

# TECHNOLOGY TIMES

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

## Greatness Takes Hard Work and Deliberate Practice by Joanna Sobran

As a young girl, I used to compare myself to other kids my age. I remember wishing that I was as "lucky" as they were to have a talent. While I enjoyed painting and solving problems, I didn't feel great at it. So I assumed I didn't have any talents at all. However, as I grew older, I came to understand that most people actually have to try very hard at their "talents." No one is great at what they do without practice and hard work. Although it's nice to believe that finding the field in which you're naturally gifted guarantees greatness from day one, it usually doesn't happen so easily. Even Bobby Fischer, who became a chess grandmaster at age 16, had nine years of intensive study. Bill Gates, Warren Buffet, Tiger Woods, and Michael Jordan all worked hard at their talent for decades before approaching greatness. In reality, high-level performance requires experience and practice. Studies show that most accomplished people need around ten years of hard work before becoming world-class. Researchers call it the "ten-year rule."



### Do You Have an Addiction to Success?

We often give up when plans change or go wrong because we fear more hard work or disappointment. We say things like, "I'm not good at this" or "this is stressful," so we stop trying. If great performances happened with little effort, we would all experience positive outcomes all of the time, and they wouldn't be that special or rare. Thus, when we do achieve our goals, we gain happiness and confidence as we fulfill our purpose. I have had the opportunity to see this addiction to success and positive outcomes from many of my colleagues, clients, and staff – even from my ten year old daughter, Hannah.

Hannah's practice started when she was just four years old singing in my car or on the living room "stage." At six, she started voice lessons to develop her natural talent. Four years have gone by and Hannah never misses her practice – even when she has to leave the park while her friends are climbing trees. Her voice has improved immensely over time, but it didn't happen naturally. Luckily for Hannah, she found something at a young age that she loves to do. She works extremely hard and consistently practices her "natural" talent. Last week, she went to a recording studio and really experienced the positive outcome. [Read more and see Hannah's results at www.mxotech.com/april-maynews-greatness.](http://www.mxotech.com/april-maynews-greatness)



"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

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**What is one of the ways to save money & go green, according to our article featured in 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](mailto:kburmeister@mxotech.com).*

## Which Flavor of the Cloud is Right for You?

Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.



### Three “Flavors” Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured. Basically, there are three types of cloud: public, private and hybrid.

### Public Cloud Services Offer Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

### Private Clouds Support Highly Specialized Apps

A private cloud resides within an organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

**To learn more about which flavor of cloud is right for you visit:**

[www.mxotech.com/resources/mxotech-university](http://www.mxotech.com/resources/mxotech-university)



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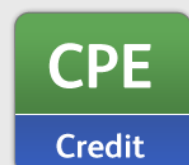
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## Client Spotlight: Moving Everest Charter School



It is always a heart-warming experience to visit **Moving Everest Charter School**, located in the Austin neighborhood of Chicago. The school's mission is to create a learning environment that dramatically transforms the lives of K-8 students by preparing them for success in college and in life. **Moving Everest** achieves this through its rigorous and personalized academic program, encouraging their students to take ownership of their education, thereby developing a strong character and gaining confidence and independence. At **Moving Everest**, the kids are referred to as "scholars." This sets a strong aspirational environment for each child to not only become successful, but to also be respectful, responsible and conscious of the image one projects.



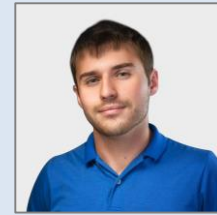
Mika Krause & Michael Rogers

**Moving Everest** is a technology-forward school. Students who attend are fortunate to have incredible technology in each of their classrooms, such as chrome books, smart projectors, document cameras, and iPads. The school is a "google school" which means it does everything on the google drive, eliminating paper for the teachers. Lesson plans can be worked on collaboratively on-site or at home. Furthermore, **Moving Everest** operates on a robust data system that stores all kinds of information like grades, attendance, and health information. The system also enables teachers to create assessments and have them instantly graded and funneled into the students' files. There is no doubt that technology is part of the foundation that makes **Moving Everest** a success.

MXOtech has been thrilled to partner with such a technology and community focused school. According to the Executive Director, Michael Rogers, **Moving Everest** has benefitted from MXOtech's suite of expertise "elevating the abilities of our school to function effectively because we don't have to go to ten different places for all of the answers. We can go to one place and they are so incredibly responsive to us and to our needs and this has worked out phenomenally." School principal Mika Krause explains that instead of one in-house IT person running around the school putting out fires, the MXO "troop" can address all their issues and offer support at any time. The leaders at **Moving Everest** are an inspiration because they are part of something life changing and bigger than themselves. Our team at MXOtech is honored to be a part of their mission to impact peoples' lives, helping their scholars to aspire to greatness.

Watch our tour of Moving Everest Charter School at <http://tinyurl.com/movingeverest>

### Have you met our friendly Help Desk Associate, Dylan?



Dylan brings a smile to MXOtech serving as part of the networking team. As a help

desk support associate, Dylan provides support to our clients both over the phone and on-site. We've received compliments on his professionalism, positive attitude, patience and going the extra mile to solve our clients' challenges. Dylan comes to MXOtech from Geek Squad and earned his Bachelor's Degree in computer science from Robert Morris University. In his free time, he enjoys working on cars.

#### Favorite Food:

Cuban and Italian

#### Favorite Movie:

My Neighbor Totoro

#### Favorite Book:

Lirael

#### Role at MXO:

Eager, Upbeat, Solution Finder



# 6 Easy Ways To Save Money And "Go Green"

Want to save money while simultaneously saving the planet? Then listen up. We've come up with 6 easy ways to go green while still adding to your bottom line profits.

**1) Power down your servers and workstations at night.** A recent Gartner study measured carbon emissions from a variety of IT devices and found that the top three are PCs/monitors, data centers, and fixed-line telecommunications systems, in that order. PCs and monitors alone contribute 40% of total carbon emissions, data centers around 23%.

In fact, PCs worldwide consume about 80 billion kilowatt-hours of electricity every year. What's more, as much as two-thirds of that is wasted, according to Kevin Klustner, CEO of Verdiem, an IT energy monitoring and management company, translating to \$5.4 billion of energy waste each year.

However, thanks to our Fixed IT program, we can power down your PCs overnight and have them up and ready when you walk into your office in the morning, saving your electric bill and lowering your carbon footprint on the environment.

**2) Stop Printing Non-Essential Emails, Faxes And Documents.** Not only will this save your company money on ink and toner, but you'll reduce the amount of paper and ink waste clogging up landfills. We can also install software to make your faxes show up like e-mails. That way you can easily delete the ones that aren't essential and save a ton of paper and ink. Plus, you won't run the risk of losing the only paper copy you have!

**3) Stop Wasting CD's and DVD's.** CDs and DVDs can hold a lot of data, but most people only use a tiny portion of the space by burning small files. This results in a lot of unused and wasted space (it's the equivalent of storing a postage stamp in a warehouse). CDs and DVDs are difficult to recycle so use them intelligently and conservatively.

**4) Change Your Power Settings.** Almost all computers have lower energy settings that will power down the computer (or parts of the computer) that aren't being used. For example, after 10 minutes of inactivity, set your PC to power off the monitor, modem and spin down the hard disks. Most systems have pre-determined profiles that make it easy to set up.

**5) Turn Off Peripheral Devices When Not In Use.** Specialized peripherals like printers, scanners and bar code readers consume large amounts of energy and, in some offices, are rarely used. Keep them turned off until they're really needed.

Read the rest of our tips at [www.mxotech.com/april-maynews-gogreen](http://www.mxotech.com/april-maynews-gogreen).

## Innovation Inspiration

I choose a lazy person  
to do a hard job  
because a lazy person  
will find an easy way to  
do it.

– Steve Jobs

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