

MANAGERS COMMENT

Welcome to this months Bits & Bytes

Almost on a daily basis we are still amazed at the number of people who come into the shop who don't have some form of robust backup system. And this doesn't apply to just to our network clients but to those home users who have all their family photos stored on their PCs. If you're one of those then best talk to us today. Nowadays storage capacity is super cheap.

It would be nice to report that spring is here (and it was) but unfortunately that is not exactly the case in the south today. For our farming clients not perfect weather for one of the most important times of the year.

Rugby Fans.. the wait is over...What a fantastic opening ceremony last Friday....And as for the game....I'm sure that second half performance from the ABs was a cunning plan for something ? Its just about a full time job keeping track of what game is on and on what channel. See our All Black promotion below on how you can win.

Business Continuity & Disaster Recovery. Do you have a plan in the event of the unforeseen happening to your hardware or data. Many business that we talk to don't. More on this next month.

Until then all the best and go the ABs

Ewen

IN THIS MONTHS ISSUE

MANAGERS COMMENT

SOCIAL MEDIA

RWC PROMOTION

ANTIVIRUS - ESET SMART SECURITY

QUOTE OF THE MONTH

WWW.CWC.CO.NZ

SOCIAL MEDIA

As a new and popular form of communication, social media can give a business access to a large audience for very little cost, and is already playing a growing role in marketing and brand awareness for a number of companies, NZ companies include: The Department of Conservation (one of five government departments using Twitter), Air New Zealand, Vodafone, ASB plus many many more.

How does it work?

Unlike traditional face-to-face media, social media allows you to communicate with a large number of people in a short space of time, with a few taps on the keyboard. Compared to traditional advertising and marketing, social media is accessible, affordable, immediate and easily altered or updated. Although there are no direct costs to using social media other than having a computer or mobile phone and Internet access, you will need to bear in mind that it will take up a few hours of your time, or that of an employee, to monitor and update your social media channels.

Social media can be used to broadcast updates, offer promotions and specials, give a behind-the-scenes look into your company or boost customer service levels and response times. Given the large following of both Facebook and Twitter, you are likely to want to establish a presence on both these sites.

If you would like more information on this we found this site to be very good:

<http://www.business.govt.nz/managing/the-web/social-media>



LAPTOP PRICES:

Toshiba Satellite Pro 15"
= \$895

T6670, 2GB, 500GB, W7Hm

Toshiba Satellite Pro 15"
= \$1099

i3, 4GB, 640GB, W7Pro

HP Probook 15" = \$1269

i5, 4GB, 500GB, W7Pro

HP Probook 17" = \$1530

i5, 4GB, 500GB, W7Pro

All prices are GST exclusive.

CWC's ALL 'BLACK' PROMOTION

Simply spend over \$500 inc with CWC Gore during the calendar month and go into the draw to win an ALL 'BLACK' PACK.

Promotion runs for September and October - 1 ALL 'BLACK' PACK per month.

Prizes include: Printer, External Hard drive, Wireless Mouse, Carry Case plus more

SPOT PRIZES throughout month as well

For conditions see our website - WWW.CWC.CO.NZ



IS YOUR ANTIVIRUS UPDATE TO DATE?

Definition of **Antivirus** or **anti-virus software** - used to prevent, detect, and remove malware, including but not limited to computer viruses, computer worm, trojan horses, spyware and adware.

Is your current antivirus up to date and doing as you would like it to do? ESET Smart Security is a great antivirus product that we here at CWC recommend. It includes a Smart Scanner, Time-saving Firewall, Upgraded Antispam, Removable Media Security plus much more. ESET SMART SECURITY AVAILABLE FROM as little as \$60 +gst



QUOTE OF THE MONTH:

Home computers are being called upon to perform many new functions, including the consumption of homework formerly eaten by the dog

[Unsubscribe](#) - [CWC online](#) - [Contact US](#) - [Facebook](#)