

TECHNOLOGY TIMES

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

How I Won This Porsche by Joanna Sobran



When I decided to share my story at a technology marketing conference, I never imagined I would inspire so many people, become the spokesperson of the year, and win a Porsche. Don't get me wrong, I love driving the Porsche, but my real success was overcoming my fear of presenting on stage. I challenged myself, I spent countless hours preparing, practicing, and thinking about my 12 minute presentation. It needed to be concise, compelling, and inspiring.

Here are my 7 tips for creating a memorable and winning presentation:

1. Tell a compelling story. Just like any good book, you need a beginning, middle, and end. Keep it simple and focus on your key points.
2. Connect with the whole room (people you know and the ones you don't). Speak to everyone in the audience as if they are your grandmother, child, peer, or mentor.
3. Have meaningful visuals. I'm not talking about a PowerPoint—a tangible item you can hold in your hand that represents the message you are trying to get across.
4. Use analogies. It's easier for people to remember ideas and concepts if you can relate it to something simple that they already understand.
5. Have key take-a-ways for each point. What's the one thing you want to highlight that everyone will remember from your story?
6. Build connections before you present. People will listen and relate to someone they already know or have heard about.
7. Speak from your heart and be yourself. There is no one else like you. Be yourself because the passion will come out.



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www.linkedin.com/in/joannasobran



"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

WIN

It couldn't be easier! Be the first to email brainbuster@mxotech.com with the correct answer to the question below & win a \$25 gift card.

What should your BDR partner provide to you as proof of a successful data backup, according to our article on page 4 of this newsletter?

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



CLIENT SPOTLIGHT



American Institute of Steel Construction

"There's always a solution in steel." That's the motto and the mission at The American Institute of Steel Construction (AISC), headquartered in Chicago and established in 1921. The goal of this not-for-profit technical institute and trade association is to serve the structural steel design community and construction industry in the United States. AISC's mission is to make structural steel the material of choice. The AISC provides education, technical assistance, quality certification, standardization, and market development to architects, engineers, fabricators, and companies that build in steel. In an effort to increase the structural steel industry's share of the construction market, the AISC strives to be both innovative and competitive in a worldwide construction market.

AISC recently invested in cutting edge technology services when they decided to partner with MXOtech as their managed service provider. Susan Thomas, Director of IT for AISC, explains that outsourcing their IT to MXOtech was a "multiple source solution." Not only can they rely on MXOtech for their day-to-day help desk and technical needs, but also for special projects, including a hassle-free office move and the installation of a new phone system. "Since MXO came aboard we've really cleaned up shop," said Thomas. Working with a limited IT budget is a challenge faced by many not-for-profits, associations and companies alike. Outsourcing their IT to MXOtech means that they have an entire company dedicated to the organization's IT needs, rather than tasking a single internal person with jobs and projects that are outside their level. "Because of the varying degree of needs and limited budget, it was a win-win to get a group like MXO to come in and manage all the various IT issues faced by the AISC," stated Thomas.



Susan Thomas
Director of IT, AISC

Public responsibility is of the utmost importance to the AISC and how it conducts its activities. Every day, our city and nation share in the scope and success of the Institute's activities by enjoying and using better, safer and more economical buildings, bridges and other structures framed in steel. Their high caliber staff has a close working relationship with its member architects, engineers, code officials and educators. As such, when choosing MXOtech, Thomas explained that they wanted a similar close relationship with their IT partner – a company that would be an extension of their team. They appreciate that MXOtech provides personal interaction and truly cares. According to Thomas, "Every single person there has a great demeanor. MXO has customer service down 100%."

In addition to utilizing MXOtech for their help desk support, MXO serves as a strategic advisor and resource for future technology direction. Here at MXOtech, we are honored to play a role in the AISC's pursuit of constructing strong and reliable economical steel structures in our country. **Learn more about AISC at www.aisc.org**

FREE WEBINAR

Unclogging the Cloud: The Pros and Cons of Cloud Computing

Undoubtedly you've heard all the commotion around Cloud Computing and how it's the "next big thing." So how do you sort through all of the noise to get the candid advantages and disadvantages of moving to the Cloud? **Join MXOtech's free webinar.** We'll explain in simple, non-technical terms what Cloud Computing is and deliver straightforward answers to many of the questions CEOs and executives have about moving to the Cloud.



- What is Cloud Computing (explained in non-techie terms)
- Why thousands of companies are abandoning their traditional server on site for the simplicity, convenience, and lowered costs of the Cloud
- Answers to important questions about security, where your company's data is stored, protections you need to have in place, and Internet speed and connectivity

Wednesday, September 14, 2016 • 11:00am CT
REGISTER NOW: www.mxotech.com/cloudwebinar

Are You Betting The Farm Your Backups Are Safe?



It's only natural that when you hear of a disaster you think it couldn't happen to you. That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on Toy Story 2 noticed that Woody's hat started disappearing. Then his boots... Then all of Woody – gone! Other characters started disappearing too. A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago. Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." As we know, Toy Story 2 was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

Zurich Insurance Lost Their Files

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing. While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup. They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance With Your Backups?

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you.

We're offering our complete assessment, normally valued at \$697, FREE to the readers of our newsletter. At no charge, we'll come audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data. Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Call 312.554.5699 or email sales@mxotech.com TODAY to schedule your appointment.

ATTN: Current MXOtech Clients! We've been testing out some employee security training programs over the past several months to help educate you and your employees on these issues. We're happy to report that we've finally found one that meets our extremely high standards. At no additional charge, we will begin rolling this employee security training out to a few clients month until every customer has it in place.

Meet Sean.

MXOtech Chief Technology Officer



Sean has a broad range of experience that includes over 16 years of delivering projects and products for multiple healthcare companies, energy and utility companies, and manufacturing and distribution companies. He has developed and led teams that deliver fully customized applications, system integration solutions for the healthcare marketplace, smart-grid systems and applications, logistics systems and application, and more. In addition to this complex B2B experience, Sean also works with emerging technologies in the mobile and augmented / virtual reality space.

At MXO, Sean has leveraged his experience to build technical teams of the best and brightest, in three specific areas: web applications/portals, business intelligence, and system integration. The web application and portals team does everything from converting an Access database to a robust web-application, to building complex web applications hosted inside collaboration frameworks, like Microsoft SharePoint.

The business intelligence team works collaboratively with customers to analyze their data and turn that data into useful information systems. These projects range from creating small relational databases to house information, to creating enterprise data warehouses that enable self-service BI solutions.

The system integration team centers on connecting applications, systems, and data. System integration projects include creating service-oriented integration frameworks that enable systems to talk to each-other, streaming of data from clients to back-end systems, integrating healthcare EDI, and other systems.

Sean also leads our emerging technologies practice. This team is constantly working with and evaluating cutting edge technology to ensure the products built for clients are future-proof – meaning that they'll provide value well into the future. This team is currently testing and collaborating on a mixed/augmented reality platform released only to select developers by [Microsoft](#).



Download our ebook!

Choosing the right line of business application for your business.

www.mxotech.com/ebook

BUSINESS CONTINUITY CHECKLIST

How do you choose the right BDR partner? Here are seven questions to get you started.

- 1 DOES YOUR PARTNER PROVIDE A HYBRID CLOUD BACKUP SOLUTION?**
A hybrid cloud backup solution is optimal to achieve intelligent business continuity, as it encapsulates the best of the private and public models to form a feature rich, highly efficient, and affordable system.
- 2 CAN THEY PROVIDE YOU WITH INSTANT LOCAL VIRTUALIZATION?**
Downtime costs you money. Being down for hours is simply unacceptable. Current BDR solutions should allow you to have servers booting instantly locally so that your data can be restored and back in the right place in a matter of minutes.
- 3 CAN THEY PROVIDE YOU WITH PROOF OF BACKUP?**
What proof do they have of successful data backup? Your BDR vendor should be able to provide screenshot verification.
- 4 DO THEY VIRTUALIZE OFF-SITE?**
It's imperative that they offer you the peace of mind that your critical business infrastructure can be brought online quickly in the cloud. This allows continuous uptime.
- 5 DO THEY HAVE MULTIPLE DATA CENTERS, IN GEOGRAPHICALLY DIVERSE LOCATIONS?**
This is important for three reasons. First, it ensures that even if data is removed locally, there is a secure copy off-site that can be restored. Second, it saves money because your local device capacity does not have to cover your entire backup repository. And third, in case of a regionalized disaster, at least one data center location must not be affected.
- 6 DO THEY PROVIDE U.S. BASED TECHNICAL SUPPORT?**
If you're in the middle of a backup or disaster crisis, you need the best technical and customer support available, at the time it's required.
- 7 DO THEY OFFER INTELLIGENT BUSINESS CONTINUITY?**
Only an intelligent business continuity solution takes BDR to the next level, to mitigate risk and keep your systems running in the event of a technical or natural disaster.

If you need help with your business continuity planning, call George at 312.554.5966 or learn more at <http://tinyurl.com/mxoplanning>.

Innovation Inspiration

"The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life."
- Bill Gates

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