle. You know what products are hot when, you know when your audience needs one service over the other, so develop a calendar that fleshes out content ideas around those cycles.

- Create with meaning.
Be inspired. If you're not inspired, get inspired. Visit blogs in your industry, read, listen to music, go to the gym, weave a basket underwater, whatever sparks your plugs, but write with purpose. Don't simply write to write.

- Keep your audience
It's not about you. The Internet belongs to the people, give it to them. Know what your audience looks like in terms of demographics and feed them what they want. If you don't know what they want, simply ask them.

- Create it to be shared.
True SEO gold is when your content gets shared and talked about around the Internet. Make your content shareable, make it easy to be shared, make it so juicy that it begs to be shared. Include photos, videos, commentaries, styling, make it amazing.

- Create it to be talked about
I'm not a fan of creating controversy for controversy sake, BUT, make your titles and content remarkable / sexy / enticing. We need people to want to click, read, share & engage.

Most importantly, keep your eye on the prize. Keep writing for your users, not just for SEO. The more you put your users first, the more Google will reward you.

Global Threat Level Monitoring

Did you know that virus and spyware activity levels are updated daily to reflect the severity of known global virus and malware threats around the world. This information can be used to raise awareness of recently discovered active security infections that gain a lot of momentum and are capable of infecting a large amount of computers connected to the Internet. Knowing the global virus and spyware activity level can help you to be more attentive when browsing the Internet.

There are 3 levels of activity:

Low - Indicates that there are no significant security threat outbreaks detected.

Medium - An increased attack rate of infections is detected. Ensure that your operating system, browser, flash player, and other installed software solutions are all up to date.

High - Indicates an exploit of recently discovered security vulnerabilities. Check for updates to anti-virus and anti-spyware solutions. Be espeicatilly cautious when browsing the Internet and opening

How is this level determined?

Virus activity level is compiled using data gathered from various security vendors around the world (Symantec, Sophos, AVG, McAfee, Kaspersky, Trendmicro, and many other). It is also influenced by recently discovered vulnerabilities in various operating systems, Internet browsers, and other software.

We keep close tabs on the threat level and when we see new vulnerabilities that could affect our clients we work to ensure that you are aware of the situation.

This Month's Q&A Technology Tips

Q: Richard from Richmond asks, "What antivirus solution is best for my computer?"

A: Great question Richard, thanks for asking! Unfortunately, there is no one answer to this complex issue. The majority of our reccommendations are based on your browsing habits. Someone who only uses their computer for email, and creating documents and spread sheets can get away with Microsoft's Security Eessentials. For those with team members who surf the web or received emails from the public, we would

recommend something more encompassing such as Sophos, BitDefender, or Trend Micro. Also consider the use of Malwarebytes. Use their paid version for team members with increased web activity or that can be easily tricked into clicking on something they shouldn't. Thnaks again for the question Richard, I hope this helps! For specific reccommendations, Call us at 407-414-6626.

Upcoming Events

- **Orlando Power Lunch.**

  Advanced Systems Solutions is proud to sponsor the Orlando Power Lunch. This month we are focusing on community involvement for the Holidays. **https://orlandopowerlunch.com/**

- **T2 Tech Talk Podcast.**

  We have had some fantastic guests on the showlately with some experts who are at the top of their game. We know tech and marketing can be daunting, but we break it down into bite sized chunks. **https://www.t2techtalkpodcast.com/**

- **Microsoft Ignite is Almost Here.**

  Registration is sold out for Microsoft Ignite November 4th - 8th at the Orange County Convention Center. Let us know if you are attending and we look forward to seeing you there! **https://www.microsoft.com/en-us/ignite**

- **Enterprise Connect Registration is Still Open.**

  March 30th - April 2nd at Gaylord Palms. Come join us to see what the best options are for upgrading your communication solutions. **https://www.enterpriseconnect.com/orlando/onsite**

Stay Up To Date

Don't forget to check out our additional tips to keep you secure! If you're not familiar with a Human Firewall you will want to check out our guides for keeping your organization secure.

http://bit.ly/ASSIBlog

Tech Talk   Issue 02   October 2019

1051 Winderly Place #307
Maitland, FL 32751
407-414-6626 ph
www.advancedsystemssolutions.com