



TALKING TECH WITH CAROLINA DAVILA



In a world reliant on computers and cell phones, many people often forget how easy it is to lose data, get hacked, or risk their information being stolen. Most businesses focus on sales and marketing of their business, which is extremely important, however, they usually forget to back up their data or they are unaware how to protect their most important information. The Living Pages sat down with Carolina Davila to help Las Vegas businesses understand the importance of backing up their data, protecting their information, and improving efficiency of day to day operations.

What services does your company provide?

Stimulus Technologies provides Internet and VoIP phone systems to small and medium size businesses. We are a managed IT services firm that offers monitoring, remote and on-site support, network design and maintenance, offsite backups, dedicated servers and website hosting. We have partnered with leading industry manufacturers and are a certified reseller for different computer hardware, software and systems.

Can you explain why it's important to keep your software and anti-malware up to date?

Businesses are run through our computers and mobile devices. Performance and reliability directly affects day-to-day operations and employee efficiency. It is important to have an anti-malware plan in place and make sure security and software updates are being installed in all workstations and servers.

Can you explain why it's imperative to back up your important data?

Backing up your data is a smart business practice. Consider the time you have spent creating documentation, your business' irreplaceable files or sensitive data. Can you afford to lose it? Most of us have gone through the different data loss catastrophes: Stolen devices, hard drive crash, accidental file deletion, fire, etc. Having a backup system in effect will prevent you from spending time, resources and money recovering or recreating files.

What exactly is server monitoring and why do businesses need it?

Servers are used to store files, create a company network drive or run multi-user software that allows employees to perform different tasks and collaborate with each other. Server monitoring allows Stimulus to know exactly how much of your server's resources are being used such as memory and hard drive space, if automatic updates are available and when they need to be installed. Server monitoring also detects intrusion

attempts to access your server and helps prevent hardware failure. For businesses (like ours) that require 100% uptime and overall performance redundancy, server monitoring is a must tool.

What type of advice can you give LV business owners who want to hire an IT firm?

It is important to look for an experienced company that truly cares about their customers. Avoid companies that only focus on fixing a single issue, and place a Band-Aid over a bigger problem or that have no preventive methods. Ask for customer references and a consultation. Your IT firm should analyze and study your business to understand and find the best solution for a healthy technology environment.

Where do you see your business in 5 years?

Our company has grown tremendously in the past two years. I joined the Stimulus Technologies team in early April and have witness the addition of technicians, client on boarding and launch of our own Metro Ethernet Network. I see us becoming an Internet provider in nearby states, growing our team and continue to help our customers with innovative technologies while constantly adjusting to the industry changes.

What motivates you to thrive in business?

Hard work. Since I was very young, my parents taught my siblings and me the importance of hard work and honesty to success in anything we set out to do. I believe in giving your best, being polite and creative and making any project fun.

What are some fun facts about you that you would like people to know?

I love to cook and eat. I am originally from Peru, and miss the food terribly. My husband and I spent most of our free time shopping for ingredients at the Hispanic market and making very spicy dishes at home. I had not realized how big of a soccer fan I was until I moved to the United States. Watching 'futbol', movies in Spanish or listening to Hispanic cultural music reminds me of home.

Where can our readers find out more about you and your business?

At our website: www.stimulustech.com, we just redesigned our site, and added lots of useful content. You can also visit our Facebook page for daily updates and interesting articles: www.Facebook.com/StimulusTech. Call us at any time with any questions or to schedule a free in person consultation.