

# Technology Today

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

## Small Changes

January is a time for setting new goals and starting new habits (or breaking old habits). Last year, everyone was very optimistic about having a great 2020. Then, things changed drastically. We are still in the middle of the pandemic, but there's hope with the new vaccine.

It's important to still set goals and work on improving your business and personal life even during these unpredictable times. I recently read Mike Cleary's book *Atomic Habits* which shares the compound effect of very small improvements, when applied consistently, create dramatic results.

When there's so much going on in the world, small actions and steps are manageable and achievable. This month's main article focuses on the small changes and improvements you can make for your technology that will save your time and increase your productivity. Every little bit helps!

## January 2021



This monthly publication provided courtesy of Ryan Haislar, 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!"*



## Finally Shed The Old This Year It's Costing You Much More Than You Think

*New year, new technology!* If your business is still relying on older and aging technology, it's time to think about updating that technology. As it ages, the effort to keep it running comes with many hidden costs. While it may seem financially savvy to keep older hardware and software running, you may be setting yourself up for **major** costs down the road.

It's understandable why many small businesses shy away from investing in new equipment and software. They do the math and see a number that keeps rising. While the upfront costs of new technology – hardware or software – *can* be high (or higher than you would like), you have to consider what you would be paying for versus the cost of keeping aging technology running.

Let's start by looking at some of the "hidden" costs that come with using older or outdated technology. First, consider **the cost of productivity**.

The older technology gets, the less efficiently it runs. This applies to hardware and software. Hardware has a tendency to lag, even if it's well-maintained. Devices simply wear out with use. This cannot be avoided. But the productivity issues that come with aging hardware only get worse when you bring aging software into the mix. Over time, you will start to lose support from developers, and this comes with all sorts of problems. Here are three examples.

**Loss Of Integration** Older apps lose stable integration with companion apps. At one point, your CRM software may have worked perfectly with your billing software. As developers focus on newer versions of their apps, they stop updating past versions. The end result is more hiccups or errors. You risk losing data.

**Loss Of Compatibility** Older apps aren't always compatible with newer

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apps. What should you do when still using an old software and your vendors or customers use the up-to-date version? It can result in a lot of aggravation on everyone's part, and you can end up losing customers. One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology.

**Loss Of Time And Money** Factoring in slow equipment and a loss of integration and compatibility, aging tech makes it harder for your team to do their jobs. A recent study by Currys PC World found that employees lose an average of 46 minutes **every day** due to aging technology. That adds up to about 24 days per year and an average loss of about \$3,500 per employee – though that number can vary wildly from industry to industry. You can be sure the cost in time and money has a ripple effect throughout the entire business.

While productivity takes a hit, there's another major issue that comes up when your business relies on aging technology: **security**.

As your tech ages, and as developers end support, this means you'll see fewer security patches. Eventually, there will be *zero* security patches, leaving you vulnerable. Developers may stop supporting older products, but hackers and cybercriminals will keep on trying to break

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into those products. They know small businesses tend to update their systems at a slower pace, and this gives criminals an advantage.

If you get caught using outdated software and a hacker is able to break into your network, the costs associated with this kind of a data breach can put a business under. It's devastating. The problem is made worse if you had limited IT security in place (or none at all) and weren't backing up your data. It's like handing your business over to the criminals! The importance of IT security cannot be overstated, and if you are working on older computers with outdated software, risks are greater.

**So, What Can You Do?** As we said before, many small businesses assume that keeping their technology up-to-date is cost prohibitive. They don't want to deal with the upfront cost that comes with investing in new hardware and software. While it can be costly, depending on your needs, there are ways to mitigate those costs.

One great example is through a Hardware-as-a-Service (HaaS) and Software-as-a-Service (SaaS) company or program. These allow small businesses to stay current without having to drop a tidy sum in order to make it all happen. These services are often offered through managed service providers (MSPs) that are dedicated to helping small businesses with all of their IT needs, including keeping their technology updated and their network secure from outside intruders.

When you factor in the loss of productivity (and the frustration that comes with that) along with the costs that come with data breaches, malware infections or cyber-attacks, it can easily be worth it to kick your old tech to the curb and embrace the new!

## Free Report Download:

### The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.



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## Shiny New Gadget Of The Month:



### NexOptic DoubleTake Binoculars

You might not realize, but binocular technology has come a long way in the past 10 years. It's all thanks to advances in other areas of technology, including high-resolution cameras and high-resolution displays. Bring these technologies together along with some serious image processing, and you are left with NexOptic's DoubleTake Binoculars!

This pair of binocs is slightly smaller than a good pair of traditional lenses, but it comes with so much more, including a 12-megapixel sensor capable of shooting 4K video. It's GPS and WiFi enabled and has a Micro SD card port so you can easily save your photos and video. It's like a supercharged camera, but it has something your average phone camera does not: 10X digital zoom. It's great for travel or hobbies like birdwatching. Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake)

# Stop Recurring Problems

Some of the biggest challenges with companies today are "RECURRING PROBLEMS." I'm talking about situations, hassles and mistakes that happen **over and over again** and never get resolved. These occurrences are worse when they happen to customers because if they happen too often, customers will quit doing business with you. Consider what **RECURRING PROBLEMS** do to employees – frustration sets in, morale plummets and so do productivity and profits.

**I heard it once stated that recurring problems eat up more than 40% of the average productivity of a company.** That may seem a bit high to you, but consider the fact that rarely is a problem just one person's problem. The employee who discovers the problem will most likely get others involved in dealing with it. What they were originally doing will come to a halt, causing that productivity to be lost while a remedy is figured out.

To make this an even bigger problem, according to estimates based on a recent University of California Irvine study, refocusing your efforts after just one interruption can take up to 23 minutes. So, every time you come up with a quick fix, you are adding an **additional 23 minutes** of lost productivity with every occurrence.

Time, which is money, is a precious commodity that we can't afford to waste. It is imperative to gather data on problems that are **RECURRING** and hassling employees and customers so you can address them. You want a process to be hassle-free, so get your employees involved in identifying recurring problems. Your



employees are closest to the problem and can give you valuable insight into what is really going on. In turn, this will reduce costs, increase profits, and improve efficiency across the board.

The Ritz Carlton Hotels requires employees to log all incidences of customer or employee problems or concerns and turn them in daily. **This information helps them make improvements that will save them time and money, improve working conditions and morale and increase customer satisfaction.** A problem identified is a blessing because you can't fix what you don't know to be wrong. No company wants frustrated employees or customers, and a 40% loss in productivity is a scary statistic that needs to be addressed.

But understand this: do not start this process if you have no intention of following through on correcting the recurring problems. Be responsive to the issue identified and fix it. Eliminate **RECURRING PROBLEMS** and watch your morale go up, efficiencies improve, complaints go down and profits soar.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys and 52 Essential Habits For Success, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey.*

## ■ A Scary New Threat To Your Network's Security

More people are working remotely than ever before. Many businesses had to make a huge shift in 2020. At the same time, cybercriminals used the shift to attack as many people as possible. They knew that with more people working at home, there would be a window when cyber security wasn't a priority – and they were right.

Because businesses had their hands full getting their teams set up for remote work, IT security slipped through the cracks. Cybercriminals used their greatest tool to their advantage. That tool? Human error. Hackers sent out phishing emails and attacks at an unprecedented rate. *Infosecurity Magazine* reports that phishing attacks increased upwards of 30,000% over the last year!

This highlights the need for strong IT security for the remote workforce. Remote workers must

be trained up on the latest cyberthreats, especially phishing scams. They also need serious endpoint security on their at-home devices (such as antivirus software and other malware protection). If you need them to access your network, security **MUST** be in place, and that includes the use of a VPN. *usecure, Oct. 8, 2020*

## ■ The Very First Thing You Must Do This Year

Before you turn your attention to the big goals you've set for your business in 2021, **there's one very important thing** you need to do ASAP: **a cyber security audit**. You need to know where you and your business stand against today's many cyberthreats. An IT security assessment will tell you how capable you are of withstanding or blocking data breaches, malware infections and much more. When you know where the gaps are, you can fill them, giving your business the edge in 2021.

## ■ Is Reading On Your Resolution List? See Unexpected Reads From The Top CEO's In 2020

If it's time for a new reading list, look no further than some of the top reads from 2020, as picked by CEOs. Here are a few of their picks according to the online library, Perlego.

- *The (Honest) Truth About Dishonesty: How We Lie To Everyone – Especially Ourselves* by Dan Ariely: This is a book about cheating. Why do people do it? Does it have a purpose?
- *How To Make Anyone Like You: Proven Ways To Become A People Magnet* by Leil Lowndes: This is a book with a self-explanatory title. The author walks readers through ways to get people on your side and how to better interact with others.
- *Great Speeches Of The 20th Century* by Bob Blaisdell: If you want to be inspired, look no further. This is a collection of speeches that captivated audiences at the time and in years following.
- *The Shallows: How The Internet Is Changing The Way We Think, Read And Remember* by Nicholas Carr: This book is a thoughtful look into current technologies and how they shape the way we think, form relationships and interact with the world. *Business Insider, Sept. 1, 2020*

