Using The Cloud To Help Your Business

Presented by
Michael Mezheritskiy

Agenda:

- Dropbox
- Google drive
- Evernote
- G-mail
- Local business listing on google
- 1Password
- Calendar synchronization
- Q&A

Why Use A Cloud?

Cloud provides an online storage, for all your documents, videos and other files; which means you can access them from anywhere.

- Accessibility - can be used on multiple devices, once saved it can be accessed from laptop, smart phone, tablet
- No need to bring USB flash drive
- Very easy to share your files or folders with others
- Your files are always safe even if your computer crashes
- Secure

Dropbox

Google Drive
Keep everything. Share anything.

Dropbox & Google Drive- What are they?

- Internet-based storage and back up tools
- Free storage space
- Create & upload documents
- Access files/documents on any device
- Collaborate & share documents
- Can be used off line
- Has 2 steps authentication process

2 GB of free storage (up to 18GB) earn more storage:

- 125 MB Connect account to Facebook & Twitter
- 500 MB per referral

Desktop client - access files on computer.

Synchronization across multiple devices

Easy sharing.

Secure two-step verification feature.

15 GB of free storage across all google accounts

Desktop client - access files on computer.

Synchronization across multiple devices

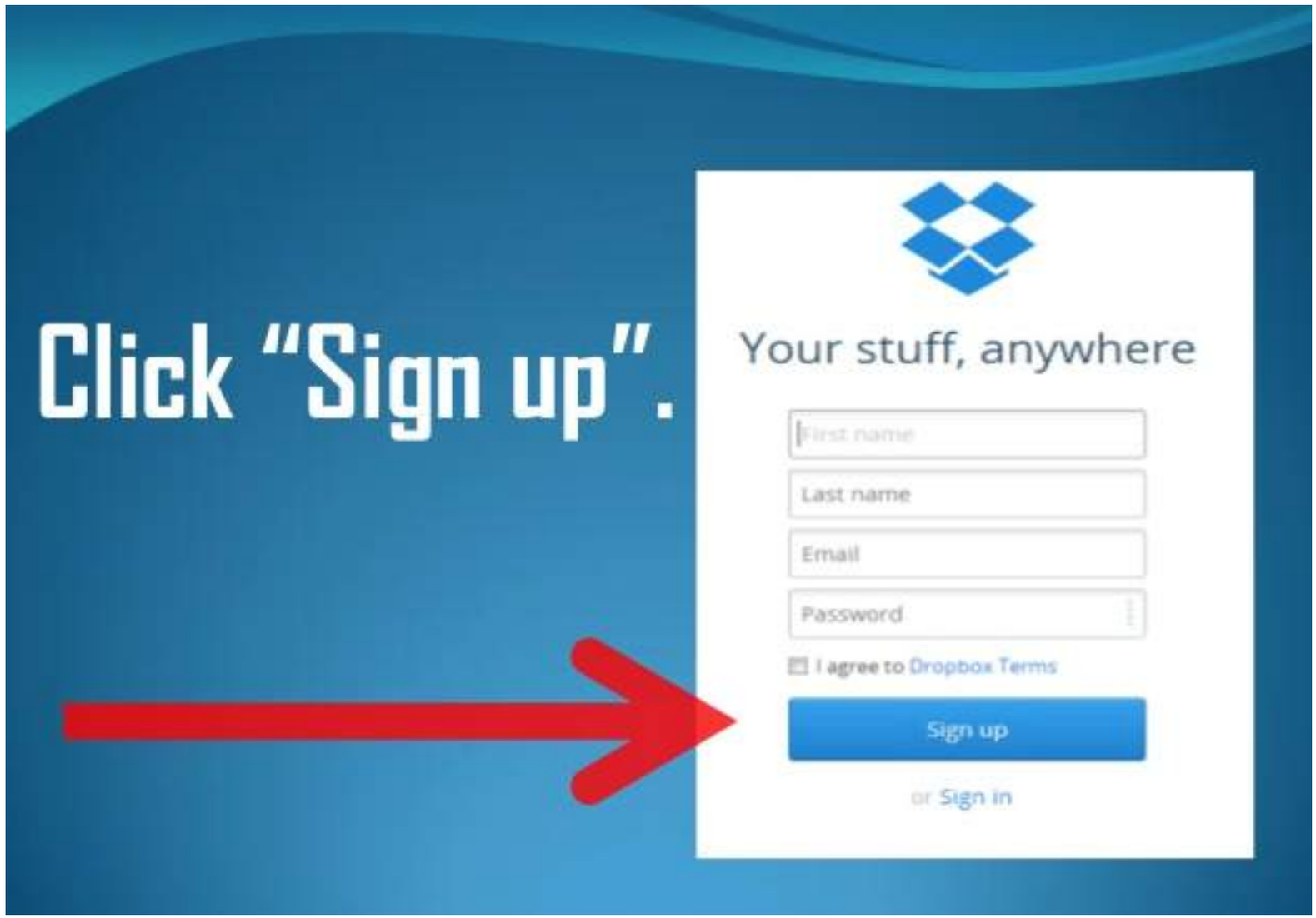
Easy sharing.

Secure two-step verification feature.

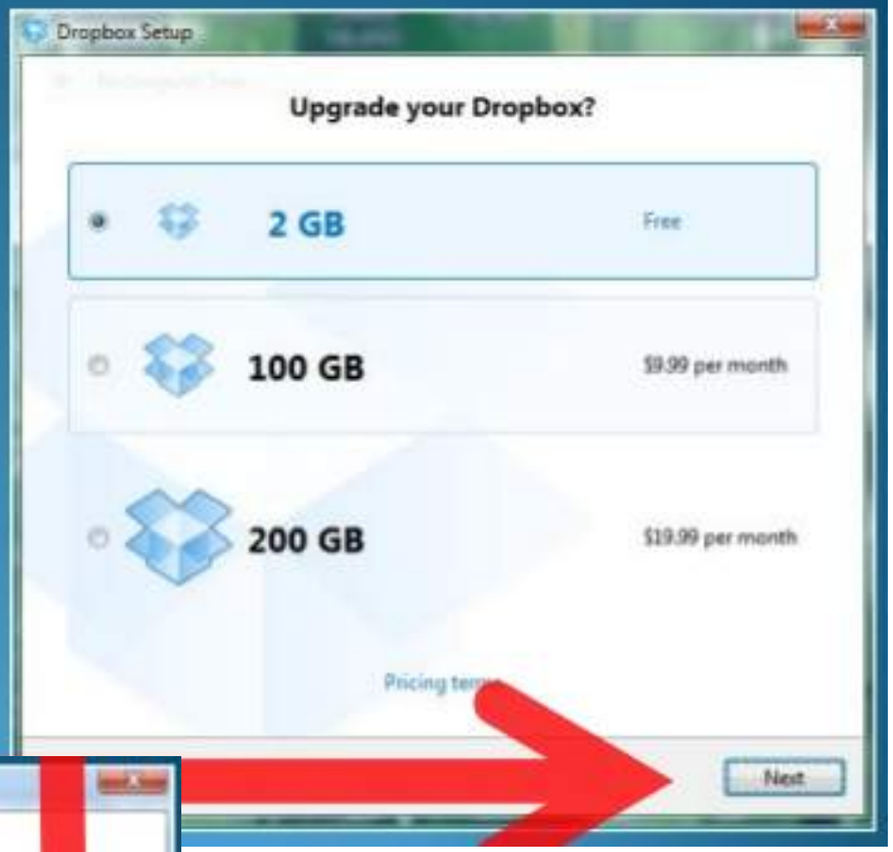
Free access to Google docs: Excel, Power Point, Forms, Word.

Click download if you don't have dropbox software in your computer yet.
Your stuff, anywhere

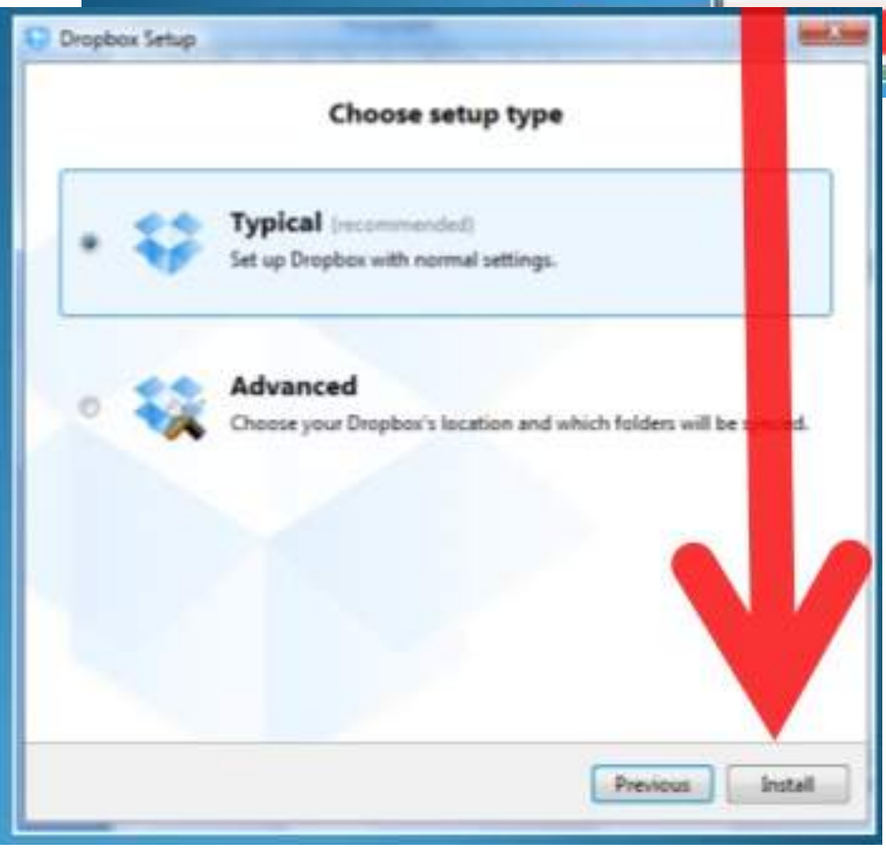
When you click the exe file in the lower left corner of your browser window, this window appears.
Click "Run".
Open File - Security Warning
Do you want to run this file?
Name:
Publisher: Dropbox
Type: Application
From:
Run
Cancel
Always ask before opening this file
While files from the Internet can be useful, this file type can potentially harm your computer. Only run software from publishers you trust. What's the risk?


Click "Sign up".
Your stuff, anywhere
First name
Last name
Email
Password
I agree to Dropbox Terms
Sign up
or Sign in

Keep the 2GB
selected
then click “Next”.



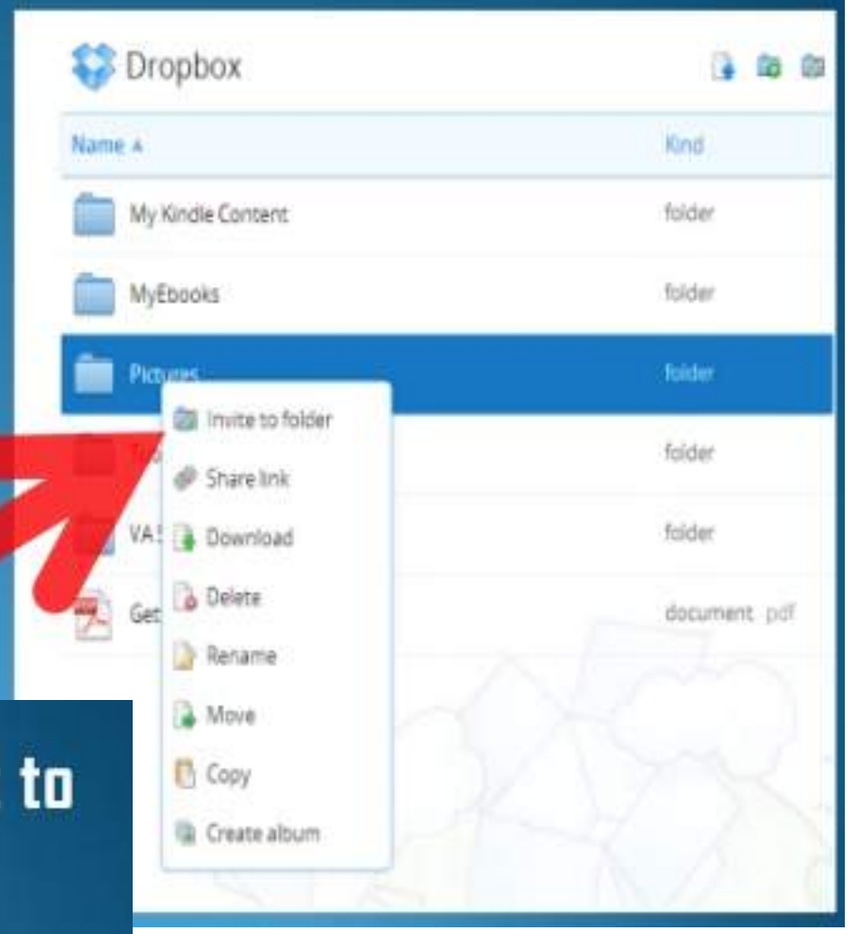
Select “Typical”
which is the
recommended one.
Click “Install”.



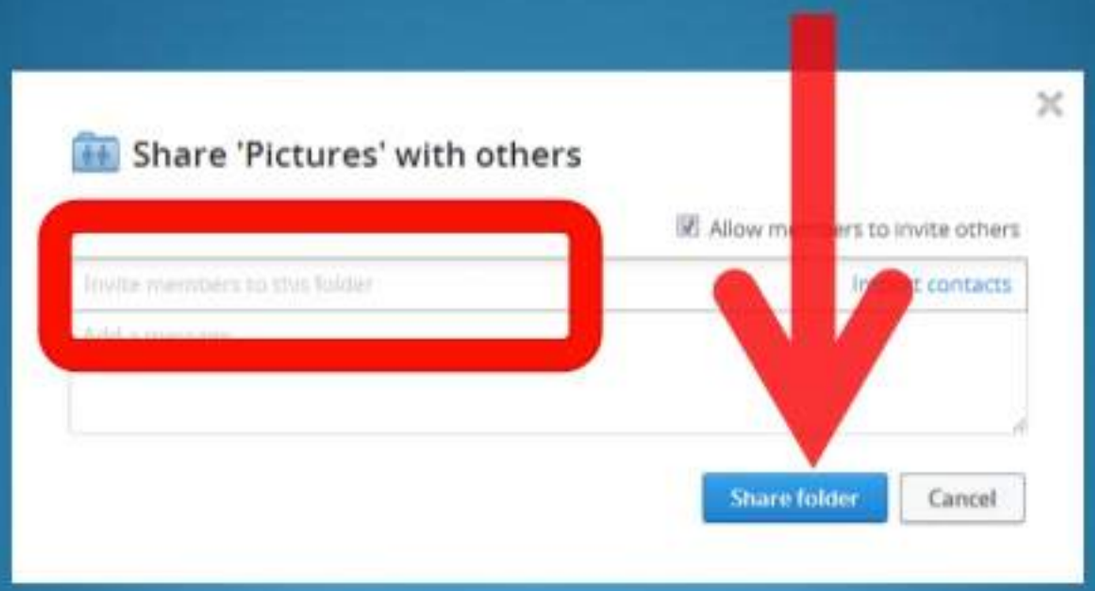
A new folder is also created in your computer called “Dropbox”.

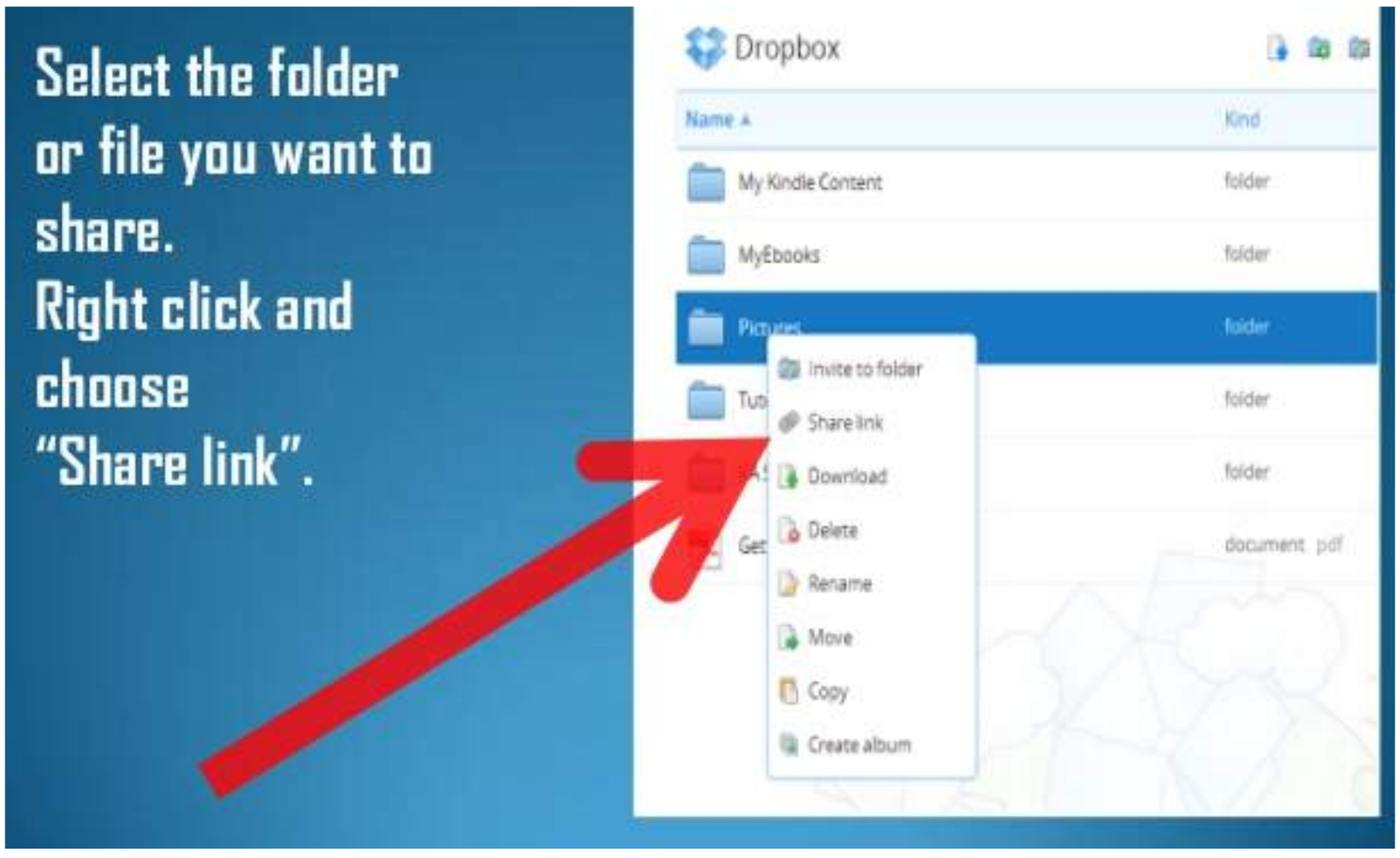
Now, click the Dropbox icon found in the bottom right corner of your toolbar. This should appear out after installation.

Select the folder or file you want to share.
Right click and choose "Invite to folder".



Enter the email address of the person/s you want to share the folder with. Click "Share folder".




Select the folder or file you want to share.
Right click and choose "Share link".
Dropbox
Name
Kind
My Kindle Content
folder
MyEbooks
folder
Pictures
folder
Invite to folder
Share link
Download
Delete
Rename
Move
Copy
Create album
folder
folder
document pdf

Google

One account. All of Google.

Sign in to continue to Gmail

Email

Password

Sign in

Stay signed in

Need help?

Create an account

One Google Account for everything Google

One account is all you need

A single username and password gets you into everything Google.

Take it all with you

Switch between devices, and pick up wherever you left off.

Create your Google Account

Name

First

Last

Choose your username

@gmail.com

Create a password

Confirm your password

Birthday

Month

Day

Year

Gender

I am...

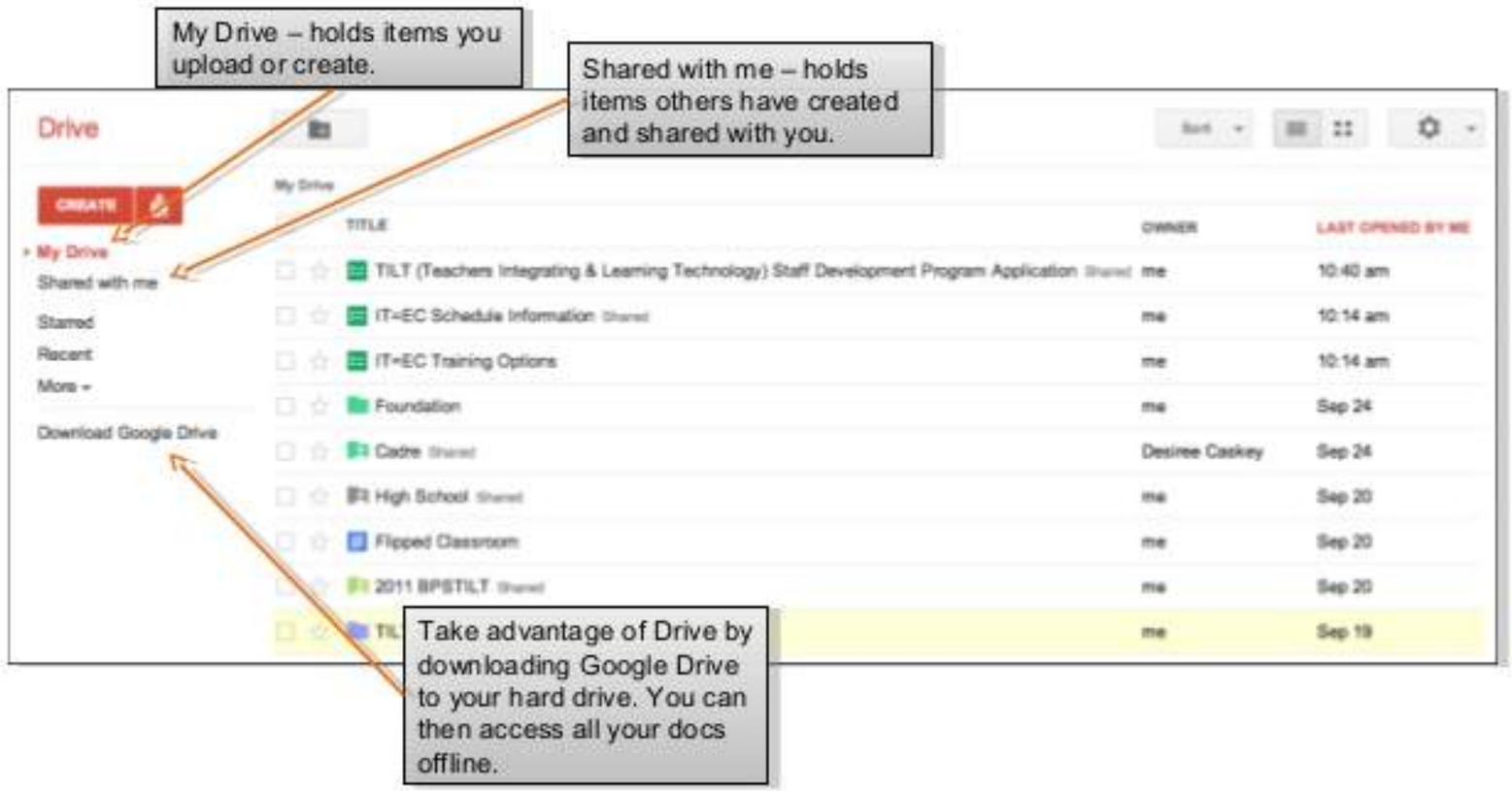
Mobile phone

Your current email address

Prove you're not a robot

Skip this verification (phone verification may be required)

Drive Looks Like….



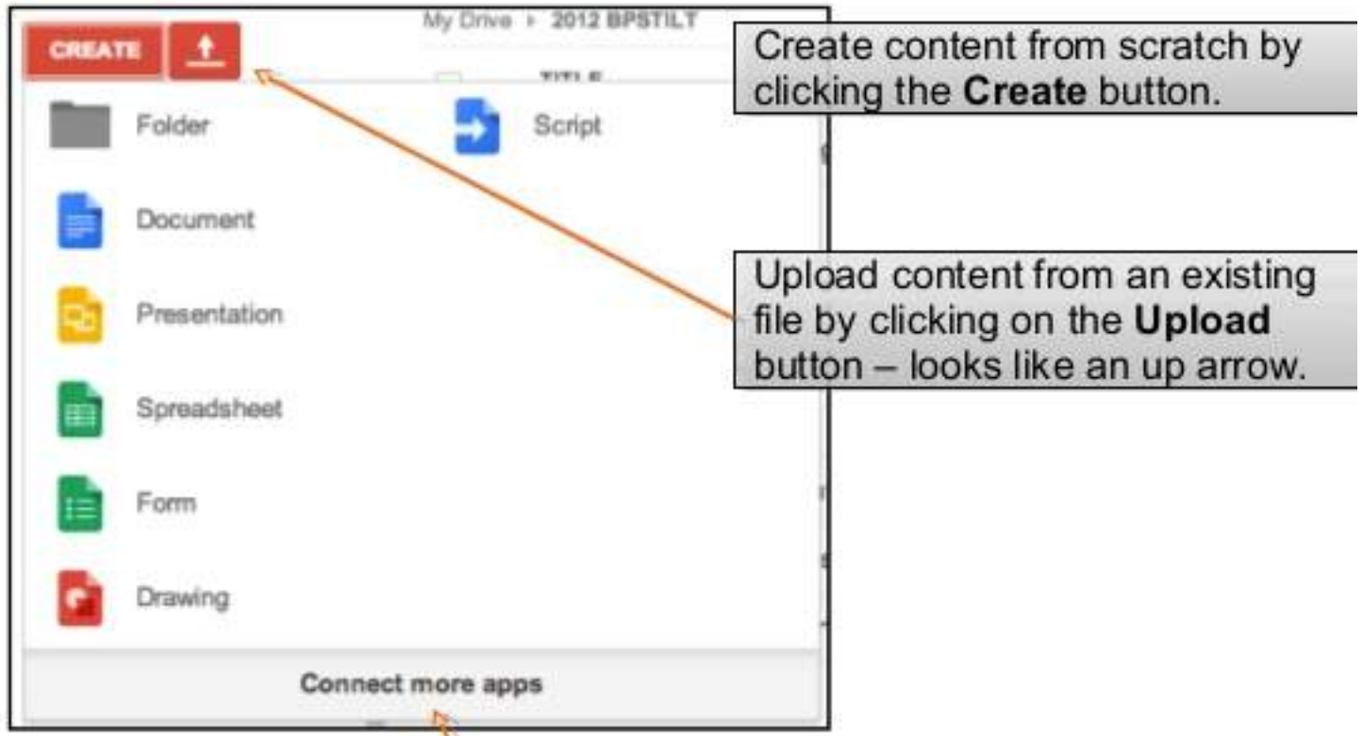
Accessing Google Docs Offline

Once you install Google Drive on your hard drive, you will have a folder where all your files will be synced.

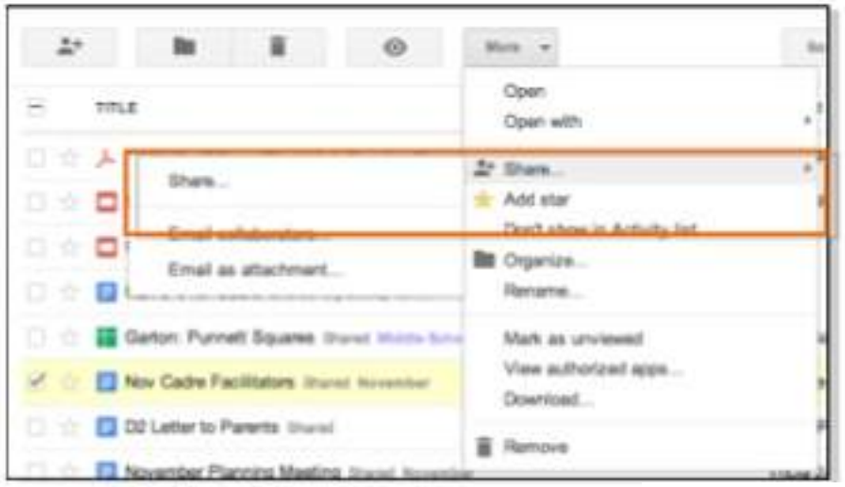
Adding your existing documents to Google Drive is as easy as dragging a file to a folder.

Once you have downloaded Google Drive for your computer there will be a folder where you can drag and drop items you wish to put on your drive. This way you don't have to open your web browser to Google Drive and log in every time you want to put something on your Drive.

CREATING A NEW DOCUMENT



SHARING A DOCUMENT



From the Drive Home:

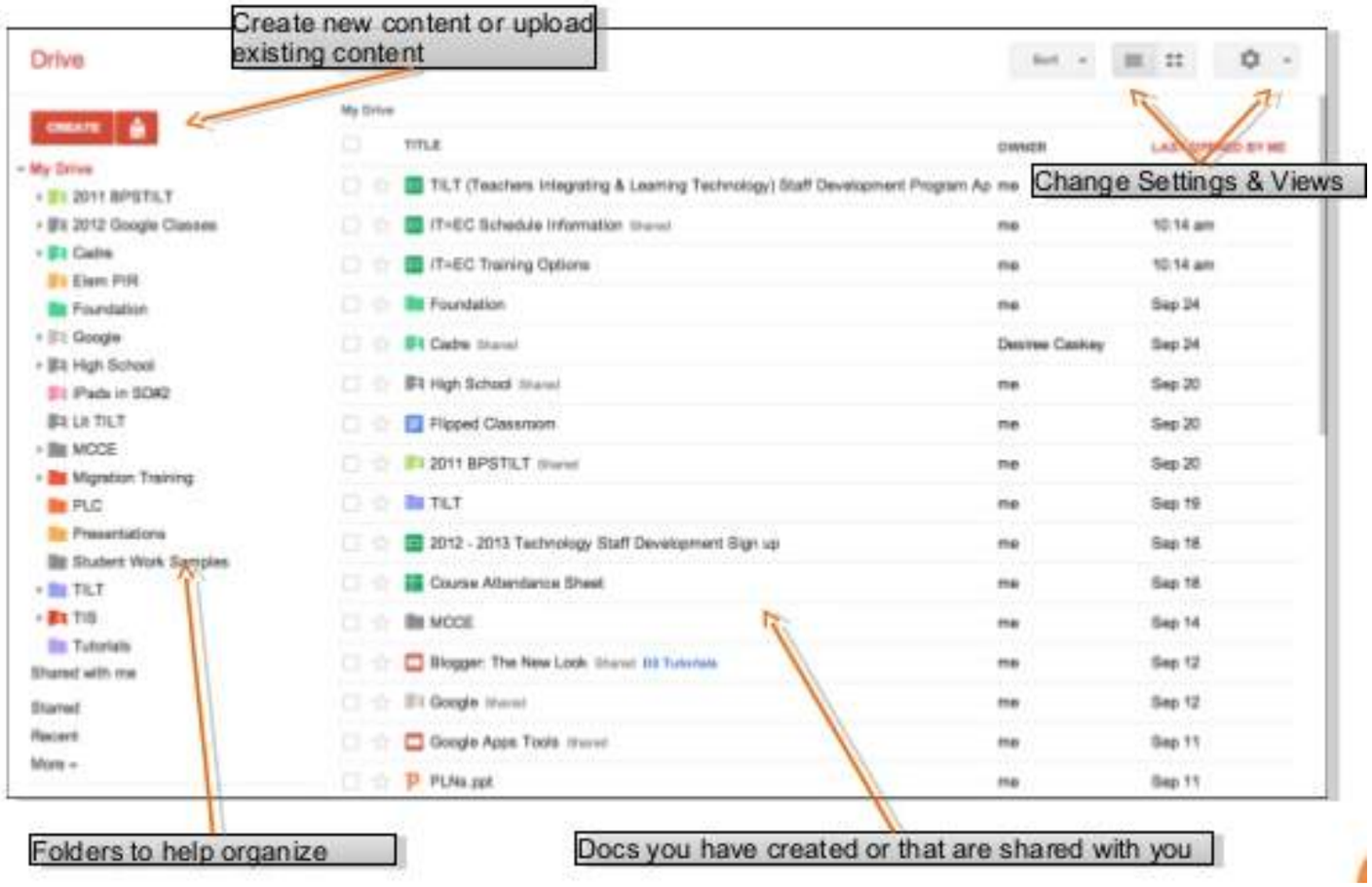
1. Click on the doc you want to share
2. Choose the **Share** option from the **More** menu

From Inside a Document:

- Click on the **Share** button
- Choose an option

INVITE PEOPLE

GOOGLE DRIVE ENVIRONMENT



EVERNOTE

Poll Question

How familiar are you with Evernote?

1. Never Heard of it
2. Heard of it, never used it before
3. Use it, but want to learn more about its capabilities
4. Use it! Love it!

What is Evernote?

What you can do with EVERNOTE

Take notes anywhere.

You're always moving, your notes should be too. With Evernote, your memories are on every computer, phone and device you use.

Remember things you like.

Save everything cool and exciting you see online and in the real world. Snap a photo, record some audio and save it.

Plan your next trip.

Keep all of your itineraries, confirmations, scanned travel documents, maps, and plans in Evernote, so you'll have them when you need them.

Save favorite webpages.

Save entire webpages to your Evernote account with our nifty browser extensions. You get the whole page: text, images and links.

Work with friends and colleagues.

Share your notes and collaborate on projects with friends, colleagues and classmates.

Keep everything in sync.

With Evernote, all of your notes, web clips, files and images are made available on every device and computer you use.

What can Evernote do?

- Clips of webpages
- Photos of whiteboards and blackboards
- Business card snapshots
- Tweets
- Photo of handwritten notes
- Emails
- Audio
- Files

Some Ways I use Evernote

Laptop, On the Web, On My Smartphone:

- When I have a thought or an idea I use Evernote to capture it

As my task list:

- Anything & everything I need to get done goes into Evernote

Notebooks & Tags:

- Get organized. Tags allow me to tag content and make it easier to find

Gmail™

by Google™

Getting the Basics

- **Gmail Environment**

  You will notice the Gmail environment looks pretty similar a traditional email account. There are a few unique features that simplify it's use. You can choose to view the environment in icons or text.

- **Conversation** view

  Gmail groups emails and the replies together in your inbox so you can always see the entire conversation. Related messages are stacked neatly on top of each other.

- **Labels** instead of folders

  Labels do the work of folders with an extra bonus: a conversation can have several labels, so you're not forced to choose just one particular folder.

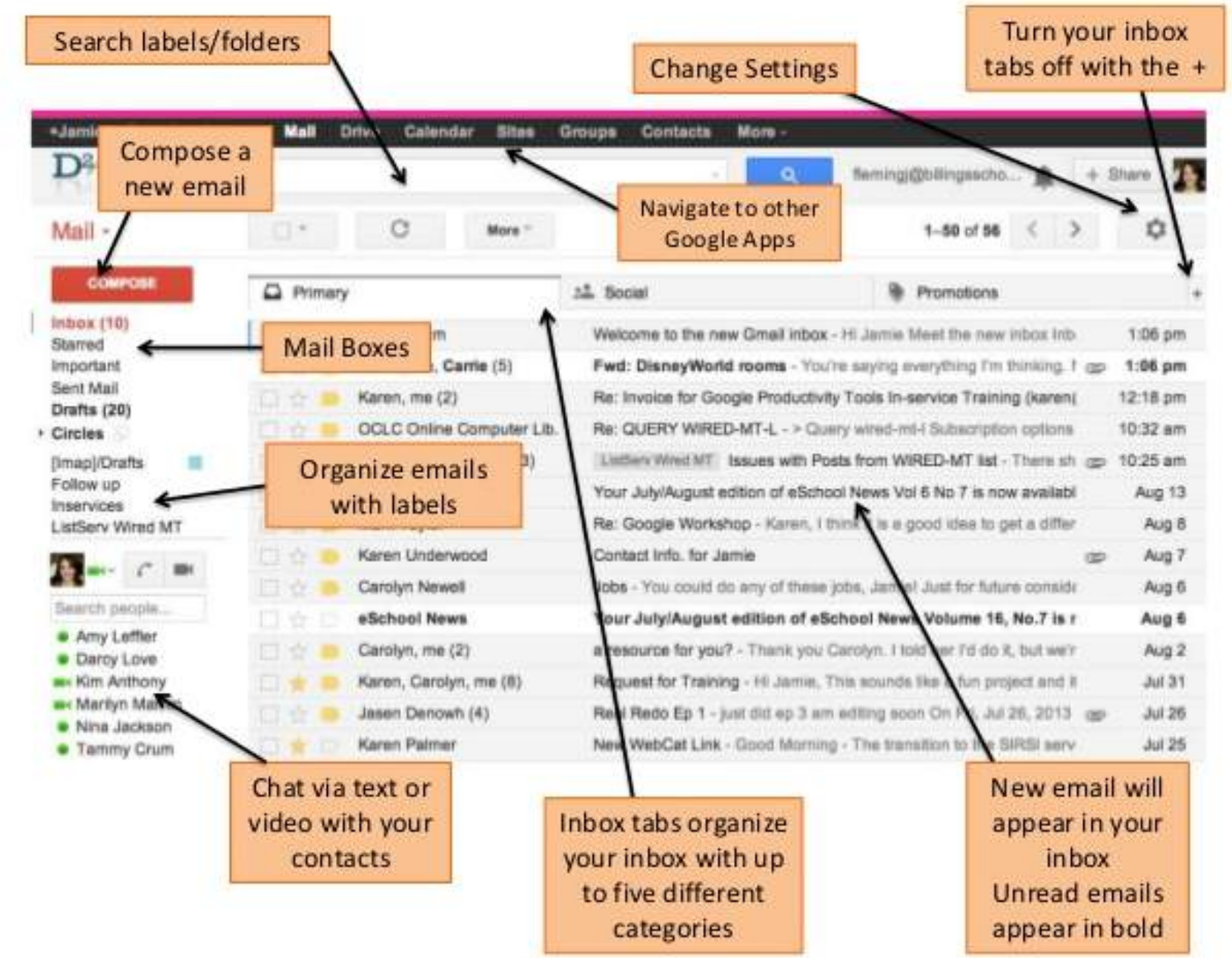
- **Archive** instead of delete

  You should never have to delete an email. With the archive feature, you get the messages out of your inbox and into "All Mail." The mail will no longer clutter your inbox, but remains searchable in the case you need to reference it in the future.

- **Chat** and **Video** chat

  No need to use another chat program when it's built right in. Use your contact list to chat live with colleagues or through video if you have access to a webcam.

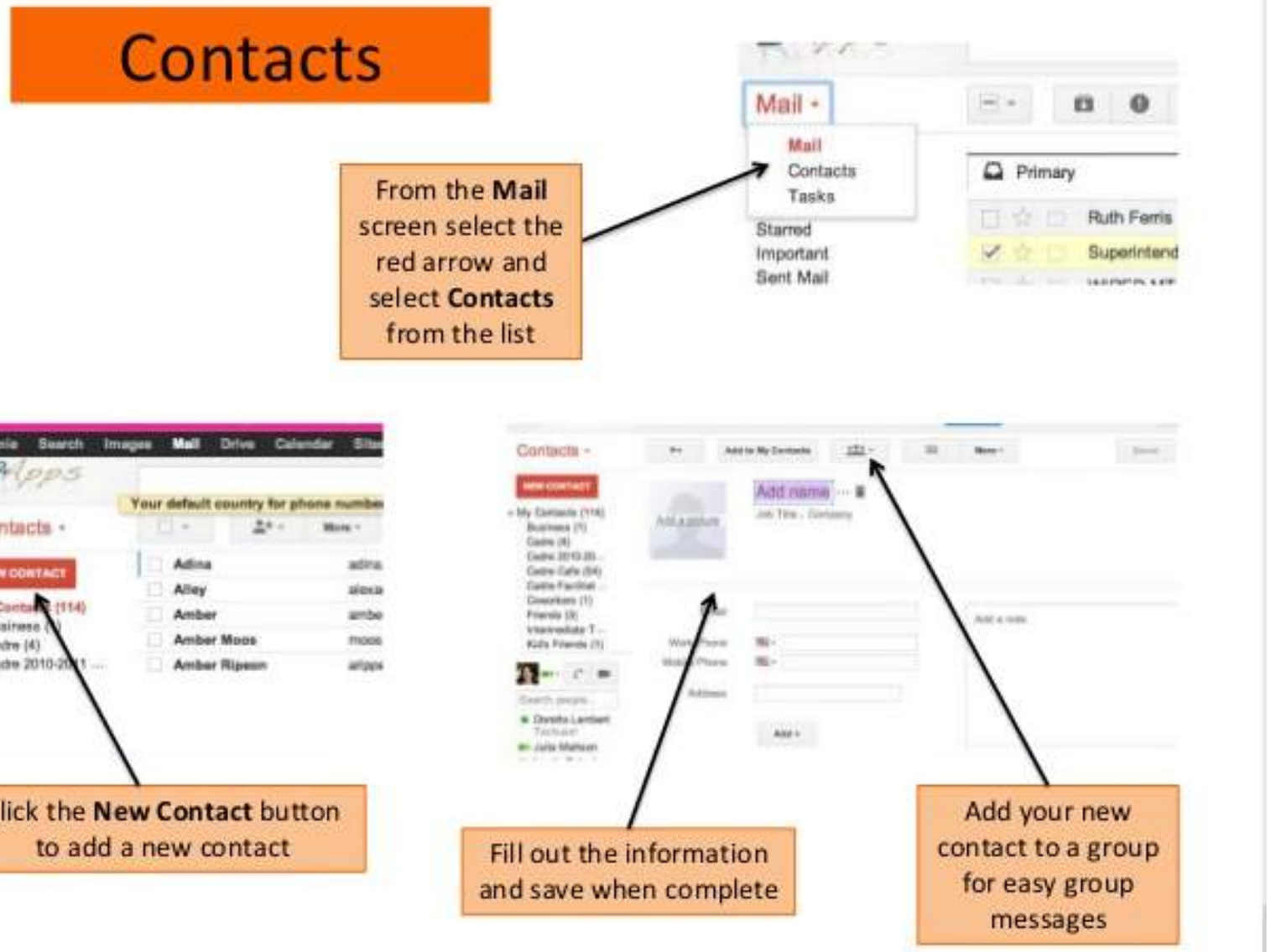
What your Inbox looks like



Your G-Mail box

- **Inbox**: a display of your recent emails. The unread messages appear in **bold** and the most recent will be at the top. Your messages are automatically categorized into inbox tabs.
- **Starred**: if you receive a message that you want to mark as important, click and change the star to yellow.
- **Sent Mail**: messages you have sent will appear here.
- **Chats**: All chats that you have taken part in will be archived here.
- **Drafts**: if you start an email, but don't send it, Gmail will store it here.
- **All Mail**: your archive, a storage place for all the mail you've ever sent or received but have not deleted (no spam).
- **Spam**: when an email looks suspicious to Google, it will put it here. The more spam you mark, the better Google will get at weeding it out.
- **Trash**: messages you delete will be moved here. It will be stored for 30 days before being permanently deleted.

Contacts


Contacts
From the **Mail** screen select the red arrow and select **Contacts** from the list
Mail
Contacts
Tasks
Starred
Important
Sent Mail
Primary
Ruth Ferris
Superintend
Click the **New Contact** button to add a new contact
Fill out the information and save when complete
Add your new contact to a group for easy group messages

Google Local Business Listing

Your Company - www.yourwebsite.com
Your Address and Phone Number

Topics

- Want your Business Listing on Google Maps?
- Why Would Shoppers find your business on Google Maps?
- Create an Free Local Business Listing for your Business.
  - Find your business
  - Add your business information
  - Verify Your Business
  - Verify PIN
  - Enjoy a verified business!

Benefits

- ✓ Having your business listed on Google Maps is an important asset that can help local shoppers find your business online.
- ✓ It is a free and easy process to get your business listed in Google Local.
- ✓ Those who have a local business, it needs to be noticeable on Google Maps because a great number of shoppers depend on Google Maps when searching for local businesses like food services, fitness centers, retail stores, and others.

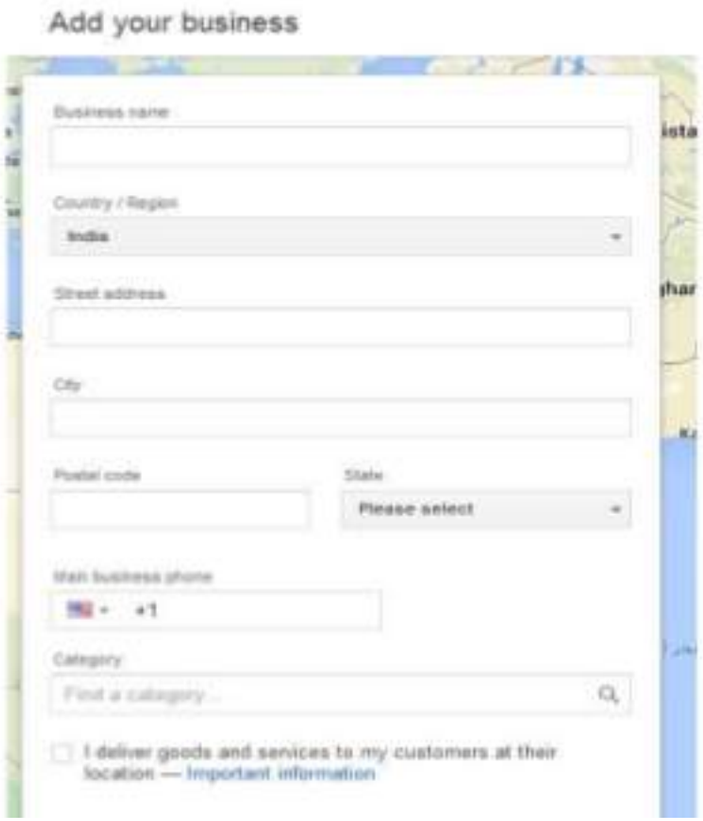
Did you know?

Most individuals use Google Maps when they are on the move. When individuals look for something on Google Maps, 80% of the time they're on mobile phones or tablets. There's a great chance that they are seeking a business to visit straight away. For instance, a person who is hungry might find on Google Maps the nearest food services. Most likely they will finish up selecting one of the food services listed and turn into a customer.

Step one

- To create a free Local Business Listing for your business, visit Google Places - http://www.google.com/local/add and sign in with your Google account.
- For those who don't currently have a Google account, hit Sign up now to make a new Google account. You can also apply an AdWords login and password, for those who have one.

Step two



Business Name: Entering an accurate business name helps customers find your business when they search for it.

Main Business Phone: Add your phone number (optional) so that customers can contact you. Example: 011 2345 6789.

Category: Categories let customers know what kind of business you have.
Examples: Dentist, Cosmetic surgeon, restaurant.

Add all the important information and click submit button.

Step three

If you choose verify option, you will be asked to accept the terms and are given the choice of entering a contact name and modifying your listing data at that point:

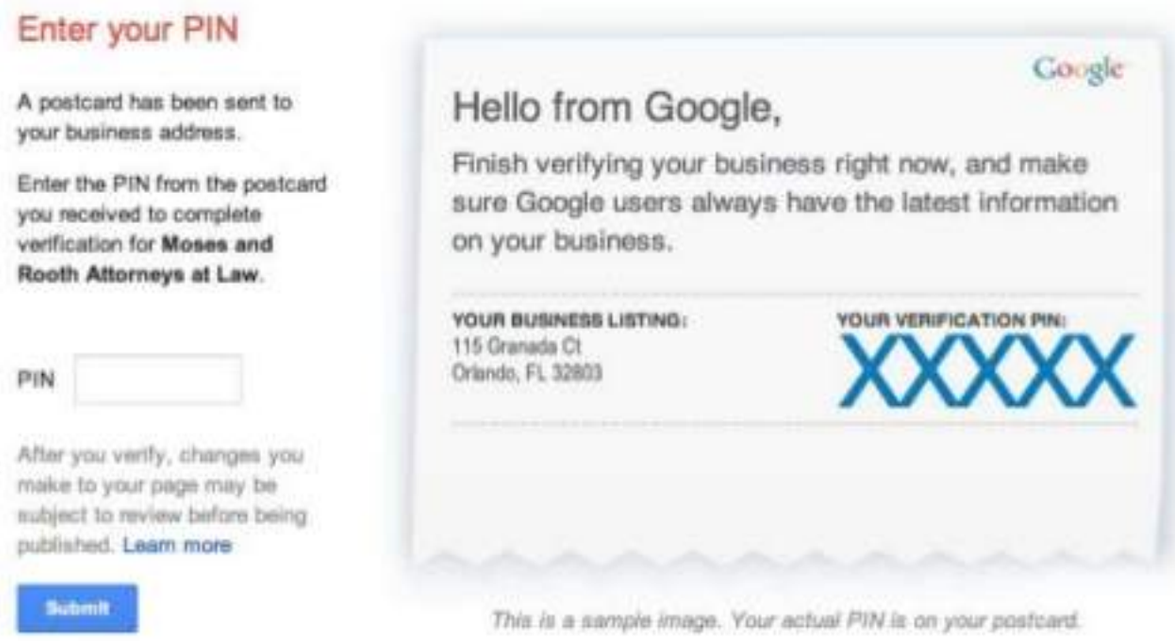
Step four

1. On the postcard request screen, confirm that your address is presented accurately on your postcard. You can also add an Optional contact name to help your postcard reach you. Then click Send postcard.

2. When you receive your postcard, enter your PIN number from your dashboard to verify your business.

Step five

You will get an actual envelope from Google to verify PIN number.



This is a sample image. Your actual PIN is on your postcard.

What is 1Password?

Simple, Convenient Security

1Password gives you the security you need in today's online world without slowing you down. 1Password makes you more productive while simultaneously increasing your security with strong, unique passwords for all your accounts and keeps all of your important information encrypted and secure.

Features of 1Password

- Strong password generator - Every password is unique
- Browser's extensions - Launch your favorite sites and automatically sign in with a single click
- Very secure
  - Amper-proof Authenticated Encryption
  - AES-256 using Encrypt-then-MAC
  - Decrypted data is never written to disk
  - GPU resistant PBKDF2-HMAC-SHA512
- Securely share with your team members
- Your data on all your devices

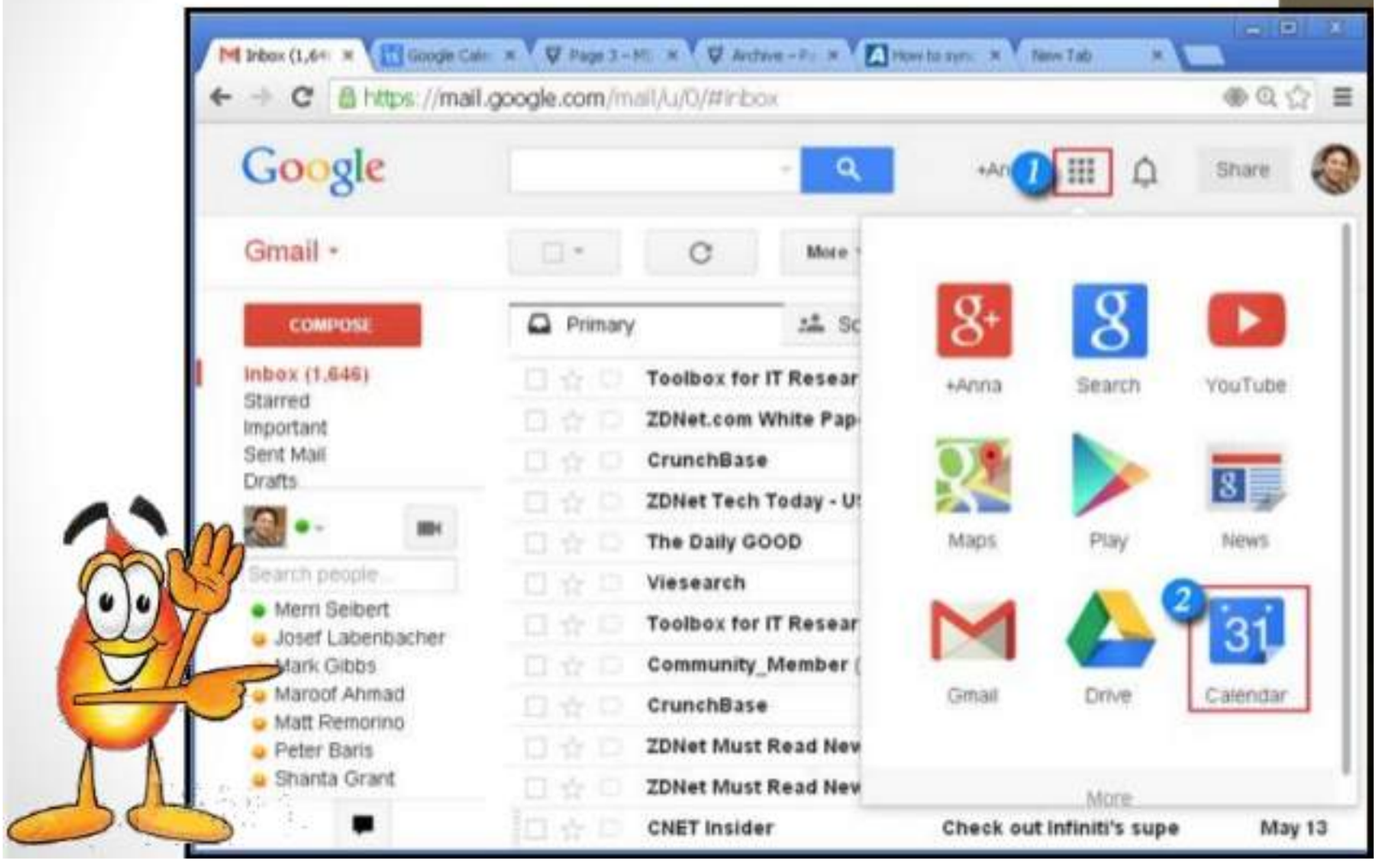
Calendar Sync

SYNC

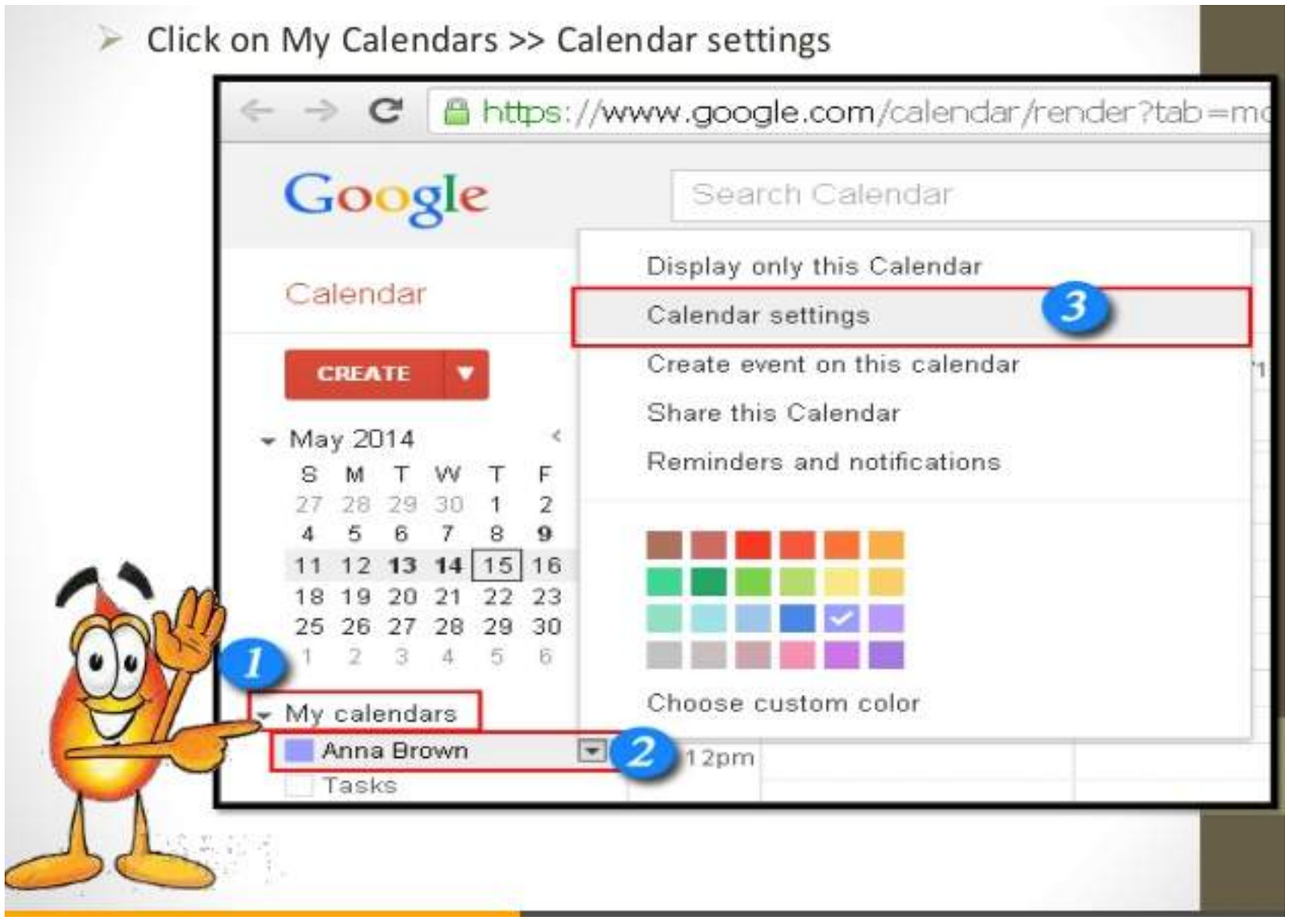
Part 1 Synching Outlook with Google & Smart phone

Open Gmail Account

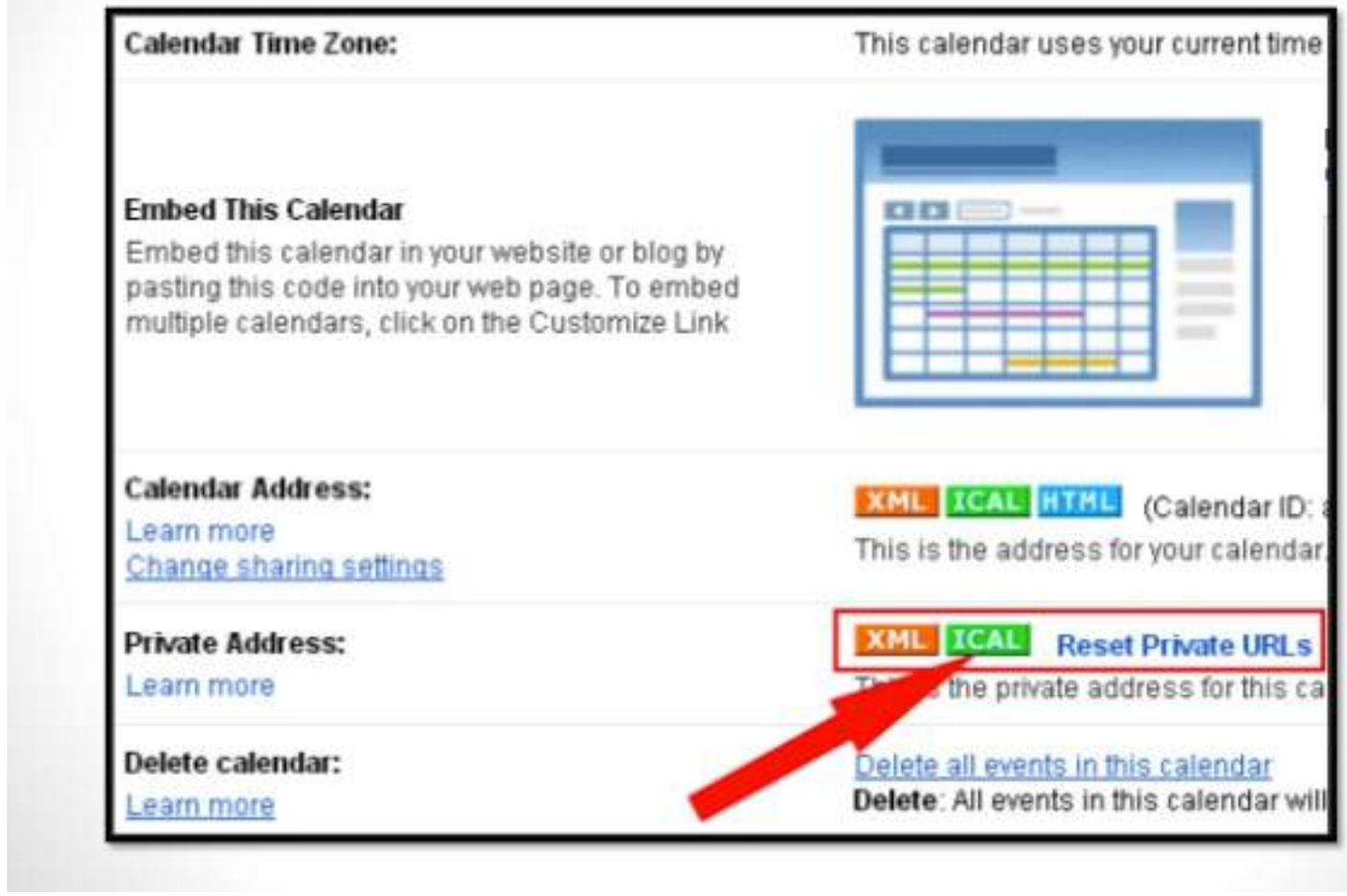
- Click on Apps Icon >> Click on Calendar



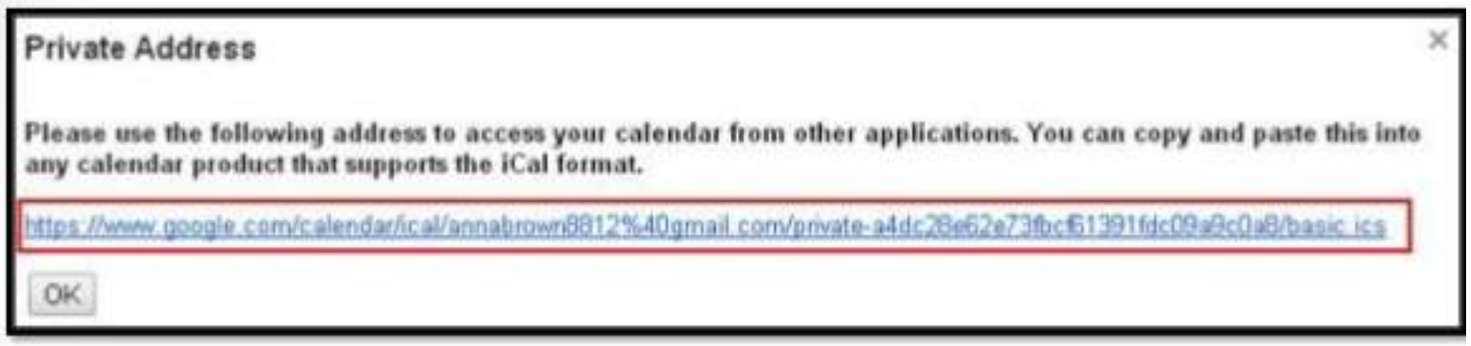
- Click on My Calendars >> Calendar settings



- Click on My Calendars >> Calendar settings



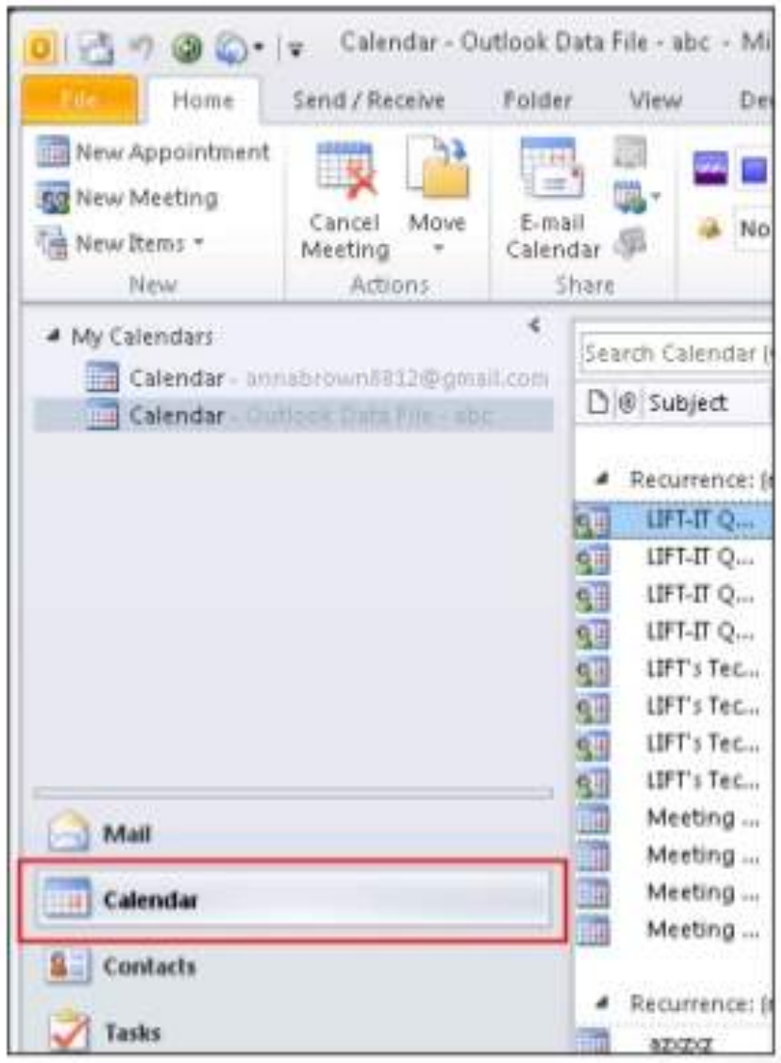
- You will get the URL, Copy the URL.



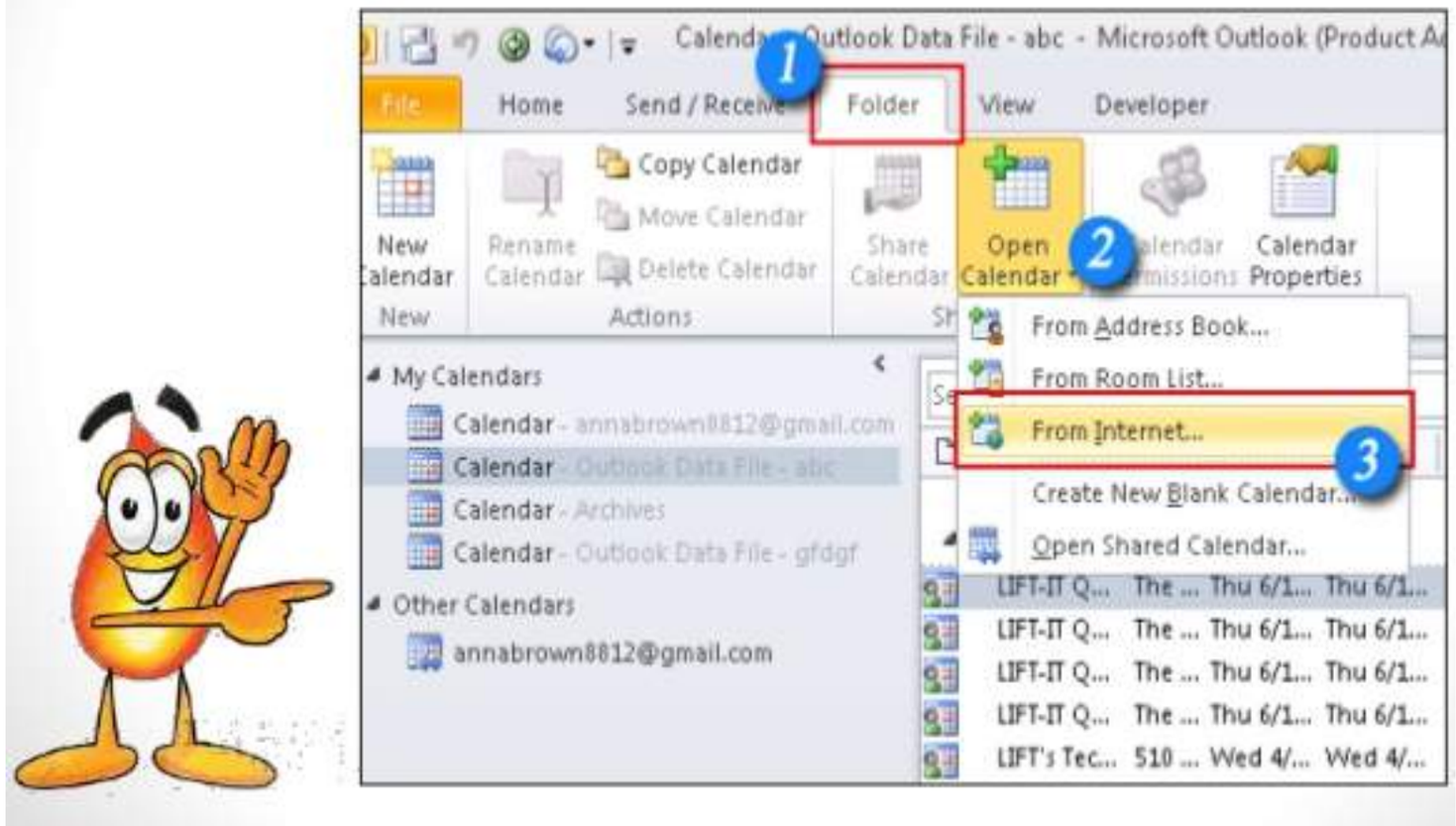
Synchronizing with Outlook

Open Outlook

- Click on Calendar



- Click on Folder >>Then Click on Open Calendar >> From Internet



- Paste your Google calendar's URL and click OK.

Syncing With Microsoft Exchange or Other Enterprise Message Server

iPhone syncs with Exchange through the ActiveSync protocol.

1. Set up your Outlook account using Exchange.
2. On your iPhone screen, click “Settings”.
3. Click on “Mail, contacts, calendars”.
4. Next, click on “Add account” and select “Exchange”.
5. On the next screen, fill out your Email, Domain, Username, Password, and Description.
6. If auto-discovery is enabled in Exchange, the next screen will be automatically prepopulated. If not, you need to fill out the server information, then click “Next”.
7. Now iPhone displays a list of data types you want to sync – mail, contacts and calendars. Click on “save” to complete the process.

Reference

- http://www.companionlink.com

Sync Google with iPhone

1. Settings

2. Mail, Contacts, Calendars

3. Add Account

4. Select “Google”

5. Enter your log in Information, then select Calendar to Sync

6. You are Done!

Synch Google with Galaxy

1. Settings

2. User & Back up, select Accounts

3. Choose Google

4. Log in to your account

5. Select Synch calendar

6. You are Done!

QUESTIONS