



# Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • August 2016



Scott Bernstein, CPA Nick Espinosa

## The Lighter Side....

The problem with political jokes is they get elected.

~Henry Cate, VII

We hang the petty thieves and appoint the great ones to public office. ~Aesop

Politicians are the same all over. They promise to build a bridge even where there is no river.

~Nikita Khrushchev

When I was a boy I was told that anybody could become President; I'm beginning to believe it.

~Clarence Darrow

Politicians are people who, when they see light at the end of the tunnel, go out and buy some more tunnel. ~John Quinton

Politics is the gentle art of getting votes from the poor and campaign funds from the rich, by promising to protect each from the other. ~Oscar Ameringer

I offer my opponents a bargain: if they will stop telling lies about us, I will stop telling the truth about them. ~Adlai Stevenson, 1952

A politician is a fellow who will lay down your life for his country.

~Tex Guinan

I have come to the conclusion that politics is too serious a matter to be left to the politicians. ~Charles de Gaulle

## EASY PREY

### How To Protect Your Business From Data Breach, Cybercrime And Employee Fraud

The term Easy Prey aptly describes those businesses exposed to the illegal, immoral and illicit industry known as Cybercrime. Unsuspecting and often unwary businesses and their personnel are often taken in as "easy prey" by cyber-gangsters. Cybercrime, which replaced cyber-vandalism, is growing quickly and more sophisticated daily.

The counter to threats of cybercrime, the cybersecurity experts in this book lead the way to secure their client's systems and data from vicious cyber-attacks. With added government regulations for compliance and privacy, these experts are called upon to train and protect their clients from the online bandits that frequent the Internet, as well as to meet regulatory compliance standards.

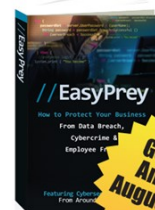
The IT experts in this book are people who are in business to protect digital information. In addition to unscrupulous sources that wish to profit from competitive information, businesses also have to deal with governmental regulations that ensure both consumers privacy as well as organizational transparency as well. Penalties for not adopting legislated governmental requirements in medical, financial and various other industries are severe.

The need to secure business cyber-systems and train personnel in cyber-security has become critical. Businesses of every size can no longer assume their computer operations are safe. Professionals – like the authors in this book – are called in to ensure they don't become Easy Prey for cybercriminals thereby protecting them from the unimaginable social and financial consequences they can bring.

While the book focuses on various topics within IT and all things digital, Nick Espinosa's chapter is titled "PCI, HIPPA, and SOX – Government Regulatory Compliance." In this chapter, he discusses and clarifies the many misconceptions and myths currently surrounding HIPAA technology and compliance within the medical community. His chapter also includes a section on how to create a "culture of compliance."

Announcing Nick Espinosa's Collaborative Book, Written Along With 25 Of The Top Security Minds In the IT Industry.

**Easy Prey Will Be Available On Amazon.com Beginning August 18, 2016**  
[www.bssi2.com/cybersecuritybook](http://www.bssi2.com/cybersecuritybook)



Get It On Amazon August 18th

# 5 Ways To Build Raving Fans

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

## 1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

## 2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

## 3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer. Now customers beg for an

invitation to the Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

## 4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

## 5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

## Betting The Farm Your Backups Are Safe?

It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

### Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody's hat started disappearing. Then his boots... Then all of Woody – gone! Other characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, Toy Story 2 was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted. You also need a copy of your backup offsite and detached from your system.

### 46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are

physical or in the cloud or both, make sure they are encrypted with high-level security.

### Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

### Why Take A Chance That Your Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until 9/10/2016 we're offering our complete audit, normally valued at

\$297, free to the first 6 companies in the Chicagoland area that contact us.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our "We Never Sleep So You Can" managed service plan.

Call 312-752-4675 or email [tickets@bssi2.com](mailto:tickets@bssi2.com) TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

*\*This offer is only valid to new customers who have not previously used our services.*





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35 Aztec Court  
South Barrington,  
IL 60010

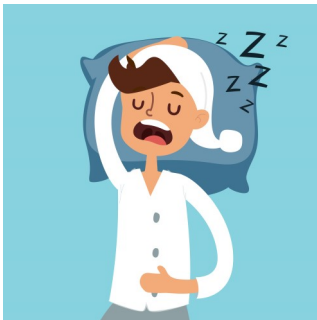
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Shiny New Gadget of the Month

### ***A Great Night's Sleep In The Palm Of Your Hand***



The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.



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Feel like your computer is out of gas? Having network issues that are delaying your daily operations? Give our IT professionals a call today for your FREE Network Assessment. We will inventory your current technology, check network security, review your back-up solution and deliver a report including outstanding issues and possible solutions. It's amazing how a simple review of your current operations can reveal cost and time saving opportunities.

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