



# Innovations

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



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## On the Lighter Side

Everyone: 2021 has been the worst!

2022:



Q: Who is Frosty the Snowman's favorite aunt?

A: Aunt Arctica.

Q: What can you catch with your eyes closed?

A: A cold.

Q: Why do Klingons prefer winter for cooking?

A: Their dishes are best served cold.

Q: What do you call a winter monster with a six-pack?

A: Abdominal snowman.

The moment you realize "2022" is pronounced "2020 too"



## BSSi2 Important Notice: Changes to Your Microsoft Subscription for 2022

Dear valued customer,

As your reseller of Microsoft licensing we want to inform you of major changes to the Microsoft subscriptions coming in March 2022. This will affect ALL clients using any Microsoft 365 products on a subscription basis (monthly or annually). We wish to stress that this is not our decision and our hands are tied. No one is excited about these changes, aside from Microsoft we imagine.

The following are the most relevant changes affecting subscriptions:

- Many subscriptions are increasing in price effective March 1, 2022.  
**Enterprise:**  
Office 365 E1: \$10 (from \$8)  
Office 365 E3: \$23 (\$20)  
Office 365 E5: \$38 (\$35)  
Microsoft 365 E3: \$36 (\$32)  
**SMB:**  
Microsoft 365 Business Basic: \$6 (from \$5)  
Microsoft 365 Business Premium: \$22 (from \$20)
- Please note Microsoft is NOT changing pricing for Microsoft 365 E5, Microsoft Business Standard, or the Frontline SKUs. Please note this price change does impact all public sector customers, worldwide.
- We are required by Microsoft to convert all monthly licensing to an **annual commitment** OR a 20% premium will be added to each license that remains on a monthly plan.

Some of the changes that we believe you need to be aware of are below:

- If you cancel a user license during the annual commitment, Microsoft will not refund us, therefore you will not receive a refund either.
- If you do not review your license count and adjust them prior to the annual renewal, you will roll over any licenses that you have on the renewal date for an additional year.
- You can do an upgrade of a license, but not downgrade.
- Monthly option has more flexibility in changes but that comes with a price, 20% increase.
- Licenses purchased in the middle of the annual renewal will be co-termed. You will only be charged for the months that license is used, and then it will roll into your next annual plan.
- This is much like how we tend to do our managed services plans. It is best that you ensure you are communicating with us on your licensing and staff updates and can request an audit from our purchasing team as needed.

## Business Tidbit

**NETFLIX REVEALS THE FORMULA THAT LED TO ITS SUCCESS**

For the past 20 years, Netflix has steadily taken over the home entertainment industry. It went from a struggling DVD-to-home mailing company to an entertainment powerhouse that produces its own big-budget shows and movies in addition to its large library of third-party releases. Netflix co-founder Reed Hastings attributes the company's success to three areas: building talent density, increasing candor and reducing controls.

Hastings was forced to lay off a third of his staff during the dot-com burst in 2001. This left him with the highest-performing employees who truly loved their jobs. He encouraged these fantastic employees to openly speak their minds so they could make the best possible decisions to boost business and loosened his control by creating a more relaxed environment that would inspire innovation. Previous procedures delayed action, so he threw the rule book out and creativity began to surge. By gathering the best possible staff – and allowing them the freedom to do what they did best – Netflix's stock and popularity grew to unprecedented levels, where they remain to this day.

**Don't Give Up On You**

As you venture through your business and personal life, you'll have people tell you "no" or that your ideas aren't good enough. But remember: you know your goals, dreams and aspirations better than anyone else, so why would you let their opinions have an impact on your vision? I certainly wouldn't be where I am today if I had listened to all of the naysayers and critics. If you have a dream, don't let anything hold you back from accomplishing it.

After I wrote my first two books, *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*, I approached my publisher and said I had written another book: *Profit First*. They looked it over and said, "Nobody needs another accounting book." I was a little stunned, but I wouldn't let that stop me.

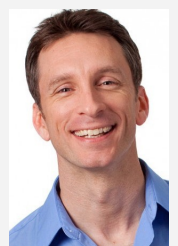
I knew that I had a really strong book, and my mentor at the time told me to "make them regret it," so I doubled down and decided to publish *Profit First* myself. It

ended up being a roaring success. I sold so many copies that my publisher reached out to me about buying the book after they had rejected it the first time!

We made a revised, extended edition for Penguin Books, and it is definitely my most popular book to date. If I had listened to my publisher the first time around, I never would have made *Profit First* or any of the other small-business books I have written since then. I get calls and e-mails all the time from small-business owners who have improved their businesses through things they learned in *Profit First*. All of the money these businesses saved and the lessons they learned from *Profit First* never would have happened if I have given up on my goal.

If you come up with a product, service or idea that you think can help people in any regard, try to push forward through any negativity or criticism. Critics don't always see the big picture and may use preconceived ideas to form an opinion about your business or idea. If you think you are on the verge of something great, don't let anyone or anything stop you from pursuing your vision. You absolutely cannot give up on yourself. Push on and continue chasing your dreams.

*Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book Profit First, which is used by hundreds of thousands of companies across the globe to drive greater profits. 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.*



## 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 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.



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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+.

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



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