



Jake Nonnemaker
CEO & Poet Laureate
AXICOM

Computer Network Solutions and Management Services

AxiNews

Inside AxiNews

- p1: Protecting Your Online Reputation
- p1: Time to Replace your Server?
- p3: How to Extend Your Phone Battery Life
- p4: Inquiring Minds

National Poetry Month

Did you know that...

- April 2016 marks the 20th anniversary of National Poetry Month.
- National Poetry Month is sponsored by the Academy of American Poets.
- There are many activities and events throughout April listed at the www.poets.org website.
- April 21 is Poem in your Pocket Day that people can share with others throughout the day.
- At Poems.com you can receive Twitter notices, daily poems and more.
- There is a Poet Laureate Consultant in Poetry to the Library of Congress, commonly known as the U.S. Poet Laureate, who serves as the nation's official poet for a year to raise awareness of poetry.
- The U.S. Poet Laureate for 2015-16 is Juan Felipe Herrera.

Tech Briefing by Jake Nonnemaker: Protecting Your Online Reputation

Businesses certainly benefit from positive online reviews but what happens if there's a negative review, or a mistaken review? Here are some tips to make sure the online reviews about your business are protected as much as possible.

Wayne arrived at work and found someone left a negative review on Yelp for his iPhone screen repair service. It was glaring because he had a stellar 5-star rating until now. The review pointed out that an employee at the store was rude and arrogant. This struck Wayne as strange because he has a mobile business and no employees. His best guess is that the irate customer left a negative review for the wrong business which had a similar sounding name. Wayne tried to dispute the review with Yelp but their policy is to not get involved in business vs. customer disputes, which I sort of understand because Yelp would become consumed with doing nothing but moderating disputes. Wayne also tried to contact the reviewer to ask them to remove the bad review. He has not received a

response. Social media has become both a powerful business tool and a problem at times when it comes to online reputations.

In another incident, I was perusing the reviews of a favorite and popular restaurant which has 4-1/2 star rating on Yelp. I found a one-star review and it read, "I was very disappointed. The parking lot was full and we just left to go somewhere else." Yes, they gave a 1-star review to a restaurant and they didn't even go in the door.

How Yelp Works

So anyone, literally anyone can post reviews on Yelp. It can be a disgruntled employee, disgruntled neighbor, competitor, Internet troll, or run-of-the-mill anarchist. Yelp has no mechanism to verify if the reviewer even patronized your business. If you are the business owner and claim your business on Yelp, you can submit an online request to have

(Continued on page 2)

When Should I Replace my Server?

Ask these three questions and depending on how they are answered, you might want to replace your server.

When do servers need to be replaced? Server replacement is usually dependent upon age and performance. The useful life of a server tends to be around 3 years but with

adequate monitoring and management, can be extended to 5 years or more. But, after 3 years, expect support costs to increase if performance decreases by becoming slower. You can run a cost analysis on how much might be involved in repairs and downtime.

(Continued on page 2)



Protecting Your Online Reputation (cont.)

(Continued from page 1)

a review ... well, reviewed. But don't expect Yelp to help. Their attitude is to let the chips lay where they fall and that the truth will come out over time. Small



businesses with a small client base do not have the luxury of hundreds of reviews to drown out the few errant or unjustified reviews. So, unfounded allegations

can certainly hurt a business' online reputation.

If you do lodge a complaint with Yelp, expect to be approached by a Yelp salesperson asking you to buy ads for \$300-\$1200 per month. Many businesses claim that they have been approached by Yelp salespeople who promise to hide the negative reviews if they buy ads. And if they refuse to buy ads, many positive reviews suddenly disappear. Or if they stop buying ads, hidden negative reviews will show up.

Read the entire article at the AXICOM website at www.AXICOM.net/blog.

Server Replacement (cont.)

(Continued from page 1)

Is there an alternative to buying a new server?

Another alternative is to subscribe to a cloud-based server to which you connect to over the Internet. The benefits are that you spend less money upfront than on a physical server and they are scalable so that you only pay for what you use.

What to do to avoid a full-scale server replacement

Giving your servers extra life is certainly possible by adding a new CPU, increasing memory or adding storage. You could also use old servers for non-critical workloads and use newer ones for critical workloads.

If you have any questions about your servers and whether it's time for them to be replaced, get in touch with us today.

Vogon Poetry

"Vogon poetry is of course, the third worst in the universe. The second worst is that of the Azgoths of Kria. During a recitation by their poet master Grunthos the Flatulent of his poem "Ode to a Small Lump of Green Putty I Found in My Armpit One Midsummer Morning" four of his audience died of internal hemorrhaging and the president of the Mid-Galactic Arts Nobbling Council survived by gnawing one of his own legs off. Grunthos was reported to have been "disappointed" by the poem's reception, and was about to embark on a reading of his 12-book epic entitled "My Favourite Bathtime Gurgles" when his own major intestine, in a desperate attempt to save humanity, leapt straight up through his neck and throttled his brain. The very worst poetry of all perished along with its creator, Paul Neil Milne Johnstone of Redbridge, in the destruction of the planet Earth. Vogon poetry is mild by comparison."

- Douglas Adams, *The Hitchhiker's Guide to the Galaxy*

Some Famous Poets and Poems

Maya Angelou "Phenomenal Woman" SHEL SILVERSTEIN "WHERE THE SIDEWALK ENDS" Pablo Neruda "If You Forget Me" E.E. Cummings "I Carry Your Heart With Me" Robert Frost "The Road Not Taken" Edgar Allan Poe "A Dream Within a Dream" Emily Dickinson "There is Another Sky" Langston Hughes "Life is Fine" Ezra Pound "A Girl" William Wordsworth "I Wandered Lonely as a Cloud" Anna Akhmatova "I Taught Myself to Live Simply"

How to Extend your iPhone Battery Life

You're on the go today - out of the office, out of the house, and attending a business event. Everything is going fine and dandy until you look down at your phone to see your worst nightmare come true. Your iPhone is at 25 percent battery life. Before you panic, know that the answer to your dilemma may just be in the palm of your hand: in the Settings of your phone. So when a battery emergency strikes, try these five tips first before screaming into a pillow.

Activate Low Power Mode

Perhaps the easiest way to save iPhone battery life, Low Power Mode can be activated with a single tap. When switched on, it automatically adjusts several settings to extend the life of your battery: it reduces the brightness of your screen and the amount of battery power your apps are using, disables the automatic fetching of new email, and it powers off the display more quickly.

To activate Low Power Mode, press Settings>Battery and then tap Low Power Mode so that the green light is on.

Lower the Screen Brightness

The brighter your iPhone screen, the more battery it drains. And really, there isn't much of a need to have an excessively bright screen because in most instances (being outside in the sunshine excluded) you can easily see everything on the screen at a lower brightness level.

To adjust the brightness of your iPhone, flick the Control Center tab upward from the bottom of your screen. There you'll see a horizontal line with a circle in the middle and a sun symbol to the side of both ends. Move the circle left or right to adjust the brightness.

Alternatively, you can adjust your iPhone's brightness in Settings>Display & Brightness. On this screen you also can turn off Auto-Brightness, which automatically adjusts the brightness of your phone. When you turn this setting off, you'll be certain that your phone is not wasting any excessive battery by automatically adjusting brightness on its own.

Switch off Wi-Fi

As much as you love using the wi-fi on your phone, it is a proven battery life killer. The funny thing is, the degree it drains battery life varies by location. For instance, if you're at home (where iPhone battery life is

less of a problem to begin with), wi-fi will use less battery. But when you're out and about, your phone is often searching for a wi-fi signal to connect to, and this drains battery. So if you can hold off on your mobile browsing and email till you get home, your phone will stay powered on quite a bit longer.

Switch off Cellular Data

Like wi-fi, cellular data can also eat up battery quickly - especially if you're in an area where there's no cellular coverage. When this happens, your phone begins to search non-stop for a signal, and guess what this uses? You guessed it - battery. So if you're short on battery and don't need it, turn off your cellular data function. Doing this can easily provide an extra hour or two of additional battery life.

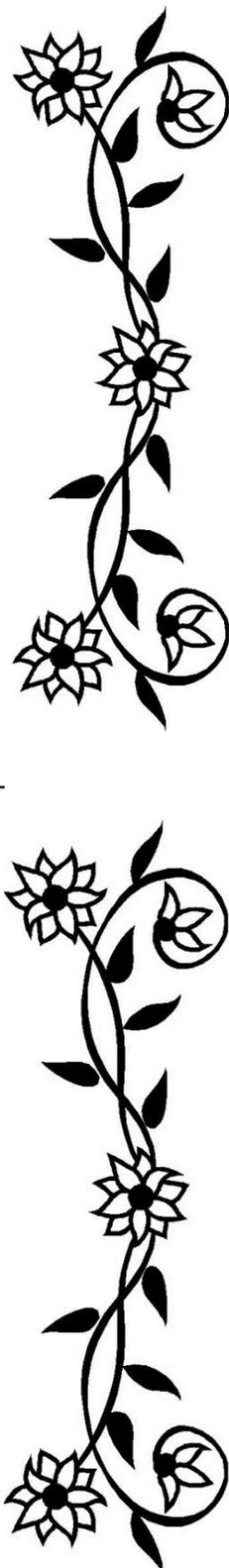
Activate Airplane Mode

Desperate times call for desperate measures, and this is exactly when you need Airplane mode. If you're down to 20ish percent battery life and need your phone to last for a few hours longer, then Airplane mode may just be your savior. By switching it on, your phone will shut down all wireless activity, including cellular, Bluetooth and wi-fi. Doing this is obviously not ideal, but if you have little battery life and want your phone available in case of emergencies, this is your best option (next to switching it off). Once in Airplane mode, you can turn on individual wireless functions, such as Bluetooth or wi-fi, individually while staying in Airplane mode.

To switch on Airplane mode, you can do so from the Control Center screen or by going to Settings and then clicking on Airplane mode.

Any other options?

If you must have your cake and eat it too, there's an alternative choice that provides an extra battery bump with the ability to use wi-fi, keep your screen bright, and use your iPhone without adjusting any settings. The answer is to buy a power supply, also known as power bank, which you've likely seen for sale at your local Best Buy or on Amazon. You can simply slide it into your pocket and use when needed.



AXICOM

Networks • Computers • Security • Service

April 2016

31352 Via Colinas #104
Westlake Village, CA 91362
(818) 865-9865
support@axicom.net

www.AXICOM.net

*Make all of my computer problems go away
without the cost of a full-time I.T. staff*

*Ask us about our fixed price service agreements and kick off
the new year with computer support at a flat monthly fee you
can budget for just like rent!*



AxiGuard

Our printed newsletters are always
available online! Check it out at
www.AXICOM.net.

Inquiring Minds...

“Remember When...”

Remember when...
A computer was something on TV
from a science fiction show of note
a window was something you hated to clean...
And ram was the cousin of a goat...
Meg was the name of my girlfriend
and gig was a job for the nights
now they all mean different things
and that really mega bytes.
An application was for employment
a program was a TV show
a cursor used profanity
a keyboard was a piano.
Memory was something that you lost with age
a CD was a bank account
and if you had a 3 1/2" floppy
you hoped nobody found out.

Compress was something you did to the garbage
not something you did to a file
and if you unzipped anything in public
you'd be in jail for a while.
Log on was adding wood to the fire
hard drive was a long trip on the road
a mouse pad was where a mouse lived
and a backup happened to your commode.
Cut you did with a pocket knife
paste you did with glue
a web was a spider's home
and a virus was the flu.
I guess I'll stick to my pad and paper
and the memory in my head
I hear nobody's been killed in a computer crash
but when it happens they wish they were dead!

A Vogon Poem

“Oh freddled gruntbuggly,
Thy micturations are to me
As plurdled gabbleblotchits
On a lurgid bee.
That mordiously hath blurted out,
Its earted jurtles,
Into a rancid festering confectious organ squealer. [drowned out
by moaning and screaming]
Now the jurplung slayjid agrocrustrles,
Are slurping hagrilly up the axlegurrts,
And living glupules frart and slipulate,
Like jowling meated liverslime,
Groop, I implore thee, my foonting turling dromes,
And hooptiously drangle me,
With crinkly bindlewurdles,
Or else I shall rend thee in the gobberwarts with my
blurplecruncheon,
See if I don't.” – Prostetnic Vogon Jeltz
(Douglas Adams, *The Hitchhiker's Guide to the Galaxy*)

“Poetry is when an
emotion has found its
thought and the thought
has found words.
- Robert Frost