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Customer of the Month: Full Swing Golf

"We are a company that likes building relationships with our vendors once we find the right combination of price, quality, experience, reliability, support, and trust, and we keep those relationships for many years. When we first started working with The Chip Merchant, their track record supporting the San Diego market since 1985 was an important factor in the selection process. TCM understands our needs and provides us with a "turn-key" solution and the value-add that our small business needs. Cost is always critical, and TCM knows it. They're a great team to work with, and the level of service and attention we receive from TCM is top-notch.

Over the past 6 years we have been working with TCM for OEM computer hardware TCM has come through for us every time, even through challenges and difficult situations, helping us uncover and research issues, seeking contingencies and working with our team as needed to provide support for our customers. The hardware they provide is a critical component of our product, we trust their process and recommendations, and rely on their knowledge and expertise. We are extremely pleased with our choice and our relationship with TCM."

Brian Farley, Director of Technical Operations, Full Swing Golf, San Diego, California

Newsletter Specials!



Newsletter Special

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The banner features a cartoon character in a white shirt and black tie, holding a laptop with a large exclamation mark on the screen. The background is orange and yellow.



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WEB10

Offer expires 10/13/2011

The banner has a blue and white color scheme. The text is in bold, sans-serif fonts. The '10% OFF' is in large orange letters on a blue background. The 'WEB10' is in large blue letters on a white background with a black border.

Full Swing Golf designs and markets premium golf simulators to businesses and consumers worldwide. Over the past two decades, Full Swing golf simulators have entertained, aided, and profited golf professionals, enthusiasts, and businesses all over the world with their innovative technologies. With thousands of simulators currently in operation, Full Swing has helped millions of customers experience golf in a new and relevant way. We are proud to be a part of Full Swing Golf's tradition as the undisputed leader in golf simulation.

To learn more about Full Swing Golf, you can visit their website at: <http://www.fullswinggolf.com/>

Cloud: Should You Make the Switch?

Over the past few months, we have taken on a handful of new clients who were in the same predicament. Their server was on their last legs and they were faced with a decision to either upgrade to a new server or move to a cloud server. In each case, I would go over the pros and cons of each choice. On one hand, you have the physical server. This was a known quantity. It was familiar to them and they were more than comfortable purchasing a new server for their office. On the downside, upgrades and repairs require downtime, they are more difficult to scale, there is a cost and expertise needed to maintain the server and of course, there is an upfront capital expense. On the other hand you have the cloud server. This was more of a mystery to my clients. They have all heard of the cloud, but were not too sure how it worked and if it was reliable enough for their business. Cloud servers could be upgraded on the fly without downtime, there was instant scalability, the cost of maintenance was included and costs became a monthly operating expense.

Even though it was my intent to be as subjective as possible, it became apparent to my clients that there were many more pros for the cloud server option. It became a matter of making the client feel as comfortable as possible moving to a "new"

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technology. The cloud has been around for a decade, but only over the past couple of years has it been marketed heavily.

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TECH TIP: Mitigating Productivity Loss with Dish Imaging

In our last Tech Tip, we briefly discussed small business backup schemes that can save you time and money whilst reducing your exposure data and productivity loss. We outlined some failure scenarios and how certain infrastructure and practices help keep your business running smoothly.

We've mentioned Acronis several times before, but we never got into the possible ways to utilize it to its full potential.

The Acronis Suite comes in Business or Home versions is a full hard disk imaging and data backup solution. What that means is that it includes everything you need to back up your data, create workstation images from within and outside of Windows and recover from failures. These failures can be hardware or software related.

Let's take a look at some of the ways to use it:

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Coupons and specials valid for newsletter recipients only. Restrictions apply. Click banners or call (800) 808-CHIP for more information.

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