



# Innovations

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



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## How Co-Managed IT Could Save Your Company From Financial Disaster

When you consider the investments in your business that you can make as a CEO, you probably think to yourself, “Which investments will give my company the best ROI?” With that in mind, would you think of making a significant investment in bolstering your IT department?

Many CEOs are understandably hesitant to throw a lot of money into their IT department because the ROI is more difficult to estimate. That said, though, consistently updating your company’s IT services is becoming increasingly crucial to the continued success, and indeed safety, of your company. Ransomware and other cyber-attacks that steal company data are becoming more frequent and more costly, while IT departments continually get the short end of the budgetary stick.

While that all undoubtedly sounds horrible, you might be wondering just what you can do about it. After all, you only have so much money you can invest back into your company’s IT department, and it might not be sufficient for keeping your IT staff from getting burned out, disgruntled or making costly mistakes – even when they’re performing their responsibilities to the best of their abilities.

What if there were a way that you could have access to the most up-to-date IT knowledge and software while also not having to shell out the funds necessary to update your systems and hire more knowledgeable employees? Well, that’s where co-managed IT can be your company’s life preserver.

Co-managed IT is a flexible system for keeping data for your company, employees and clients safe from cyber-attacks as well as assisting in your daily operations where needed. Think of it as “filling in the gaps” that



your current IT department (try as they might) struggle to fill.

For instance, say your current IT department is great at taking care of the day-to-day fires that inevitably come up in a normal workday, but they struggle to get to the “important but not urgent” task of updating your company’s cyber security and creating data backups. Maybe it’s the other way around, where your IT department is very focused on security, but they struggle to find time to assist employees with password resets and buggy programs. Maybe neither of these cases describes your IT department, but they still need better access to the tools and software that would allow them to reach their full potential in protecting the company’s sensitive information. Or maybe your company is going through a period of rapid expansion, and you just don’t have time to build the kind of IT infrastructure that would best serve your needs.

Regardless of what your IT department’s current needs are, co-managed IT is the solution. We’re here to do the tasks and provide the tools that

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your current IT department just can't provide. Make no mistake, however: our intent is not to replace your current IT leader or team. In fact, we rely on the expertise that your IT department has about your systems. That's what makes up the "co" in "co-managed IT."

In order for co-managed IT to work, your company's IT department will need to see us as an ally in doing their job, not as an adversary. At the same time, they'll also need to be open to new ways of doing things. The world of cyber security is constantly changing, and if your IT department is set in their ways and unwilling to budge, your company will be left with an antiquated system, chock-full of valuable data that hackers and cybercriminals can easily exploit.

Finally, however, in order for co-managed IT to work, your company still must be willing to invest in its IT department. We know that the ROI might not be as clear as it is for some other investments, but trust us, the



consequences of not having up-to-date IT services if (or when) hackers steal your sensitive data could financially devastate your company – or even end it altogether.

So, with that in mind, we hope you'll consider the benefits of co-managed IT and how it can make your company safe from cyber-attacks and bring you peace of mind.

### On the Lighter Side

- Q: Why do math books always look so sad?  
A: They are full of problems.
- Q: Why isn't there a clock in the library?  
A: Because it tocks too much.
- Q: Why do magicians always do so well at school?  
A: They can handle trick questions.
- Q: What is worse than finding a worm in your apple?  
A: Finding half a worm.
- Q: Why do calculators make great friends?  
A: You can always count on them!



### Business Tidbit

#### **AUTHORITIES SEIZE LARGEST STOLEN-LOGIN MARKETPLACE SITE ON THE DARK WEB**

Earlier this year, the Department of Justice announced that they, along with other international authorities, had seized Slilpp, the largest site for stolen login credentials on the Dark Web. The site had over 80 million user credentials lifted from 1,400 service providers.

Authorities from four different countries all helped the FBI seize servers that hosted Slilpp. They also arrested and/or charged 12 people involved with operating the site.

Eighty million user credentials from 1,400 sites is a lot of sensitive information. That said, though, the Department of Justice still hasn't ascertained the full impact of the illegal activity on Slilpp. In the U.S., activity on the site led to almost \$200 million in losses – and that's just a tiny fraction of the total activity.

The fight isn't over, but this case is a big win against illegal login sale marketplaces. The Department of Justice hopes for more seizures like this one in the future.

# HOW TO SUCCEED IN BUSINESS AND LIFE IN JUST 8 HOURS PER WEEK

Do you want to know my secret to success – how I’m able to live the way I do after growing up in a dysfunctional family, lasting half a semester in college and possessing no special skills, talents or intelligence? Well, I do two things that most people don’t do: I study and I plan.

I pull these two levers once every day (and twice on Sunday), and that’s what has led to three decades of success. You can follow my example. Like all fundamentals of success, the daily disciplines of studying and planning are easy to understand, but hard to maintain in practice. Most people don’t have discipline, and, therefore, they do not succeed. What’s more is that in total, you only have to study and plan for eight hours every week! Curious about how that works? Let me break it down for you.

Early each morning, I give myself an hour to study and plan as needed. No matter how early the rest of my day starts, I always start with this hour – no exceptions. I devote the first 30 minutes to studying. When I say “studying,” what that basically means is that I’m reading a book to grow one of my core skills. Don’t spend that first 30 minutes reading useless crap; only focus on books that will help you grow in some way.

If your response to that idea of studying was that you don’t have time to read, then I would say you’re lying. Bill Gates, Warren Buffett, Oprah Winfrey, Elon Musk and Jack Ma are all voracious readers. Do you think you’re busier than them? Yeah, thought not. They’re not the only ones either – the average multimillionaire reads at least two books a month.

And guess what? I can get through that many books in a month by reading just 30 minutes a day.

I spend the remaining half of the first hour of my day planning. That means

I review my MVPs (most valuable priorities) and walk through my day in my head. Thinking about how I might interact and empathize with people helps me grow my emotional intelligence.

It’s also during my planning time that I identify my spotlight moments – the moments when I know my example is on display, where I need to maximize my excellence. Want to know a little secret? Being excellent isn’t about trying to be incredible at everything all the time – it’s about picking the right moments to maximize your effort and be disproportionately excellent.

So, altogether, if you do those two things for an hour each day, that’s seven hours. The eighth hour happens on Sunday afternoon, when I plan out my week. And that’s it. That’s how you get a massive edge over your peers in whatever you’re doing. Too few do it and stick with it, and that will make it all the easier for anyone who does stick with it to succeed.



*Darren Hardy is the former publisher of SUCCESS Magazine, and he has written several best-sellers, including The Entrepreneur Roller Coaster, Living Your Best Year Ever and The Compound Effect. He is also the recipient of the “Master of Influence” designation from the National Speakers Association (NSA), which honors his professionalism and public speaking ability.*

## MICROSOFT PRICE INCREASE COMING IN 2022

Office 365, now called Microsoft 365, has not had a substantive price increase since it was launched a decade ago. They are finally catching up. On March 1, 2022, Microsoft 365 will have a price increase. That means your cost will go up accordingly if you are using any of these products: Pricing is per user per month:

- Microsoft 365 Business: from \$5 to \$6
- Microsoft 365 Business Premium: from \$20 to \$22
- Office 365 E1: from \$8 to \$10
- Office 365 E3: from \$20 to \$23
- Office 365 E5: from \$35 to \$38
- Microsoft 365 E3: from \$32 to \$36



September 2021



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## Shiny New Gadget of the Month

## 'Peep' the World Around You

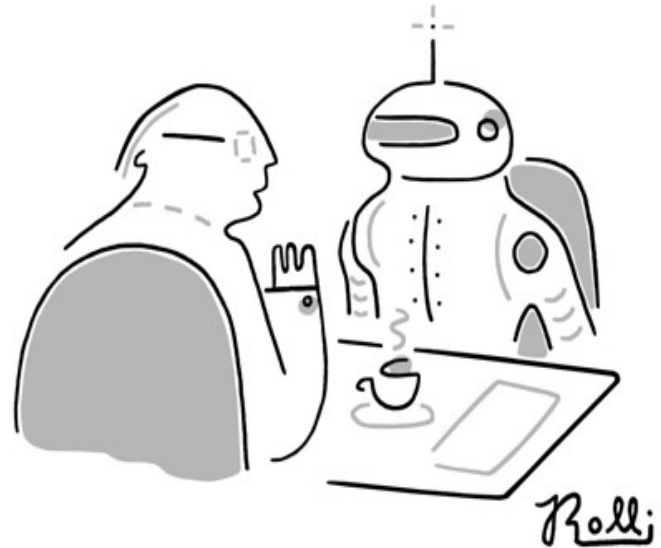


Peeps by CarbonKlean is the ultimate cleaning tool for glasses – far better than your traditional rag, spray or T-shirt. It's compact, easy to use and, most importantly, revolutionary in its ability to not only clean smudges off your glasses but also protect them from the next smudge.

Peeps uses state-of-the-art carbon molecular technology to remove smudges and dirt at a microscopic level as well as keep your lenses clear of contaminants long after you use it.

To clean your lenses with Peeps, simply brush them to remove dust and particles, wipe them between the heads of the tongs and enjoy your crystal-clear vision!

***“We make all of your computer problems go away without the cost of a full-time I.T. staff”***



“Where do you see yourself in five updates?”

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