

TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

3 Things I Learned From Nido Qubein

by Joanna Sobran



Joanna, Nido & Bart

I recently had the opportunity to visit High Point University with MXO's IT Director, Bart. If you've never heard of it, High Point University is a private liberal arts college based in High Point, North Carolina. While Bart and I were there, we were thrilled to have the chance to sit down to lunch with businessman, motivational speaker, and University President, Nido Qubein. I have been following Nido for some time now - listening to his talks online and he has become somewhat of a "virtual"

mentor to me. During my time with Nido, he enlightened me with more stories and pieces of advice than I can possibly share in one article, so I have chosen to highlight just a few that I think will bring a lot of value to you personally and professionally.

Choose with a purpose. Nido's mother told him, "The choices you make define the person you become." Don't blame your circumstances or anyone else. The choices that you've made in your life have gotten you to where you are today, so choose with a purpose. Whether it's the people you surround yourself with or what you do to fill your day - choose wisely. Who you surround yourself with in life is who you become. Surround yourself with people that make you better, that are different from you, challenge you, and inspire you. Success itself is never enough that people who experience it find absolute fulfillment and purpose in their life. What you do must also have significance and meaning in your life for you to be truly happy. Happiness starts with purpose. Energy leads to success. Success leads to significance. Significance leads to happiness

Average is out. Excellent is in. Average isn't bad, but you have the ability to be extraordinary. Excellence is all in relevance. According to Nido, relevance is about making sure that what you bring to the table is important. What's so special about you over your competition? You can't rely solely on your strengths. People have to perceive that you are different from the competition and that this difference provides a direct benefit to them. What's that one thing you can do to make yourself different?

...continued on page 3



"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Joanna Sobran
President/CEO, MXOtech

Want To Win A \$25 Gift Card?



Congrats to our dual winners from the last issue: **Tiffany of Biofoam and Dionne of ICNC!**

Be the first to email brainbuster@mxotech.com with the correct answer to win a \$25 gift card.

What is a petaflop?

- A) your dog after a long walk
- B) the latest toy for kids
- C) a measure of a computer's processing fee expressed as: a quadrillion (thousand trillion) floating point operations per second (FLOPS)

in this issue:

3 Things I Learned From Nido Qubein.....	1
Do I Need To Back Up Data That's Already In The Cloud?.....	2
Free Report: Protect Your Network.....	2
Client Spotlight.....	3
Client Case Study & Love Letter.....	3
How To Improve Your LinkedIn Profile....	4
Employee Spotlight.....	4
Let Us Save You \$2,000!.....	5
Warning! Windows Server 2003.....	6
Innovation Inspiration.....	6

Do you have a funny story or resource to share with other subscribers? Send it to us! Submit your content to kburmeister@mxotech.com.

Do I Need To Back Up Data That's Already In The Cloud?

The computing world is forever changing. Over the last 15 years, SaaS (software as a service) providers have offered the convenience of data backup for your cloud applications such as CRM systems, Salesforce, Google Apps and Microsoft Office 365. The business question is, if I'm already working with a SaaS provider and my data is already "in" the cloud, do I really need to back up my data to another cloud? After all, isn't the SaaS provider doing that for me?

Well, yes and no. Yes, your data (one of your company's most valuable assets) is being backed up by the service provider. And yes, it's in the cloud. And yes, these providers have backups to their backups ... but are they backing up your business-critical information? Can you guarantee that? And do you have access to it in a timely manner? The answer to these questions may be no. As a rule, SaaS providers do not open backups to customers, nor do they make restoring critical data easy or intuitive. For example, Salesforce, the first commercially available SaaS application, does nightly customer backups. But if you need to recover your data, you have to go directly to Salesforce and pay a minimum of \$10,000, then wait a few weeks for your data to be restored.

There's no question that the results of data loss can be devastating to your company. But when it comes down to it, it's your company information and you need to take responsibility for safeguarding it. You need to have a strategy in place.

Want to learn more about how to back up your cloud SAAS applications? Contact our office at 312.554.5699 or via e-mail at sales@mxotech.com to schedule a time to discuss your particular situation and what solutions are available to you.

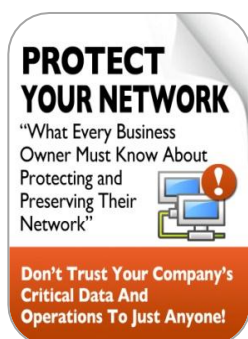
Visit MXOtech University at www.mxotech.com/resources/mxotech-university/ to download the full article.



This technology tip
is brought to you by:

**MXOtech
University**

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



Free Report Download: This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.mxotech.com/protect **or call our office at 312.554.5699.**

3 Things I Learned From Nido Qubein...

...continued from page 1

Throw out the box. If you are afraid to fail, then you don't deserve to succeed. When you are trying to grow, you have to take everything you *think* you know and start fresh. Don't try to think outside the box – because you're still thinking of the box! You have to throw that box out the window. Start from scratch as if there are no limitations, no conditions, and ask yourself, "what does it look like?"

Nido is truly an inspiring individual with more wisdom than I can hope to ever have. I feel so lucky to have had the chance to break bread with him. If you are not familiar with Nido, I urge you to search "Nido Qubein" on YouTube and listen to some of his talks for yourself. I guarantee you won't be disappointed.

Client Spotlight



Interactive Design, Inc. Architects (IDEA) is a MBE/WBE Certified architectural design firm founded in 1992 on one basic principal – to provide excellence in design services that enrich the human experience. Their work ranges from major museums, university buildings and fire stations to zoo and animal care facilities, laboratories, libraries, office environments, existing building recladding, temporary structures and the preservation of cultural heritage landmarks. To learn about their recent projects visit www.idea8.com.

newideas@idea8.com | 312.482.8866



MXO Mini Case Study: Transforming a Business with Cloud Computing

CLIENT ISSUE

Cornerstone Billing Solutions provides billing services to security alarm dealers nationwide. The single point of failure set up made them vulnerable and put them at risk to service their clients. They were also frustrated by constant network performance issues, unpredictable (and often expensive) hardware and licensing costs, so they came to MXO seeking a comprehensive solution to their IT problems.

MXO SOLUTION

MXO worked with Cornerstone to consolidate their on-site servers and migrate their environment to MXO's cloud to provide enterprise level backend infrastructure. The new solution eliminated the threat of a single point of failure on a hardware level which ensures business continuity. Moving to the cloud has also increased their network performance and provided them with faster storage, and more reliable backups. A fixed monthly fee gives them the ability to accurately predict their IT costs (including Microsoft licensing fees), removes colocation costs, and eliminates the risk of expensive hardware failure surprises.

Want to find out if your business is "cloud-ready"?

During the month of June, we're offering a FREE Cloud Readiness Assessment to any Chicago area business with 10 or more PC's and a server. At no cost or obligation, we'll come to your office and conduct a complete review of your computer network, data, software, hardware and how you work. From there, we'll provide you with insights and helpful answers as to how you could benefit from cloud computing.

Contact us by phone at 312.554.5699 or email at sales@mxotech.com.

Client Love Letters

"We recently migrated our in-house server hardware and software to MXO's cloud solution, and we are thrilled with the results! The move allowed us to consolidate two different servers to a single server, making our customer service more efficient. The MXO server hardware is quite a bit faster, and completely scalable. We no longer need to worry about running out of drive space, memory, etc. – we can incrementally add whatever we need. The monthly cost of MXO's cloud is very reasonable, and includes server and client licenses. On balance, we are saving money with this change. MXO continues to provide first-rate managed services, and those are more efficient than ever because our environment now resides in their cloud. We couldn't be happier with the move!"

Scott MacDougal
Cornerstone Billing Solutions
www.alarmbills.com



Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own, an awesome photo won't win business, but a bad photo can definitely lose business.

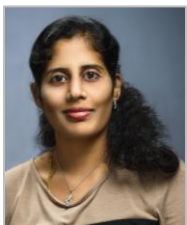
A good photo flatters, but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good, but also real.

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Connect with Joanna Sobran on LinkedIn at www.linkedin.com/in/joannasobran to see how she recently improved her profile.

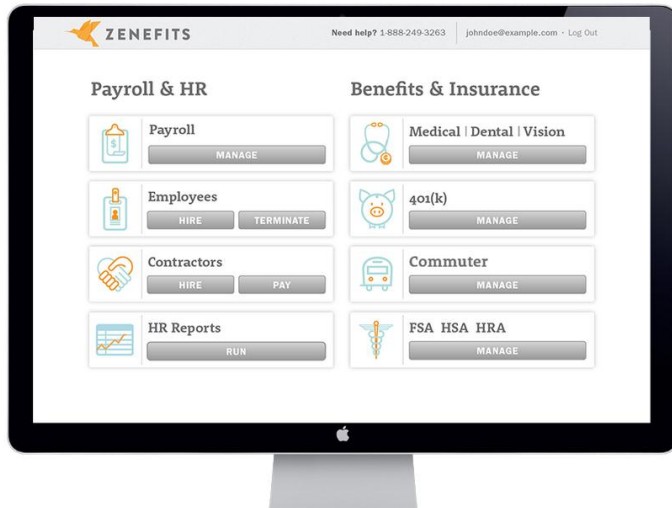


EMPLOYEE SPOTLIGHT: Meet Sukanya! MXO's Quality Assurance Analyst



Sukanya combines a background of Civil Engineering, Finance, HR and Healthcare. Her passion for IT inspired her to kick start her career in the IT industry nearly a decade ago. Launching her career at MXO as a Quality Assurance Analyst, she concentrated on learning MXO processes and embracing MXO's core values in every step. Sukanya now spearheads some of the company's important projects and makes an earnest effort to bring excellence in her performance every day. With the mantra "quality is impossible without 'U' and 'I'" in mind, Sukanya works as an asset to the team and relies on others when necessary to move projects along successfully.

Let Us Save You \$2,000!



MXOtech is just one of 10,000+ companies that likes using Zenefits to better manage HR. We think you'll like it too, so we've partnered with Zenefits to offer our clients and colleagues an easy way to get started at a discounted rate.



Zenefits connects your HR systems together—from your payroll to your health insurance provider—so you and your employees can manage all your HR in one online dashboard. That means you won't need to log in seven places just to manage your HR. It also means that any changes you make in one system will automatically be pushed to the others. Looking for payroll, benefits or other HR services? No problem, Zenefits can help you go from quotes to active in minutes.

- **Go 100% paperless.** No more Excel docs. No more paper forms. Save time, and trees too.
- **Put an end to manual data entry.** Make an HR change once, and it's automatically populated in your benefits, payroll systems, and HR systems.
- **Tailor to fit your business.** Zenefits is highly customizable. Create unique fields unique flows, and more, to fit your unique business.
- **Empower your employees.** Give employees and managers their own portals to manage their HR.
- **Get more visibility.** Get insightful analytics, run powerful business intelligence reports, and view employment information.
- **Log in to fewer systems.** You've got enough to remember—Zenefits gives you a singular login for all your HR systems and services.

GET THE MXO DISCOUNT!

Contact Lauren by June 30th and mention "MXO" to get started and Zenefits will waive their \$2,000 implementation fee!

Lauren McCue | 415.680.1834 | lmccue@zenefits.com

Have you met our in-house Recruiting Manager?



Donna Bugosh

Beginning as a Benefits Coordinator, Donna knew that being the go-to-gal for anything HR was

something she wanted to pursue. Recognizing the importance of employee value, she chose her path and seized each experience as a learning opportunity. Her positions have granted her involvement in employee recruitment, onboarding, retirement and benefit planning, employee relations, payroll and more. Donna has the combined expertise and hands-on job experience to provide top-notch service to company personnel.

As a client of MXO, we go beyond IT to help you grow your business. We're always happy to lend a hand to provide our clients with VIP treatment, including finding you great talent for your team. Donna has helped several MXO clients with their recruiting needs. If you could use her help too, feel free to contact us and we'll get you started.

"It's amazing how much time & effort is spent & involved when hiring new employees. Zenefits has simplified several hiring activities by streamlining the most essential pieces. Their tools have provided me confidence of timely benefits enrollments, as well as piece of mind that new employer/employee relationships are secured from the get-go!"

- Donna Bugosh
Manager of Recruiting, MXOtech

WARNING! Windows Server 2003 Set To Expire July 14th



If your organization is currently running Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your company that must be addressed very soon.

Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015!

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

During the month of May, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, contact us at 312.554.5699 or at sales@mxotech.com.

Innovation Inspiration

"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency."

- Bill Gates

mxotech
Beyond IT. People.

1101 West Adams • Suite A

Chicago, Illinois 60607

312.554.5699

www.mxotech.com | www.mxocare.com

Joanna Sobran

President/CEO

312.267.0573

jsobran@mxotech.com



10 years
CELEBRATING mxotech



Get More Free Tips, Tools and Services on Our Websites | www.mxotech.com • www.mxocare.com