The RUBICONN REVIEW

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What's Cloud Computing, Anyway?

According to Wikipedia, cloud computing is:

"The delivery of computing and storage capacity as a service to a community of end-recipients."

Um...yeah. So what does that really mean? Well, "cloud" is used as a metaphor for the Internet, that beautiful, fluffy, vast computer network in the sky. When the term is applied to computing, it refers to a network that is located somewhere in a data center and is accessible from the Internet. So cloud computing is the combination of the Internet Cloud and the many data centers located around the world.

Basically, this means your network servers and business data live in servers in the Cloud, but you have access to them via the Internet. Think of it as a giant office building where everyone can use the infrastructure and services, but each business can customize their own office space.

Actually you're probably already experiencing the benefits of cloud computing without knowing it. Many applications take advantage of this system: Gmail, Facebook, Twitter, Constant Contact, and LinkedIn, just to name a few. And, of course, the Rubiconn cloud is even safer!

What are some of the business benefits of cloud computing?

- Lower IT costs (less hardware and software to purchase and maintain)
- Ability to access your desktop and/or applications from anywhere and any device
- Disaster recovery and backup are automated
- It's faster and easier to set up new employees
- It's a "greener" technology that will save on power and your electric bill

As you can see, cloud computing offers definite advantages to you, the "end-recipient." It may not be a fit for every business, but the benefits are compelling enough to investigate further.

To Do, Or Not To Do…

We're all familiar with the "To-Do" list, but have you ever considered the power of a "Not-to-do" list?

For many of us, the problem is not doing more but doing less. Less time-wasting activity, that is. You've probably heard of the 80/20 rule: about 20% of the work you do produces 80% of the results you want. So the objective is to maximize that 20% effort by focusing on tasks directly related to your goals and delegating or ignoring the 80% peripheral "stuff."

If you really want to accomplish *more*, you'll need to be proactive in cutting out the dross. Why not take a few minutes today to plan and prioritize your tasks, eliminating distracting and disruptive time-wasters. And then knuckle down and watch your productivity soar!

What are some of the biggest time wasters? Sound off on our Facebook page!

Tasty Goodness from Sarah Ruby

Rubylicious Recipe

Mom's Broccoli Salad (A Bill Ruby Favorite)

Salad Ingredients:

4 bunches broccoli, cut into florets
1 red onion, thinly sliced
1/2 cup golden raisins
1/2 cup sunflower seeds
1 pound bacon, fried

Dressing Ingredients:

1 cup Miracle Whip
1/2 cup sugar
2 tablespoons vinegar

Place first 5 ingredients in a large bowl.

Mix last three ingredients in a smaller bowl and refrigerate for one hour.

Mix all together and enjoy!

5 Excellent Reasons to Keep a Business Blog

Do you know businesses that blog see a 69% increase in leads?

Consistent, quality blogging can connect you with your clients, boost your company's visibility, and generate new traffic.

Blogging will enable you to:

1. Position yourself as a leader

By posting quality content, be it insights, analysis, commentary, or tips, you can establish yourself as a leader and authority in your field. You don't have to reinvent the wheel, but you do have to provide value. You know your product or service better than anyone else, so educate your customers. But don't bowl them over like a used car salesman. Speak to their needs, concerns, hopes and dreams, and you will gain a solid place in their lives. You will become their go-to source.

2. Dialogue with your customers

A blog allows you to interact with customers as well as prospective customers. People have an opportunity to comment on your posts, giving you a chance to respond. Before you know it, you will be engaged in dynamic conversations. This can place you at the center of your market's conversation and further position you as a leader and expert.

3. Attract links

Blogs are link magnets, provided you're dishing up quality content. Articles that are useful, informative, and interesting will attract links. And the more links you obtain, the better your search engine rankings. This in turn generates more traffic, broadening your influence and creating more sales leads.

4. Humanize your brand

Blogging adds a personal touch to your business. Customers and prospects get to know you as a person and not just a faceless logo. This insider's view of your company can foster and expand brand trust and inspire others to do business with you.

5. Take advantage of SEO

Each blog article is an SEO opportunity. People are searching for anything and everything on the web these days. If you are writing fresh, quality content, targeting your audience, and using industry specific keywords, you should be drawing more traffic to your site. Then, it's a matter of converting this new traffic into customers and fans. A process you've already begun by freely providing valuable information and resources on your blog.

The key is to be consistent. Post regularly, and don't be afraid to start small. You can start out by posting two or three times a week, and then adjust your schedule as needed. And don't expect perfection (it doesn't exist), but publish the best you can. You'll learn and grow as you go, and so will your customers—and they'll thank you for it.

Rubiconn
MAKING **IT** WORK

Vegas, Baby!

We've just opened up a second data center in Las Vegas at SwitchNap, the world's largest and most powerful data center and technology ecosystem, and we want to give our existing customers first dibs on additional backup services for an introductory rate.

If you're interested in having your data backed up at a second geographically separate site, give us a call. We want you to sleep well knowing your data is secure and disaster-proof.

Earthquake-proof your data today:

(925) 478-5243