



Would you like to receive a \$300 Amazon Gift card?

We are excited to announce we are currently taking on new clients at least until the end of Q1 2024.

We're on the lookout for businesses that could benefit from a unique IT experience, and who better to help us find them than our esteemed clients? Here's a brief reminder of what makes Aeros stand out:

At Aeros, we prioritize people over technology. Our customer-centric team, brimming with problem solvers and experienced professionals, works closely with you, ensuring streamlined communication and peak efficiency. We're dedicated to your long-term success, offering tailored recommendations, and shunning one-size-fits-all solutions and heavy-handed contracts. With us, it's all about making IT simple, so you can concentrate on what matters most: your business.

Join Our Referral Program and Get Rewarded:

For Your Referrals:

- If they mention this referral program newsletter and your name during their initial consultation with us, and they'll enjoy a ****\$100 discount**** on their first service.



For You:

- As a thank you for spreading the word, you'll receive a ****\$300 Amazon Gift Card**** for **EVERY** successful referral that becomes a client.



This offer will run until the end of Q1 2024, giving you plenty of time to connect us with businesses that could use a partner like Aeros. Have them act quickly as we are taking on a limited number of new clients.

In order to keep prices low we forego a marketing budget and rely on your support to help us grow. As such your support is invaluable and we are committed to providing your referrals with the exceptional service you know and trust.

Should you have any questions or need additional information, feel free to reach out directly.



QuickBooks Basics: How to Back Up Your Important Data

Lots of our business customers use QuickBooks. It's an incredibly important tool for running the finances of a business and one of the most common questions we get are: "How do I properly backup my data?"

Flash Drive Option: one of the most widely used backup methods is a flash drive (thumb drive) and though it is better than nothing, let's go over some of the pitfalls of relying on this method.

If you leave the drive in your computer and the computer gets a virus, ransomware, zapped by electricity or stolen, most likely your flash drive will be wiped, zapped or stolen as well. So if this is the method you want to use, make sure you take the USB drive out when you are done with your backup!

If you leave the flash drive in a drawer, and you have a fire or tornado hit your building, that flash drive is worthless to you now because it is either burned to a crisp or is in a field somewhere 7 miles away.

Did you backup ALL your company files? Did you choose to verify the integrity (with a checkmark) of your company files when you backed it up?

Are you only backing up every few days or once a week? If you need to recover, are you willing to re-enter ALL the work you did for that week?

Another common question is "But I thought my whole computer or server is being backed up. Isn't that enough?" The reality is that with any sensitive database, the manufacturer provides backup tools to make sure the file or files is healthy and recoverable. This should always be used in conjunction with a system that backs up your computer's entire drive.

For these reasons, we recommend using a more robust method of backing up and verifying your QuickBooks data. Remember, a good backup of any data involves backing it up securely and **somewhere else!** This is why our full PC (or better yet, Server) backups are the best solution since we are securely backing up to a completely different location that would be unaffected by fire, theft, or a myriad of disasters.

Good practices include:

Backup your company files at the end of the day for any company file you worked with. Backup your files on your own PC (or on the Server if you have one) and make sure you have our cloud backup solution on that computer.

Select the "Complete Verification" option when you backup. You will need to be in single user mode, and the process does take longer, but it determines if you have corruption issues on your company file which could seriously hinder a successful restore if you needed it! **This also allows you to possibly repair your file when the problems are small, when they are first detected, and not weeks or even months later.**

It really can be that simple! Just give us a call and let us know your specific situation and how you operate. We can then judge the best method to affordably and effectively backup your company files. Establish a PLAN B now, before you lose your data or have to re-enter days or weeks of entries. Remember, **ALL hard drives crash some day.** You never know when this will happen, so get used to backing things up properly.

Lastly, if you want us to handle everything, we have a QuickBooks maintenance program that configures your data integrity checks and verifies that your database is operating properly and is free of corruption. Our experts double check your data and at only \$70 per month (plus \$40 a month for additional company files) and make sure that your data can be recovered in the event of a hard drive crash.

Building Relationships in West Michigan since 1976!



A DIFFERENT WAY TO I.T.



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