



## Special introductory offer



Trying to do more with fewer resources at hand? Why not give Moncrieff a call? We have the resources, knowledge and experience to enable you to complete your tasks.

If you are in need of certain specialised IT skills, but only for a short time or need extra support to cope with your organisational growth, why not give us a call!

Our financial stability and internal systems make us one of the most reliable and capable managed services providers in Western Australia.

As a way of introducing what our

expert technicians are capable of, we invite you to register your interest for our introductory offer.

Valid only until the 31st of March only, we're offering you a detailed and comprehensive assessment of your IT network performed by one of our expert technicians at a fraction of our normal cost. This assessment includes a technician assessing all your IT systems for a number of hours (depending on the size of your business) and delivering a detailed report of your systems and recommendations on how to keep your systems running smoothly whilst ensuring optimal security at all times.

For more details and to register your interest for an initial introductory meeting, go to [www.moncrieff.com.au/intro-offer](http://www.moncrieff.com.au/intro-offer).

## How much more value can you get?

Lenovo ThinkPad Edge series notebooks are engineered specifically for small businesses that really need to make every cent count. They come equipped with the ThinkPad reliability and host great innovations such as a new contemporary keyboard, Active Protection System, Access Connections and Rescue and Recovery. All of which mean you get a really affordable computer that's reliable, easy to manage and simple to use.

The Intel processor brings a higher level of intelligent performance to the Edge series. Your users can be more productive thanks to greater responsiveness and enhanced

multitasking capabilities, as well as experience less IT disruption with performance that helps run security tasks more efficiently. Processors that adapt to your business needs. Now that's intelligent!

It's the perfect combination – all the necessary performance and functionality your business requires, plus all the fun features you need as well.

That's why Lenovo is giving customers the chance to express themselves with a free Creative Vado HD video camera. You can edit your footage quickly and easily on your Thinkpad Edge, whether it's for cre-

## What's inside

Inside this month's newsletter you will find:

- Intel's billion dollar flaw
- A Moncrieff customer wins \$50K
- True hard facts about data loss
- Cloud computing, now or never?
- Did you know?
- Quote of the month

And a special Lenovo offer on the back page!

ating amazingly professional work presentations, entertaining the family or turning yourself into a Youtube sensation. And here's the best part; purchase one of the eligible Edge products and also receive a free mini wireless keyboard and earn \$100 FlightCentre vouchers for every machine purchased. **That is over \$350 worth of extras** for a great machine starting from only \$659.

Go to [www.lenovoedge.com.au](http://www.lenovoedge.com.au) and [www.lenovo.com.au/goplaces](http://www.lenovo.com.au/goplaces) for more info.

Moncrieff is a Perth owned and operated IT company, providing reliable IT services with integrity and has been operating since 1966.

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**MONCRIEFF**

## Intel's billion dollar mistake

Intel is expecting a design flaw in a number of high-end desktops is going to cost the company about \$1 billion.

The design flaw affects the Intel 6 (formerly codenamed Cougar Point) support chip, which rides alongside the Sandy Bridge processor on motherboards. The flaw could cause performance problems with hard drives and DVD drives.

The chip has shipped in desktop PCs only since the start of January and only second generation Core i5 and Core i7 quad core based systems should be affected. Those are among the most powerful machines available and are used for running processor-intensive applications like video rendering.

Intel did not disclose the number of machines expected to be affected.

Intel says its Q1 revenue will be lowered by \$300 million as the company shuts down production of the current Intel 6 line and replaces it with the repaired

chips. Repairing and replacing the flawed systems that have already shipped will cost another \$700 million, Intel estimates.

It's an embarrassing misstep for the company, lowering earnings by about 4% for the year.



## Our customer wins \$50K in national Lenovo competition

One of our customers has won Lenovo's national competition to win \$50,000 worth of Lenovo products, the so called \$50K tech make-over competition. All resellers in the country were encouraged to advise their customers about Lenovo's incentives programs to enter the draw to win.

Moncrieff's customer Konekt entered this competition through one of Lenovo's other incentive programs; Lenovo Go Places, which has been extended to the 31st of March. Anyone purchasing eligible Lenovo products can

redeem \$100 FlightCentre vouchers per machine through [www.lenovo.com.au/goplaces](http://www.lenovo.com.au/goplaces). So Paul Coton, IT Manager at Konekt, did not only win a \$50K tech make-over for his company, he also received several FlightCentre vouchers, just for purchasing eligible Lenovo products.

"I am very happy that we won, and we're going to use the prize to purchase servers," said Paul, IT Manager at Konekt.

Congratulations paul and Konekt!

## True hard facts about data loss

Data recovery, why is it so important? Hard drive malfunction and computer viruses, as well as things like fire and human error can occur to computer systems at any time.

When these issues occur, weeks or months of work can disappear in an instant, lost forever. The best protection from such a disaster is to have multiple versions of the data, including at least one copy stored in an alternate location. This is the basic principle behind all backup strategies. However, that's not where it ends. Regular maintenance and replacement is necessarily to keep your systems healthy. And here's why:

- The average failure rate of disk and tape drives is 100%, in other words: all drives will eventually fail.
- Over half of critical corporate data resides on unprotected PCs and laptops.
- One in 25 notebooks are stolen, broken or destroyed each year.
- Today's hard drives store 500 times the data stored on the drives ten years ago. This increased capacity amplifies the impact of data loss, making mechanical precision more critical.
- Only 25% of users frequently back up their files, yet 85% of those users say they are very concerned about losing important data.
- Only 34% of companies test their tape backups, and of those 77% have found failures.

How to avoid problems? Regular maintenance and replacement is the key.

Find out how Moncrieff can help with your data recovery solution by calling us on 08 9437 3888.

Source: VaultLogix

## Cloud computing, now or never?

Cloud computing. It's a hot topic at the moment and many businesses are considering getting involved in cloud computing. Cloud computing has a lot of benefits, but is it as good as it sounds? We'll try to explain why cloud computing is the way to go, but perhaps tread cautiously.

Cloud computing is defined in many different ways. Moncrieff's way of explaining what cloud computing is, is that it's a virtual data centre; a hardware infrastructure that can host any application. The cloud enables a company to deploy their services in the cloud, therefore running business software applications through the cloud. In other words; the cloud makes the necessity of having your own infrastructure to run applications obsolete, which means fewer servers and fewer IT staff to maintain them. Cloud resources are offered as a service and you 'pay as you go' only paying for what you actually use. It is most easily compared to a utility bill.

The reason why cloud computing is so popular, is because it's ideal for start up businesses. They do not need to invest heavily in servers and IT staff upfront. They simply use someone else's data centre for their storage needs. It gives the starting business the flexibility to purchase IT equipment at a time when it suits them, however business should be careful how they venture into cloud computing.

As a business you should think about the risks involved with storing sensitive customer data outside your own capacity, therefore giving up the responsibility on those files. Some businesses are not suited to cloud computing, because of the laws and policies around holding and storing sensitive information.



High availability is another thing to consider before venturing into the cloud. Businesses may be fatally affected if the cloud-based service is interrupted. Another consideration is the cost. Whilst it is safe to say that a start-up business will probably have less IT costs when getting into cloud computing, consider the different plans carefully as a monthly charge may not be well suited to your business.

Cloud computing is much better suited to companies which do not handle customer sensitive data, such as e-commerce companies. Since these type of companies are already on the web, cloud computing is an excellent match.

Why would we advise not to get into the cloud, yet? Service Level Agreements for cloud platforms aren't what they should be, yet. Eventually the SLAs will be up to scratch, but for now, let others test the waters first. Also, the larger the company, the less cost benefit the cloud brings. It's cheap at the moment for smaller businesses, because service providers can run their data centers at very high utilisation rates spreading the costs among many customers. In addition, they probably can get better volume discounts for servers and other hardware. The costs to the user are also 'lowered' by a pay-as-you-go model. When building an individual data center, capacity must be built for the spikes in usage, that's a capital expenditure up front. With the cloud, payment for that capacity doesn't occur until the capacity is needed and costs are lowered when usage drops.

This low-cost capacity argument does not count for large organisations that already have high utilisation of their data centers, can afford to staff data center specialists and is buying gear in such large quantities to qualify for premium discounts. These companies may be more interested in the "private cloud" concept, where they retain control over their infrastructure, even if someone else manages it as a combination of offsite and onsite gear.

### Did you know?

- Hyperpolysyllabicomania is a fondness for big words.
- You will have to walk 80 kilometers for your legs to equal the amount of exercise your eyes get daily.
- If you think of the Milky Way as

being the size of the continent of Asia, our solar system would be the size of a penny.

- The dinosaur noises in Jurassic Park came from slowing down the sounds of elephants, geese and horses.

### Quote of the month

“Ugliness is better than beauty. It lasts longer and in the end, gravity will get us all.”

- Johnny Depp

# Need a tough machine?

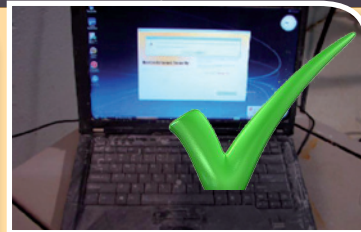
Lenovo T series laptops pass all military-grade tests against the elements.



Humidity



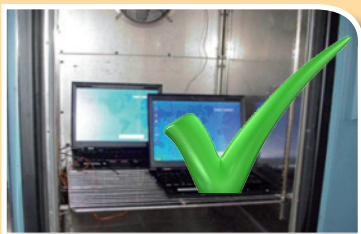
Altitude



Blowing dust



Low temperature



High temperature



vibration



Mechanical shock



Thermal shock

The tests confirm Lenovo's **durability** and **reliability** many businesses rely on to battle the elements.

Speak to the experts to find out more! 08 9473 3888 or [info@moncrieff.com.au](mailto:info@moncrieff.com.au)

**lenovo**



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