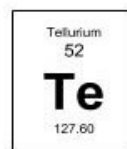


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## Growth means change.

We understand your growing business has changing needs. In this age of technology, new products and services are being created at incredible rates. But so are new cybersecurity threats.

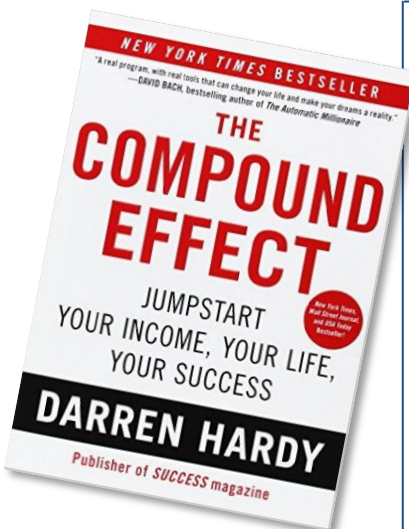
While we work hard to make sure your data is backed up, your staff is efficient, and security controls are in place, we want to continue to add more overall value. In this issue, you'll discover the steps we're taking to better serve you. We have already hired and trained a new Technical Account Manager to go beyond day-to-day technology management and bring strategic value. We have implemented a Business Process Improvement assessment to gain technology efficiency. Plus, we've added more technical project Engineers to the MXO team.

**This issue includes helpful tips on finding a new office space when you've outgrown your old one and how to handle system integrations — a challenge almost every business encounters at least once, especially as they expand.**

### MESSAGE FROM JOANNA:

**We want to help  
JUMP-START your  
success!**

**Email us to claim your  
FREE copy of  
The Compound Effect**



"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

**“** I first heard about Darren Hardy when someone recommended his YouTube video *"The Secret (Hard Friggin' Work)"*. Then, ironically, I met him at one of the technology conferences that I attend quarterly. He was by far one of my favorite authors and speakers because he skips all of the B.S. and talks about how success doesn't happen overnight. There is no secret, no silver bullet...success is earned by hard friggin' work. Success isn't always exciting, it isn't always sexy and it's not easy. Success is earned one single day at a time, one step at a time, one decision at a time and one meeting at a time. It all depends on you and not the people around you. You are in charge of your actions and responsible for your successes and failures.

When I started MXOtech, I thought I would immediately hire 30 employees, have an amazing culture, customers that were raving fans, and a large bank account. I even thought I'd be on the cover of some business magazine right away. Boy was that far from the truth! After 3 years of being in business I was wondering if I had what it takes to meet my dreams. My revenues weren't anywhere near my goals, I couldn't hire the right people, clients

## WIN

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

**What is The Bacon Club and how do you become a member?**

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**Do you have a funny story or resource to share with other subscribers? [Send it to us!](#)**

weren't knocking on my door and I lived on less than what I made as a 28-year-old salesperson. After reading many business books, surrounding myself with successful entrepreneurs, working my butt off, implementing strategies, and failing left and right, I realized it's not just about setting goals, it's about taking action. You need to take both small and big steps, and most importantly, put in 110% every single day. It would be nice to get to a point where you can just coast along, but success isn't owned, it's rented and you have to work for it every day, every hour and every minute.

If you need some inspiration, I highly recommend you read Darren's book "The Compound Effect." It's my goal in life to help others the way many people have helped me, so ***I'd like to send you a complimentary copy of this motivational book. Just email Lindsey Barnes ([lbarnes@mxotech.com](mailto:lbarnes@mxotech.com)) with your address and we will get it in the mail!***

Remember - you must start with a vision for your goals and determine why your goals are important. A vision is something you are excited about, something that's magnetic and compelling.

1. Make sure your goals are in writing and you don't have more than 3 per quarter. Less is more.
2. Have a written plan and activities of how you will get there with timelines.
3. System measurements are important. How will you measure your goals?
4. Accountability is key. Find a group of friends, colleagues or even clients who can keep you accountable.

”

- Joanna Sobran, CEO and Founder, MXOtech

## Goal Setting Doesn't Work (And Santa Claus May Not Exist) By Darren Hardy

When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

**WARNING:** Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

### The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals. Whatever it is you want to change, whether it's your marriage, financial situation, or weight, you'll never achieve lasting change until you change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

Wherever you are in life right now is your own doing — good or bad.

“ I want to introduce you to a wonderful person who not only helps people find their dream office but takes the time to get to know everyone on a personal level. When I met Bill, I thought he was just another realtor, but I quickly learned that Bill’s mission in life is to help people. Whether it’s connecting you to a custom suit maker, a personal chef, a sales coach or finding you the ”



When searching for a new space, the first two items to consider are typically budget and location. However, you also need to take into account such factors as company culture, proximity to transportation and accommodations for employees and clients. Once you’ve found the perfect space, you’ll begin the negotiation process, which can be just as intricate.

### Go Beyond the Bottom Line

Desired office size, class and location can all be adjusted to fit your budget. One way to reduce cost is to reduce the number of individual offices and adding more open area. Many companies are finding the collaborative atmosphere promotes more idea flow as well as increased happiness in the workplace. If you strive to build a collaborative environment, then a space that is more open will support this culture.

If you are not looking to compromise on layout, try shifting from a Class A to a Class B. Of course, top building amenities like a fitness center, 24/7 security or dining options are benefits that you may feel are worth the cost. Other items to consider are the value of being close to transportation or in a desirable area. Certainly, if you can manage the above, it will be easier to retain and attract top talent. It’s important to remember that an office space is more than just a place to get work done. Staff retention and overall happiness spark the culture that inspires long-term growth within your company.

### You’ve Found Your Dream Office. Now What?

When the transaction process begins, it’s crucial to know what to ask for and how to get it. The lease negotiation is the time to secure the terms that will promote long term growth. Overall cost reduction can be achieved with leverage such as knowledge of local market trends and vacancy rates within the building. Also, the length of lease term you’re willing to sign and your build out requirements are going to ultimately affect the rate. Abatement, escalation and termination or expansion rights will also be terms to negotiate. Working with a tenant representative broker who possesses a deep knowledge of fair market values and optimal lease terms will be indispensable to this process and to your overall cost savings.



**William D. Himmelstein**  
 Founder & CEO  
 Tenant Advisory Group, LLC  
 150 N. Michigan Ave, suite 800  
 Chicago, IL. 60601  
 (312) 775-4040

### The Benefit of a Professional Commercial Broker

When working with a professional broker like [Tenant Advisory Group](#), they can quarterback the entire process

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ensuring you receive the best possible deal in an efficient timeline. They can coordinate efforts of and make quality referrals to all the essential service providers such as architects, contractors, and qualified real estate attorneys to review the lease. With Tenant Advisory Group their efforts do not stop upon lease signing. They will make sure to continue to assist you through occupancy and beyond, facilitating introductions to furniture vendors, movers, phone & data brokers, insurance brokers and best-in-class IT professionals such as [MXOtech](#).

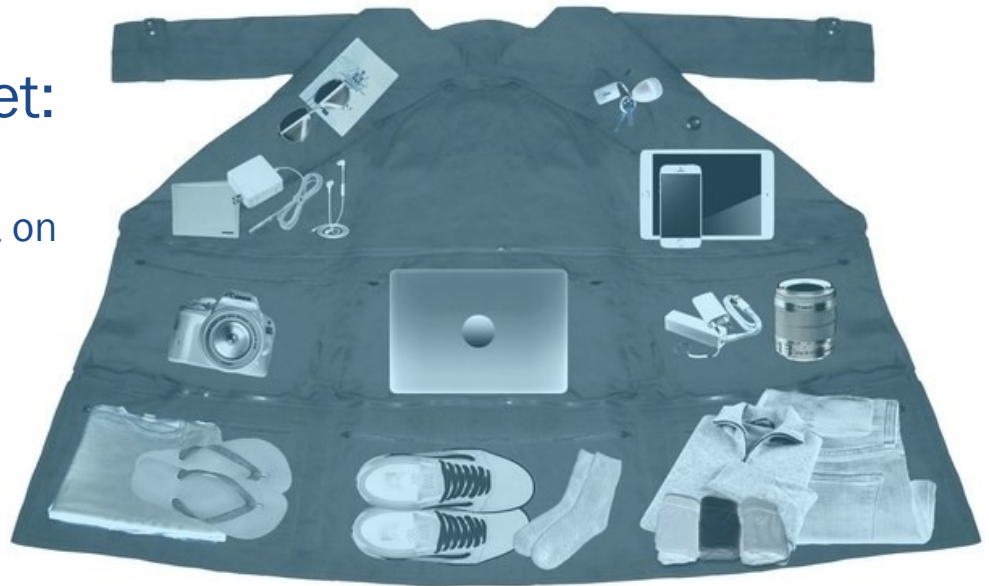
There are many moving pieces to moving into a new office so it is recommended that you seek the advice and assistance of a professional to ensure everything is completed as smoothly and efficiently as possible.

# Awesome tech you can't buy yet:

## Airport Jacket – Cargo jacket for Travel is a hit on Kickstarter

If you always find yourself forking out for excess baggage every time you take a flight, then an Aussie-based startup has come up with an ingenious solution that'll have you confidently packing the kitchen sink for your next trip.

The “Airport Jacket” is, for all intents and purposes, a wearable suitcase. With a whopping 14 pockets and two detachable pocket panels capable of taking up to 15 kgs. (about 33 lbs.) of stuff, your only concern will be ensuring your legs don’t give way as you stagger toward the check-in desk. The jacket — with all the stuff inside — can be quickly transformed into a small bag so you only need to put it on



***We're always sharing useful business advice on social media!***

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1101 West Adams · Suite A

Chicago, Illinois 60607

312.554.5699

[www.mxotech.com](http://www.mxotech.com)

Joanna Sobran

President/CEO

312.267.0573

jsobran@mxotech.com





### Meet Issay, MXO's new Technical Account Manager

As Technical Account Manager, Issay Shibata provides exceptional service and effective solutions for our clients through strategic IT consulting. He measures and maintains client satisfaction by identifying and implementing any necessary process changes, while always focusing on strengthening customer relationships. We are incredibly happy to have him on our team, and are confident his role will increase the high-level of service we are proud to offer our clients.

Issay brings a solid skill set to MXOtech, established over 15 years of experience in various roles in the IT industry.

"Developing trust-based relationships as a foundation on which to build value-added solutions has always been of great importance to me," Issay said. "I am excited to have joined a company that really embraces this and encourages it throughout the entire team!"

Issay is looking forward to meeting all of you one-on-one.

## CEO OF MXOTECH RECOGNIZED ON LIST OF TOP 15 BUSINESS WOMEN IN ILLINOIS

Awarded the honor by the Illinois Diversity Council

MXOtech is proud to announce that their very own CEO and Founder, Joanna Sobran, has been named one of the Top 15 Business Women of Illinois, a definitive list of female executives, influencers and achievers impacting various industries in



corporate America. Each executive honored with this distinguished award was formally recognized by the Illinois Diversity Council at the Illinois Women's Conference on Thursday, March 9, 2017. This event offered women a venue to grow, develop, learn and network with many of the top female business leaders in the Chicagoland area. The theme of this year's empowerment conference was "The Power to Be," and included an interactive agenda that addressed the social, cultural, economic and political challenges that women experience. Joanna contributed her advice as a panelist on the session "BE Confident: Building Your Self-Confidence and Owning Your Worth."

"I've had my ups and downs since I launched MXOtech in 2005, but

part of what has helped me persevere has been my amazing network of people I've surrounded myself with – people that have supported my vision and helped me to make it a reality," said Joanna. As for her award, Joanna states "I am honored to be recognized with a group of such inspiring and successful business women – women who are CEO's, Vice Presidents, mothers, coaches, runners, foreigners, volunteers and overall amazing leaders and people. I'm proud to be an entrepreneur amongst this crowd."



# Top Enterprise System Integration Methods and Tools

By: Sean K. Blair, CTO at MXOtech

[Click title to open full blog article in your browser](#)

You use connected devices and systems like Alexa, smartwatches and smartphones to perform everyday actions. In the workplace, enterprise systems for accounting, customer relationship management and enterprise resource planning have also become increasingly interconnected. Known as Enterprise System Integration, connecting enterprise systems maximizes the value of each solution to your organization.

## What Is Enterprise System Integration?

Enterprise System Integration is the process of connecting existing systems to share and communicate information. Often, connected systems also take on new functionalities.

For instance, a CRM system might need to call the accounting system's application programming interface (API) to access customer account information.

Integrating systems with distinct software and hardware brings a new set of challenges for engineers. New systems integration solutions have emerged for passing flat files between systems, direct database queries, hard-wired API calls, middleware/service bus solutions and others.

In this post, we'll compare two enterprise systems integration concepts and reveal recommended tools to ease the process. Plus, you'll learn how to avoid costly mistakes that are all too common.

....CONTINUED ONLINE.

Read the rest of this blog post (complete with diagrams of the integration models)  
at [www.mxotech.com/integration](http://www.mxotech.com/integration)

When critical business systems can communicate freely, your IT team and employees save time and headaches.

But like any complex data-sharing project, you don't want to leave anything to chance. Working with an experienced partner is the safest way to guarantee success.

MXOtech develops world-class enterprise system integration frameworks for businesses like healthcare companies, energy and utility companies, and logistics companies. Schedule a call today to learn how we can help lead your IT systems integration project and transform the way you work. [Contact us at 312.554.5699](tel:312.554.5699).

*Join the club!*

**Have a friend whose  
technology isn't working efficiently?**

**Tell them about your experience with MXOtech!**

**If they become a client, you'll bring home the bacon and be part of  
The Bacon Club!**

The Bacon Club is our Referral Program — a way of recognizing our supporters who aren't shy about how much they love us.

Make a referral and we'll show our appreciation by giving you  
**\$50 for every computer user your client referral has!**

That's right – if your referral signs a contract with MXO and they have 20 computer users, then we'll send YOU \$1,000! Not your company. Not your boss. YOU! We will make out the check to the person who contacts us. [www.mxotech.com/refer](http://www.mxotech.com/refer)

