



Innovations

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



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The Lighter Side....

Star Trek

Q: Why did the Borg cross the road? A: Because it assimilated the chicken!

Q: Where do the Borg eat fast food? A: At their local Borger King!

Q: Why was Star Trek so successful? A: It had good Genes.

Q: How many ears does Picard have? A: Three. A right ear. A left ear. And a final front ear.

Q: What is Captain Picard's biggest pet peeve? A: When the crew replaces his dilithium crystals with Folgers crystals.

Q: What do you call it when that Strategic Operations Officer on DS9 runs as fast as he can? A: Worf Speed.

Q: Did you hear that the crew of the Enterprise is getting married? A: They have engaged the Borg.

Q: How many Klingons does it take to change a lightbulb? A: NONE: Klingons aren't afraid of the dark.

Q: What do the Klingons do with the dead bulb? A: Execute it for failure.

Q: What do the Klingons do with the Klingon who replaces the bulb? A: Execute him for cowardice.

Q: Did you hear about the new uniform making machine on the Enterprise? A: Picard told Riker to "Make it sew, Number One."

Q: What are eyeglasses called on Vulcan? A: Spocktacles

THANK YOU FOR YOUR SUPPORT!



Easy Prey is a Best Seller!

Thank you to everyone who bought a book, spread the word, and supported the launch of *Easy Prey*, Nick's collaborative book written along with 25 of the top security minds in the IT industry. On August 18th we reached #1 in Kindle eBooks for Computer & Technology. It could not have been done without all of you!

BSSi2 IS GROWING!



We are excited to announce the addition of Laurie Waddell to our team. Laurie comes with 10+ years of experience in customer service and dispatch. As the Service Coordinator, Laurie will be the voice of BSSi2 when you put in your service request. She will work alongside our Service Manager, Rose, to ensure that all of your service requests are addressed the BSSi2 way.

9 ways increasing page speed can help your business

PART 1

At the most basic level, a faster site will do two things: save money and increase revenue. Since those tend to be the two things that boost any company's bottom line, page speed is increasingly becoming a concern for businesses, especially now that Google's counting it toward search rankings.

It's true that to be successful now, your site has to be fast. People just don't have the patience to wait for a site to load. The basic attention limits have been the same since Robert Miller wrote his 1968 paper: Anything under 0.1 seconds seems to happen instantaneously. Anything that takes less than a second allows users to keep their trains of thought and doesn't require special feedback. Anything over 10 seconds, and users have pretty much forgotten all about your site or app.

More people viewing sites and apps from their phones — and over slower mobile networks — has made site efficiency a greater priority with the rise of smartphones. At Table XI, we start every project thinking about site performance, so it's baked into all our apps by design. For one of our clients, fitness equipment company Keiser, we even did a page speed benchmarking comparison at the start of the project to make sure our target page load speed would be faster than any of Keiser's competitors. We also see the opposite, companies that don't take site speed into account until the site is already slow, and we work with them to update their infrastructure and code so it can perform. Here's what improved site speed can give your business ...

A chance to convert new customers

The second someone clicks on a link to your site, they're having their first experience with your business. If they get is a blank page struggling to load, they're going to get a bad first impression, and they're probably going to bounce altogether.

Multiple studies have shown that the longer it takes your site to load, the more likely visitors are to abandon the page. A 2009 study by Akamai and Forrester found that 40 percent of consumers abandoned pages that took longer than three seconds to load.

No one is willing to wait for a site to load when they have access to so many other options. To have a shot at converting visitors into customers, you need an opportunity to get your company's message across.

That means a site that loads fast enough for visitors to stick around and hear it.

Happier customers — and more referrals

A fast site generally means a better user experience. Think about Google's search capabilities. You get exactly what you're looking for the instant you start typing. No waiting, no fuss just instant results. That same principle of immediate feedback applies to an e-commerce site, a mobile app, really anything. No one wants to be kept waiting. An efficient site will give users what they want and make it feel instantaneous.

That great user experience means you'll get returning customers. According to that same Akamai-Forrester study, 52 percent of online shoppers said that quick load times improved their loyalty, while 79 percent said they're less likely to buy from a site again after a dissatisfying visit. A fast site will help you earn repeat business — and the referrals that come with it.

A better conversion rate

Amazon has the classic proof that increasing page speed increases conversions. Its analysts found that for every 100 milliseconds users had to wait for a page to load, sales dropped by 1 percent — that's a 10 percent loss for every second of delay. Since that 2006 study, dozens of others have proven the same thing: The less time I spend thinking, the more likely I am to keep going down my current path. In 2014, Walmart earned a 2 percent conversion rate increase for every second of improvement on its mobile load time. In 2011, the Obama campaign netted an additional \$34 million when it made the site 60 percent faster, increasing donation conversions by 14 percent.

The examples are nearly endless, but the logic is always the same. Getting people through the conversion funnel faster reduces dropoffs. The less time users have to think about making the decision to convert, the more likely they are to do it.

To be Continued in October's Newsletter...



Written by **Stephen Puiszis** of Table XI Partners, LLC. Table XI is a full-service strategy, UX, design and development firm in Chicago. They are a team of big thinkers and problem solvers with the tools to bring your ideas to life. Find additional content from Table XI at www.tablexi.com/blog/

Go Mobile - Without Killing Your Data

What if you could tap into the top talent in your industry, no matter where in the world they are? With the power of the mobile web, your all-star team is now – literally – at your fingertips.

Consider this: 83% of workers report that they prefer using cloud apps over those deployed on-premise. Millennials, who will make up almost 50% of the available workforce by 2020, are “digital natives.” And don’t forget how much money remote workers allow you to save on real estate and office equipment.

Yet there are risks. Spreading your network around the world on a variety of devices you don’t control can expose your data in more ways than ever before. The key is to find the right balance between protection and productivity. Here, then, are five ways to effectively “mobilize” your workforce – *without* endangering your data:

Collaborate In The Cloud – A plethora of online collaboration tools have sprung up that make it easy for a geographically dispersed team to access and share the same files in real time. These tools not only make sharing easy and instantaneous, they help your team communicate quickly and effectively. Tools like Slack, HipChat, Asana, Podio and Trello – to mention just a few of the most popular options – are proving to make teams more productive. And that includes keeping critical data safe and secure.

Expand Elastically – In-house investments in IT hardware, software and staff can lock you into a rigid structure that can’t easily adapt to changes in demand. A cloud-based mobile workforce is able to contract and expand more easily as needs arise, and with very little loss of capital. Bottom line: use a VPN (virtual private network) and cloud-based collaboration tools to remain agile, flexible and competitive.

Cut Costs Dramatically – Physical work areas, equipment, software and on-site security expenses can add up. Instead of spending money on office space, equipment and infrastructure, invest it in innovation and refinement. Combine the power of the cloud with a well-designed workflow to reduce the number of people needed to get

things done. That will free up your key players to focus on more important tasks – the ones that boost productivity and ROI.

Deal With BYOD – Let’s face it, BYOD (bring your own device) can be your greatest IT security threat. Yet, like it or not, workers will use their own devices on the job. Foisting strict controls without buy-in will just backfire. Yet doing nothing simply makes you a sitting duck for a cyber-attack. Solution? First, audit how your employees use their devices. Note the data they access and the apps they rely on. Group them by the levels of security and compliance they need to be governed by. A CEO, for example, may need to abide by financial regulations. An HR manager must deal with employment laws. Armed with information from your audit, you can roll out new policies as well as technical and process controls. Train your team in safe practices. And be sure to contact us for help in getting all this done securely and effectively.



Go Remote Without Risk – Whether you want to cut commuting time for your team, tap into the talents of experts outside your locale or simply accommodate a worker caring for family members, mobilizing your workforce can have big benefits. The trick is defending it at all points. Make sure remote workers share files and communicate with other employees only via a secured network. Make sure they use adequate virus protection. And, if they are using WiFi, either at home or on the road, make sure they do it safely. For instance, ensure that their tablet isn’t set to automatically connect to the default wireless network. That’s often an easy access point for hackers.

Free Mobile Risk Assessment – Limited Time Only!

To help you manage a mobile workforce without endangering your data, we’re giving away a Free Mobile Risk Assessment, **normally valued at over \$300**, to the first 6 companies who request it by October 15, 2016. E-mail me at sbernstein@bssi2.com or **call me directly at 847-551-4626** to set yours up today. It’s your best bet for keeping ahead of the competition – while keeping your company’s data safe and secure.

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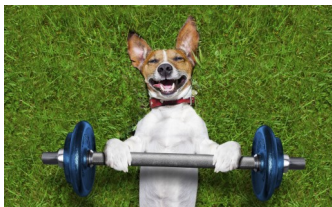
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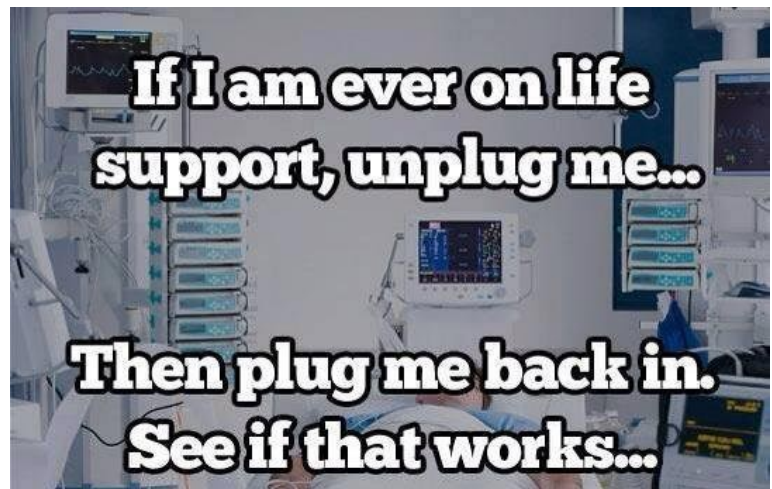
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