

# Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"  
Since 1984



## How did you watch the eclipse?

Some of the Computerease Team observed the eclipse from our corporate location in Collinsville, Illinois and thankfully we were able to see almost complete totality from our parking lot.

With our NASA approved eclipse glasses (safety first!) we observed this amazing sight.

Even Ike joined in the fun!



## Computerease Vice President, Ryan Haislar, Accepted Into Goldman Sachs 10,000 Businesses at Babson College

I'm going back to school this fall! I'm joining 156 other small business owners who were accepted into the Goldman Sachs 10,000 Small Businesses program at the prestigious business school, Babson College, located just outside Boston. While most of the program is online, I will be visiting Beantown twice over the next 3 months.

Why is the Vice President of an IT support company going to a business school?

To ensure that Computerease remains one of the best IT Companies in St. Louis, I am always looking for ways to improve what we do and how we do it. Many times, these improvements come via technical tools and processes that we use. But, it is the business aspect of my role which I enjoy most.

And, having a business background and a technology background allows me to understand what our clients need from a business perspective and enables me to translate that into the most appropriate technology solution for their business needs.

The 10,000 Small Businesses program focuses on developing skills in areas most critical to growing a business including financials, building out opportunities, leadership, growth plans, negotiations, team management and relationships. <<continued on next page>>



## September 2017



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!"*



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Want to know the best part?

This program is FREE and is an investment by Goldman Sachs and its partners to empower small business owners to help create jobs and economic opportunity through greater access to education and business support services. My fall 2017 Session will include 157 business owners from 36 States who employ 3,597 people and represent \$345 Million in total revenue between us.

That's not all...

In addition to learning these higher level business skills, I will have access to the Babson College

**69%**

reported increasing revenues just 6 mo. after graduating

**48%**

reported creating new jobs just six months after graduating

**85%**

are doing business with each other

**99%**

completion rate

*Graduates of the Goldman Sachs 10,000 Businesses Program show a proven increase in revenue, job growth and business opportunities!*

entrepreneurship experts, the business advisors and the 10,000 Small Businesses alumni network!

This large network offers a wealth of resources to help empower businesses just like Computerease to

grow and increase opportunity.

Interested in participating yourself?

You can apply for the next 10,000 Small Businesses "Cohort". Learn more about the program at <http://goo.gl/jVBJFK>

Or visit <https://10ksbapply.com/> to apply.

*Follow my back-to-school experience on our newly updated blog featuring Computerease Tech Tips!*

## Adequacy Is Unacceptable

Recently, while working on a program for a company that has been in business for over 64 years, I came across a particularly compelling value statement: "In the pursuit of excellence, adequacy is unacceptable." It's stuck with me since then as a perfect encapsulation of forward-thinking business philosophy.

Facebook, Twitter, Yelp, Google, and thousands of other digital tools have completely changed the way Companies must do business if they plan on surviving. With two taps on their smartphone, anybody can go online and check out your company. In 10 seconds, they can see everything that's being said about you and your team. In an instant, potential prospects can type your company's name into the search bar and sift through your dirty laundry.

If people are complaining about your service, your demeanor, or your product, you can say goodbye to this potential customer, because they're moving on. Sometimes, all it takes is a single colorful review to stop us from ever doing business with that company.

So where does "adequacy is unacceptable" enter the mix?

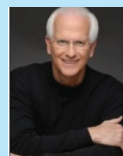
The truth is, people don't go online and write comments about adequate experiences they have with companies. When a customer decides to take time out of their busy day to write a review, you can bet they're going to either rave and rant about their fantastic experience, or go far out of their way to drag your company's name through the mud

after the horrible time they had. The smartest companies realize this and bend over backwards to elicit descriptors like "superior," "awesome," "amazing" and "excellent." If your business is doing a middling job, or even a "good" one, it might as well be invisible.

"Adequacy is unacceptable" is a perfect ideal not only for the hugely successful business I worked with recently, but for all companies. "Adequate" is just another word for average — are you looking to hire average people or do business with average companies? Of course you're not.

The consequence of being merely adequate is always disappointment. An adequate experience captivates no one, does nothing exceptional, and has no distinctive qualities. There is no way to differentiate yourself from the competition while doing an adequate job.

Instead, consider what your company can do to impress, astound, and excite those for whom you are working. The company that consistently not only exceeds expectations, but blows them totally out of the water, will always be in high demand. Do more, be more, give more, and you're sure to achieve more. This isn't third-grade soccer; nobody's going to give you a trophy for an adequate performance.



*Robert Stevenson, along with being a best-selling author, is among the most successful public speakers in the world. His years of service-minded experience owning and running numerous companies have given him the real-world knowledge to help fellow business owners thrive.*

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# Classified Information Is The New Currency: How Security Technology and Stealing Critical Data Has Shaped Our World



Throughout history there has been a race to develop advanced technologies in an effort keep classified information safe alongside, an equally intense effort to crack the code and expose the vulnerabilities in the same cutting edge technologies.

While today's security and hacking battles are in the digital realm, the same struggle to protect and expose classified information played out in determining the outcome of World War II.

The Enigma machine was an encryption tool used by the German and Axis forces during World War II to send classified messages to further their invasion of Europe. They were entirely confident that their encryption code was unbreakable, however they didn't take into account the fact that a German spy had taken photographs of a manual of an Enigma machine.

The German spy gave these photos to the Polish Cypher Bureau who used the information from the photos to reconstruct a replica of the machine that helped them decipher the encrypted messages of the enemy.

The allied forces used their Enigma machine to covertly decrypt important strategic Axis messages and give advanced warning and important strategic advice to the Allied forces. The ability of the Allied forces to decrypt this information played a decisive role in shortening the length of the war and is credited for saving an estimated 14 million lives.

The Germans and Axis forces had NO IDEA that their prized encryption technology was ultimately useless.

How would our history books read if a German spy hadn't taken pictures of the Enigma machine manual? A simple leak of information literally turned the course of history.

In the present day, encryption is still a tool that is used for sending and receiving classified and proprietary information. However, we have moved beyond a typewriter and rotors used by the Enigma machine to a digital landscape where data is the most important asset for a business or individual. **In fact 60% of small businesses who are the victim of a cyberattack go out of business within 1 year (SEC Report).**

As soon as a new security solution is introduced there are cybercriminals working furiously to find the vulnerabilities and exploit to get access to your valuable data. Thankfully, there are an equal number of "good guys" that are consistently providing new and robust security solutions that stop the cybercriminals in their tracks.

As a local St. Louis IT support company, we take a proactive approach to delivering the best cybersecurity solutions for our clients. These next-generation solutions are cost effective and work proactively to help businesses of all sizes stay one step ahead of the highly motivated cybercriminals who want nothing more than to get access to your data.

Call today at (314) 432-1661 (MO) or (618) 346-8324 (IL) or email me at [ryan@computer-service.com](mailto:ryan@computer-service.com) for a FREE Cybersecurity Audit and protect your data and business today!

*How would our history books read if a German spy hadn't taken pictures of the Enigma machine manual?  
A simple leak of information literally turned the course of history.*

## ■ This App Could Save Thousands of Lives

In the event of cardiac arrest, every minute that passes without CPR and defibrillation lowers the victim's chance of survival by 7% to 10% percent according to the American Heart Association. The new First Responder phone app, created by the European Heart Rhythm Association, was designed with this in mind. It uses GPS tracking to locate nearby trained responders to administer aid, notify emergency services, and direct rescuers to



the scene of the incident. During trial runs in Lubeck, Germany, 36 percent of cardiac arrests were addressed by an app rescuer three minutes before professional responders arrived on the scene. *Digitaltrends.com* 6/23/17

## ■ It's A New Quarter, You Need To Do This Immediately

When it comes to the security of your business, it's best not to take any chances. We recommend changing your password, at least once every three months. Use both lowercase and capital letters in your password along with numbers and symbols. Avoid using the same password for different accounts – you don't want a Facebook hacker to gain access to your Amazon account!

## ■ 5 Ways You Can Leverage New Technology To Stay Ahead Of The Competition

Use new AI technologies to your advantage. Automate back-office

tasks to regain work-life balance. Have your AI sort through unreadable stacks of data to help you expedite important business decisions. Employ machine learning to parse data from your clients in order to create a personalized experience. Use it to identify patterns in customer behavior, giving you ideas about how to improve your product. You can even use an AI-powered personal assistant to handle everything from running your calendar to scheduling meetings. *inc.com* 7/6/17

## ■ Do These Simple Steps Throughout The Day To Keep Sitting From "Killing" You

Lately, everyone is abuzz about the latest silent killer: sitting. Wellness coach Roland Denzel recommends breaking up every 25 minutes of work time with a five-minute break, stretching and moving around to get the blood flowing. Lift your arms overhead, lean your body from side to side, and lean far forward. If you can, take a short walk. One way to keep moving throughout the day is, instead of messaging on Slack or picking up the phone, walk over to your colleague's space and talk in person. Jill Henderzahn-Mason, PT at the Mayo Clinic, says, "At the bare minimum, you should get up and change positions for at least a minute or two." *lifehacker.com* 7/6/17

## Who Else Wants To Win A Fun Prize?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Angie from O'Fallon, IL! She was the winner from the drawing of people who submitted correct answers for my quiz question from last month.

Which of the following contributed to junk email being called SPAM?

- a) SPAM canned ham b) Monty Python viking skit c) 1980's MUD online communities d) All of the above

The correct answer was b) Monty Python viking skit.

Now, here's this month's trivia question. The winner will receive 2 Friday Night VIP Tickets to Q in The Lou (BBQ & Drinks)!

Which American president made a note in his diary that he "went to Alexandria to a barbiecue?"

- a) Thomas Jefferson b) James Monroe c) Abraham Lincoln d) George Washington

***Submit your response to [answer@computer-service.com](mailto:answer@computer-service.com)!  
Everyone who answers correctly will be placed in the drawing to win our fun prize!***