

# Technology Today

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

## Mindset Is Everything

Have you set your goals for 2022? Small and medium business owners are still facing many challenges, but we're all still in the fight! I recently attended an industry conference where I listened to an incredibly inspiring presentation from Dr. Nido Qubein.

Dr. Qubein is the President of High Point University in North Carolina and is a wildly successful businessman. He shared, "Extraordinary doesn't just happen. You must be vigilant, be obsessed, and accept no excuses. You must relentlessly focus on being better and striving for excellence every day. You can't think horizontally and expect to get the best the world has to offer. You must decide to think vertically, adapt, and continually seek to understand. You must control your mindset despite the obstacles in your way. You must raise your standards and choose to be extraordinary."

## January 2022



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!"*



## The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal." As we enter a New Year, many business owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions as well. Technology might not be an obvious approach to growing a business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

### Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your cell phones to prove that

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the correct person is trying to access the network. This will help prevent the use of employee passwords to gain access to sensitive information.

### Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

### Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and



create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

**“If you do not have a backup plan or program in place, you should definitely get one for 2022.”**

## FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the #1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

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## Shiny New Gadget Of The Month:

## Keep Cozy All Winter With BioLite FirePit+

Campfires are an American camping tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes – and can ruin an otherwise relaxing evening. For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle. It's not just a firepit either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than the FirePit+.

# Reimagining Your Business

The pandemic has changed the way that many small businesses operate. They have had to pivot and adapt in order to survive in a time of immense change. Many have had to implement new strategies, while some have even had to adopt a new environment. The change has not been easy for anyone.

When the pandemic first hit, many small-business owners were faced with two choices. They could wait it out and hope that everything would return to normal before long, or they could create a better future at that moment and attempt to continue to grow. Sometimes changing your marketing isn't enough and you need to bring your business into a new light.

I have a friend named Jacob Limmer who owns Cottonwood Coffee, and he found a way to pivot his business and succeed during the pandemic. As the owner of a coffee shop business, Jacob knew that people would not be busting down his door at the beginning of the pandemic. Jacob owned two storefronts and an online store, so he knew that he would need to make some changes to survive.

He sent out a survey to his mailing list that asked what Cottonwood Coffee could offer to best support its patrons during this unprecedented time. The results came back, and it was astounding how many people requested something for "immunity." Jacob took this idea and ran with it by creating the Immune Booster Cold Brew. This allowed his customers to still get their coffee, but with an added bonus of a healthy supplement.



Even though Jacob had to close one of his storefronts, he is seeing success because he found a way to reimagine his business. He didn't wait around for things to get better. He took a risk that paid off and allowed him to stay in business.

If your business has faced difficulty and you're wondering if you should pivot and make a change to stay afloat, remember that you did not get this far only to get *this* far. You want to continue to grow and expand your business to its full potential. In order to get there, you may have to make some necessary changes.



*Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.*

## ■ New Year, New Problems

More businesses are returning to on-location work, and hybrid meetings are becoming more prevalent. As meetings start to occur that host both remote and on-location employees, you may be wondering how to keep everything managed. Thankfully, there are a few things you can do to ensure that everyone feels heard and respected.

Instead of having everyone on-site use one camera, have them use their individual laptops or computers. This will reduce chaos and allow everyone an opportunity to speak without interrupting others. If this is not feasible with your company, you could assign someone to monitor the remote workers and pass along any questions or information to the employees working on-site. Having one-on-one meetings with remote workers and developing a

connected culture both go a long way toward making everyone feel comfortable and appreciated.

It will take time to perfect hybrid meetings, but with patience, understanding and a desire to improve, your meetings can run smoother than ever before.

## ■ Choosing A VPN This Year?

Virtual private network (VPN) technology is essential for securing the Internet safely, whether it be for work or pleasure. VPNs are one of the only ways you can have end-to-end safeguard encryption that keeps your information secure while browsing the Internet. If you don't currently use a VPN, you absolutely should. Here are a few things to consider before deciding on a specific VPN.

The VPN market is growing fast. It reached \$31 billion in 2021 and is slated to grow to \$90 billion

within the next six years. When choosing a VPN, you want to consider server locations, speed, security policy, whether the VPN has reliable encryption standards, device compatibility and so much more. Choosing a VPN should not be a half-second decision. Take your time and do your research before deciding on a service.

## ■ E-commerce Is The New Marketplace

If you're looking to start a new business or grow a current business that sells a particular product or service, you need to have a solid online shop. A new report from Digital Commerce 360 took a deep dive into e-commerce and the features that users think are necessary.

About 76% of respondents said that a detailed description is important if they are going to make a purchase. It was also reported that most customers want a convenient and speedy checkout procedure. The pandemic has made finding many products difficult, and 68% of respondents said that they would like websites to mark their products as out of stock when applicable.

There are many things that you can do to make online shopping a better experience for your customers. When deciding what features to include, look at it from the consumer's viewpoint and decide from there.

### Good intentions last a month on average

