

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"



Announcing.....

Our New Referral Contest!
Refer a friend to Computerease for the chance to earn cash for yourself or your favorite charity AND be entered to win a Kindle HD 10!

Is there anyone you know that is having trouble with their computers?

Is anyone you know worried about ransomware or other cybersecurity threats?

We will come and do a FREE ASSESSMENT for your friend! Send an email to larissa@computer-service.com, call 1-800-265-8324 or visit www.computer-service.com/referralprogram to let us know your friend's information!

June 2016



This monthly publication provided courtesy of Ryan Haislar, Vice President of Computerease.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



Shadow IT: Ignore At Your Own Risk

It's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid

proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

The hidden dangers of shadow IT

When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would

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be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

Bringing your shadow IT out into the light

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

Cut loose the "control" mentality. It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they may start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

Recognize the delicate balance between risk and performance. Evaluate risk

on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

Foster open communication.

Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

Develop a fully tested plan. Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving

a speedy resolution, and keep an otherwise manageable event from turning into a full-blown business crisis.

Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

Computerease can help you with this. Our proprietary Security Assessment helps you take the friction out of data protection. Contact us today at 618-346-8324 or email ryan@computer-service.com to take advantage of this offer (normally \$297), FREE through the end of June, and put an end to Shadow IT in your organization finally and forever.

"Take control of high-risk situations and keep an eye on the rest."

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



You Will Learn:

1. The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
2. 7 critical characteristics you should absolutely demand from any off-site backup service.
3. Where many backups fail and give you a false sense of security.
4. The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.computer-service.com/12facts

3 Lessons About Business I Learned From Meeting Buzz Aldrin



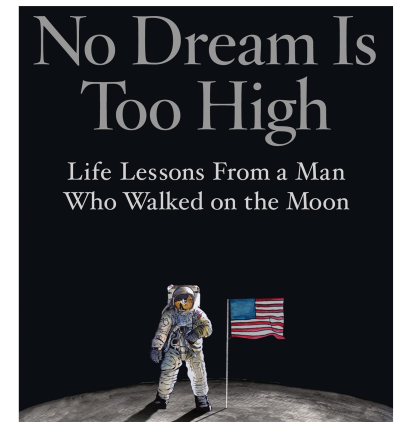
I met Buzz Aldrin! That fact in itself is amazing, but after hearing him speak and reading his book “No Dream Is Too High,” I feel like I can begin to understand the depth of character required of a man who walked on the moon. **The lessons and insights about the adventure and journey of his life and career truly struck a chord with my own journey as entrepreneur and IT business owner.**

Lesson 1: Be Prepared for Anything

In preparation for his space mission, Buzz Aldrin completed rigorous training in a broad range of subjects including aerodynamics, physics, geology, astronomy and navigation. He prepared for every possible scenario he might have encountered in space and upon landing. In his talk, he emphasized the fact that the **preparation and work that goes into an endeavor or project is just as important as the end result.** Similarly, for all of my IT and VoIP phone clients I make it a priority to thoroughly research and prepare ahead of time to ensure the work is done the right way the first time. There are simple and effective preparations that a business can have to help them prevent and manage the disasters common to technology in business including natural disasters, cybersecurity attacks and computer malfunctions. The time to **address these threats to business productivity is BEFORE there is a problem!**

Lesson 2: Adaptation is Crucial for Success

Buzz Aldrin said in his recent book No Dream Too High p.34 *“Innovators view change as an opportunity rather than an inconvenience or an interruption.”* Our family business, Computerease, has been around for 32 years and I have personally worked here for 22 years. As my role with the business has grown, **our focus has changed and adapted along with the constantly evolving world of computers and technology.** While at first we built and fixed individual computers, we have transitioned into a providing comprehensive IT support and services in addition to VoIP business phone solutions. Computerease’s continued priority is to continue to adapt and evolve along with the rapid pace of advancing technology in order to **meet the constantly changing needs of our customers.**

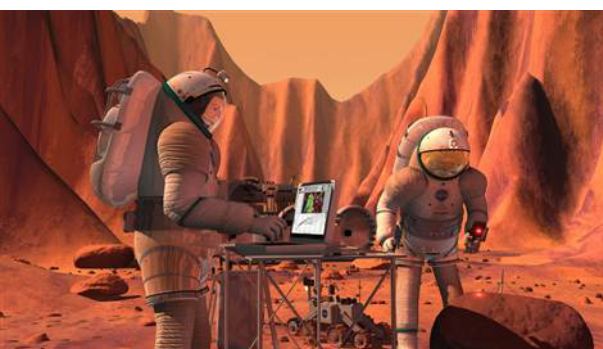


Lesson 3: Help Others To Fulfill Their Dreams

While Buzz Aldrin’s career as an astronaut is over, he still has a **passion for helping others fulfill their dreams.** His passion for innovation and dreaming is obvious from his t-shirt slogan that says, “Get Your Ass To Mars.” On p.202 of his book he says, *“Reaching out and helping others fulfill their dreams will bring you more satisfaction than anything you have ever done.”* The mission of Computerease and the reason I am passionate about my job is the fact that I can help my fellow business owners make their dreams and aspirations a reality by educating them about the latest advances in technology. **My priority is to help others succeed!**

Looking To The Future

I went into this experience excited that I was going to meet Buzz Aldrin, the second man to walk on the moon. I left being inspired by Buzz Aldrin, the man who never stops dreaming. What is on the horizon in the IT world? I don’t really know, but whatever it might be, I will enthusiastically share the latest technology with my fellow business owners to enable them to succeed.



If you would like to have a conversation about how technology can help your business, please contact me by phone at 314.432.1661 (MO) or 618.346.8324 (IL), or by email at ryan@computer-service.com or find me on LinkedIn. **Together we can create a customized blueprint to help take your business to the next level.**

Imagine just taking a pill to acquire a whole new skill set.

In The Matrix, Neo opens his eyes after being programmed and tells Morpheus, "I know kung fu." According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nano-robots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson's patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World Wide Web.

-Inc.com

Hootsuite, Buffer...or both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

Which app best helps you take notes on the go – Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

Who Else Wants To Win A \$25 Gift Card?

Would you like to be entered to win a \$25 gift card for St. Louis Bread Company?

Answer this month's trivia question and claim your chance!

Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick?

a) Kagera b) Bookmeister c) Juggernaut d) Cadabra

Submit your answers to answer@computer-service.com to be entered for your chance to win!