



A Monthly Newsletter of Invisik Corporation

Lucky Greetings from Invisik!



Matt Jurcich, President
Invisik Corporation

I'd say we're already getting some of that luck here in Minnesota. 70 and 80 degree weather in March? Talk about pot of gold at the end of the rainbow. I suppose we'll have to pay for it the summer months, though.

Speaking of heat wave—do make sure the temperatures in your server rooms are staying cool. Optimal temperature should be below 70 degrees. And you want to assure there's enough air-flow getting in there, too.

If you have any questions about this or anything else techie, don't hesitate to drop us a line. Send us an email at info@invisik.com, or give us a call at 612.298.3000.

*Good networking,
Matt Jurcich*

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Heard about BYOD at Work?

More and more businesses are allowing their employees or colleagues to bring their own computing devices to work—be it their mobile phone, tablet, or laptop. Even in your own company it may be encouraged to let people decide which device they prefer because they are used to it at home. This is all part of a large trend called the “consumerization” of IT in which the influence of consumer technology is being increasingly felt in the workplace.



With the wide availability of cheap yet powerful mobile devices and online services, a growing number of people are being exposed to the latest technology at home first. This makes adopting the new technology grow at a rate faster than most businesses are able to manage. This flips on its head the old paradigm in which traditionally new technologies would be rolled out to businesses first, before they would find their way to consumers.

Combined with the increasing sophistication of young workers today and their frustration with the tools available to them at the office, this trend is pushing some companies to adopt a “bring your own device” or BYOD policy at work. According to a research by Gartner, end users— not the IT department— will soon be responsible for 50 percent of business IT procurement decisions. Another research by Accenture further adds that about one-third of today's younger generation of workers (a group termed “millennials”) wants to use the computer of their choice at work, and also wants control of the applications they use, too.

So let us look at the pros and cons of this trend to better decide if the practice is for your business. The benefits companies cite *for* adopting a BYOD policy include:

- **Savings on capital expenses and training costs in using company equipment**— compensating employees instead via other means such as flexible work hours, subsidized purchases, insurance, and other benefits.

- **Less management headache**— effectively letting employees decide what to use releases the company from some overhead and management responsibilities.
- **Improved employee satisfaction**— by giving employees the freedom to use devices and applications that they prefer.

That said, also take into consideration that letting employees bring their own personal technology to the work place comes with disadvantages and sometimes very real dangers. These include:

- **Exposing your network to malware or security vulnerabilities and breaches.** When your employees bring their own devices to work, you lose important control over their security. Consumer devices often don't employ comparable bullet-proof security technologies mandated by businesses.
- **Leakage of confidential or proprietary information.** Employees will naturally do what they want with the data on their devices, even if it doesn't belong to them, or it's against company policies. Employees can also lose precious company data when they misplace or damage their personal devices.
- **Non-standardization of hardware, operating systems, and applications.** If your business operations require that some equipment is integrated with others, then BYOD can in the long run actually increase IT management costs and decrease efficiency.
- **Lower economies of scale in procurement.** Essentially because everyone is buying devices on their own, you miss out on the chance to consolidate purchases and lower purchase costs for everybody.

Have you adopted a BYOD policy at work? Thinking about it? Worried about this trend? If you need to understand BYOD better so you can define a policy for your staff, contact us and see how we can help. Call (612) 298-3000 or email support@invisik.com.▲

Voice and Data Solutions for Business



Through the years, we have worked with different vendors who have done well in meeting the growing needs of small and medium sized business. As technology continues to advance, so, too, does our ability to (inexpensively) access them. Such is the partnership we have with telephone technology provider Telesphere, who provides a cloud phone service that is proving to be an outstanding value.

Telesphere offers voice and data solutions to small and medium sized businesses with the features usually available to larger corporations—all without the big upfront cost, hassle, and limitations of traditional phone systems. Rather than a business needing to buy an expensive PBX for their office, and having to pay a technician to maintain it, cloud technology enables Telesphere to move all of the functionality of the traditional phone system into a central datacenter. Depending on which service package you need, Telesphere's fully hosted telephone technology can come complete with private data connection, business-class IP phones and installation, bundling turnkey phone and Internet service, 24x7 support, and the latest in system features.

We chose to partner with Telesphere because of their ability to provide:

- **Hassle-free connectivity from a single provider** Reliable phone service, unlimited Internet access and a dynamically allocated private IP connection, all from one provider, offer a powerful simplicity you can appreciate—one bill, full accountability and no surprises.
- **Freed up capital to invest in growing your business** With no expensive equipment purchases and no maintenance contracts required, you companies can allocate more capital towards expanding their business.
- **Connectivity to multiple offices as if under one roof** Nationwide 4-digit dialing makes your office on the west coast feel like it's down the hall from your office on the east coast. And long distance between your offices on Telesphere service is FREE!

- **Full functioning mobility** Advanced features like simultaneous ring, call forwarding and remote call control allow you to conduct business as usual, wherever you are.
- **Simplicity** Telesphere keeps things simple with great, reliable customer service and easy per seat pricing. So, whether your office has ten seats or one hundred, you can get fully hosted voice and managed data services, robust features, necessary equipment and on-going support—all for one low price that fits exactly what you need.
- **Security** Telesphere uses a completely private IP network for voice transport, not a public internet connection. This ensures the most reliable and secure service a company needs.
- **Continuous service even in disasters or outages** A secure, power-protected environment and built-in redundancy prevent any interruption to your service, so your customers can still reach you at all your designated locations.
- **Useful Add-ons including:** *FaxMail* to receive and send faxes in Outlook, *Visual Voice Mail* to transcribe your voicemails for easy reading, *Speak2Dial* for voice dialing, *Hosted Call Recording* for training and legal purposes, *Conference Bridge* for frequent conference call hosting, and *Call Center* for a feature-rich call center environment.

In a nutshell, Telesphere takes the intelligence of your phone system out of your office closet and hosts it centrally in a secure, fully redundant, power protected environment. For a low monthly fee, their team of engineers are available to you 24x7 to make needed changes to your service, and continuously manages/monitors your voice and data services for you. Most importantly, with Telesphere, you will still be in business even in the event that you lose power or connectivity at your office. Inbound calls to your office continue to reach the cloud phone and voicemail system, and can be redirected to alternate sites or numbers.

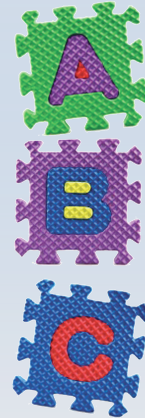
To explore the advantages of Telesphere for your office, contact us today. Call (612) 298-3000 or email us at support@invisik.com.▲

INVISIK TRIVIA BOWL

March's Trivia Bowl Question:

According to the Guinness World Record, what is the most number of leaves found on a clover stem??

- A. 18
- B. 65
- C. 56



Be the first to respond with the correct answer to win a Target gift card. Call **612.298.3000** or email **trivia@invisik.com**.

Congratulations to John Emerson of New Hope. He was the first to correctly answer February's question:

What is the Greek counter-part of the ancient Roman god of love, Cupid?
(B.) Eros.

Who Wants in on Our "Everybody-Wins-Referral-Program"?



Send me a **\$25 Visa Gift Card** for *each* of my business colleagues I'm referring to Invisik. I'll tell my colleagues to expect your call so they can get 2 FREE hours of guaranteed, no-strings-attached Invisik tech support to use anyway they want (a \$300 value).

My Name: _____

Company: _____ Title: _____

My Referrals

Name & Title: _____

Company: _____

Phone: _____

Email: _____

We Ole Fine Print

My referral is the owner or person in charge of IT for a company with 10 or more desktops and at least 1 server.

Name & Title: _____

Company: _____

Phone: _____

Email: _____



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Skype— It 's Much More Than Video Chatting

When most people think of Skype, they think of video chatting. The truth is, Skype is much more. Skype works on your computer, regular phone, or cell phone and runs off your Internet connection so you can talk, IM, send pictures, videos and conduct live video conferences for *free* with anyone else in the world that also has Skype. It even works on various game consoles.

You can also use Skype to make calls, texts, and video conferences to phone numbers that do not have Skype. Because of its versatility, ease of use,

and low-cost, many businesses are adopting the technology to help them communicate with their mobile workers and with vendors from around the world.

To set up Skype on your computer, simply go to www.skype.com and click on the "Download" tab. To install on your mobile phone, open up your phone's web browser and go to skype.com/m. ▲



5 Useful Firefox Add-ons for Businesses



mozilla
Firefox

At first look, Firefox is a fairly simple browser, but it has become particularly popular with the business crowd due to their powerful add-ons that make business related browsing easier. Here are some top five helpful add-ons for businesses:

Make Add-ons Compatible With New Versions of Firefox Firefox is on an aggressive update schedule. It feels like only a few weeks pass in between each new rollout, and this can pose a problem if the developers of the add-ons don't keep their add-ons up to date. To solve this, install the Add-On Compatibility Reporter. This useful add-on will disable version checking, allowing the add-ons to continue working. If you have an add-on that won't work, you can send a report to the developer. It is recommended that this is one of the first add-ons you install.

Speed Dial Speed Dial is an add-on that allows you to quickly access your favorite, or most visited sites. You set your bookmarks up to show via Speed Dial, which will show current thumbnails of the website. From there you can click on the thumbnail to go to the website. This is particularly useful if you have pages you visit on a regular basis and wish to navigate to them quickly.

OutWit Docs This add-on is for those managers who have a ton of documents on their computer and want to quickly find one without closing or minimizing Firefox. Think of it as having a version of Google for your documents: you enter a query into the search bar, and up comes the results with thumbnails so you can easily pick and open the document you were looking for.

Google Global An interesting add-on that allows you to see where your website—or any website for that matter— will show up according to the local Google page rankings. This is great for quickly viewing your presence in other regions or countries. However, this add-on will only work when on a Google search results page.

Screengrab If you are preparing a presentation or need to take a screenshot it can be a bit of a chore. With Screengrab, you can take a screenshot of just the visible part of the browser or the whole page. This will save time from having to take multiple screenshots and then stitching the images together to gain one image. These five apps are just the tip of the iceberg. Find more on the Firefox Add-ons page. For additional resources about Firefox or other Web browsers, feel free to contact us at support@invisik.com or call (612) 298-3000.▲

Microsoft Windows 8 Customer Preview

Microsoft launched a Customer Preview of its new Operating System, Windows 8 in February 2012. The pre-released product lets Windows users test and learn the operating system before the release of the retail version (scheduled for late 2012). The OS has been driving lots of interest and businesses are eager to get their hands on it. So the big question we should all be asking is what features does it have that will help my business?

- **Windows To Go** Windows To Go is a new feature aimed specifically at businesses. It will allow Windows 8 to be placed onto a USB drive and run from the USB on any computer with a USB port.
- **No need to update your hardware** With Windows 8, users will not need to update their hardware if they have systems that can run Windows 7. This should bring about great cost savings to any business that wants to upgrade.
- **Cross Platform Integration with Mobile Phones and Tablets** Windows 8 running on a

tablet, phone, or computer will look the same and be able to run or share the same programs, making cross platform integration easy.

- **Sync to the cloud** Microsoft's take on cloud integration, SkyDrive, works as a single drive for all Windows devices. Users will have all their files in one place and will be able to access them from any Windows device.

These features will be great for some businesses, but companies eager to join the Customer Preview should be aware that this Windows 8 will only be a beta, and is not the finished product. As such, there will be bugs and some software incompatibilities. For more information about the Customer Preview or additional information about Windows 8, contact us at (612) 298-3000 or support@invisik.com. ▲

More tech tips inside...



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