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Happy New Year 2018

microTECH Times

Covered I.T. 24/7—Never Worry Again!

7 New Year's Resolutions That Will Change Your Business In 2018 For The Better

Generally the phrase, "New Year's Resolutions," is reserved for those nagging things we all want to push ourselves to do in the coming year like lose weight or exercise more. However, there are a few New Year's resolutions you should implement to give your business a boost in the coming year too.

1. Re-evaluate your mission statement and goals for the year. Your mission statement should show your company's purpose. It displays the fundamental reason for your company existence in the world. Take time to re-evaluate your mission statement this quarter to make sure it is in alignment with the goals for your business. Also, review your goals to ensure they are reasonable and attainable. Your business goals should lead your organization in the direction you want to see for growth and profitability.

2. Ask and listen to feedback from your teams and clients. Is your business on track? Is it providing the products and services your clients want? What about your employees, do they have the tools they need to be successful in their day-to-day activities? How is productivity? Now is the time to ask your clients and employees what they think. Gather the responses and implement new tools to help guide your company in the coming year.

3. Investigate technology solutions to fit your growing needs. Can your current structure grow and evolve to the level of business you need to succeed this year? Audit your entire network in terms of software and hardware to see if your systems are ready to grow. You may need more software li-

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Funny

"To err is human, but to really foul things up you need a computer."
~Paul R. Ehrlich

"Sometimes when the Internet is down I forget the rest of my computer still works."
~ Anonymous

"A computer once beat me at chess, but it was no match for me at kick boxing."
~Emo Philips

"What a computer is to me is the most remarkable tool that we have ever come up with. It's the equivalent of a bicycle for our minds."
~Steve Jobs

Resolutions For 2018

People generally decide upon New Year's resolutions that help them create something new or improve themselves in the coming year. Here are a few that will help you kick-start 2018.

Learn something new each day. Set a resolution to keep an open mind and learn something new every day. This will help you have a better understanding of the world and keep you open for new opportunities.

Read more. Regardless of how you like to take in a new information, e-readers, the library, or even picking up a new book at a book store, reading will help you expand your perception. Learning new information helps us build a firm foundation for solid decision making in our lives with a more positive outlook.

Write a plan. This one goes hand in hand with the next in our list. Write a plan for your business, your personal life, your family, and your future. Create a

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7 New Year's Resolutions ...

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censes or even space on your server to support more users in the coming year. If you're adding new workers regularly, streamline the process with a standardized setup for new machines. Don't forget to include things like antivirus protection, regular monitoring and updates.

4. Make a roadmap to achieve more. Ready to hit a higher profit margin? Pushing your organization to the next level? Make a roadmap to achieve your goals. Start by reviewing the feedback from your employees and adjust any weak links in your processes. Your roadmap may include things like hardware replacements/enhancements, software upgrades, or even additional resources like new software, printers or monitors. Provide the best resources for your staff to perform their best work.

5. Invest in your own success. No one ever said business is cheap or easy. Be prepared to invest in your success. Budget for your IT needs to build your company from the inside out. A firm foundation will ultimately lead your staff to more productive work habits and more efficient day-to-day activities. Providing good tools is just the beginning though. Ongoing management and support are essential to keep your operations running smoothly.

7. Safeguard your business. Have you ever heard that old saying, "An ounce of prevention is worth a pound of cure?" Business networks are an active, ever changing, and growing piece of your business. Put preventative measures in place to safeguard your business. Check your network to see if your computers and servers are up-to-date with all the necessary patches and security measures for the next phase of growth. Look for holes in your network and firewall, make sure your company information is stored appropriately, and implement an automatic off-site back-up solution.

Need help? Worried your network needs a tune-up? Ready to map out your needs for 2018? Give us a call today to schedule your audit. We will help you identify issues within your current structure and present you with solutions focused on your goals for the future.

Network Security Audit

Micro Enterprises LLC
877-540 -6789

Smart Devices Could Expose Your Business

The FBI recently released a Public Service Announcement to warn the public of the growing concern about cyber criminals targeting unsecure Internet of Things (IoT) devices.

What is an IoT device? An IoT device is one that uses the Internet for basic automation tasks. Physical devices often called smart devices embedded with electronics that use software, sensors, actuators, and other types of data collecting methods to allow users to stay informed and make changes on the fly.

What types of devices are a risk? Things like smart devices that control lighting, heating and cooling, electricity, locks, surveillance cameras, alarm systems, wireless printers, even interactive white boards, or your computer mouse.

Have a few of these devices in your office? It can be very hard to tell if an IoT device has been compromised. The best way to safeguard your business is to change the default usernames and passwords, make sure the IoT is isolated on their own protected piece of your network, and configure your network firewall to block traffic from unauthorized IP address as well as disable port forwarding.

Worried you may have a hole in your security? Give us a call today. We can assess your firewall and ensure the proper configurations are in place to keep your company safe.

Don't Share!

As we all learned in kindergarten, sharing is wonderful! Unless, you are sharing an illness.

According to a National Sanitation poll of more than 23,800 workers across North America and Europe, 75% go to work sick. About 20% of respondents said they always go to work when they're ill, and 55% said they only take a sick day if their symptoms are severe. Just 25% said they stay home and either work from home (10%) or take the day off (15%.)

Quarantine yourself: Do your colleagues a favor and use a remote work option to stay home, away from others, when you're feeling ill. Cold and flu season is in full swing and can take down a handful of workers all in 'one fell swoop' leaving your business crippled.

Keep security top of mind to avoid further infections. Make sure your laptop or home computer are dialed in before you need to call in sick. Check with your IT provider to ensure you have the proper anti-virus and connectivity to work productively and safely from afar. Computer viruses spread like wildfire too and easily become an extremely time consuming and costly infection to eradicate after they are already in the door.

Resolutions...

(Continued from page 1)
clear path for you to structure your life a bit more around your goals. A little planning can go a long way. Here is a great way to get started with personal and business goal setting. Set SMART goals:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-bound goals

Your new goals should motivate you and help guide your decisions in many aspects of your life and business.

Reduce stressors.

One of the most difficult things people struggle with in life is stress. We are often hit with stress from every angle such as work, family, home, and personal stressors that often can become overwhelming. Pace yourself in life. Give yourself a little extra credit. You do a lot. Adding things to your regular schedule that reduce stress can also help you feel more fulfilled. Things like yoga, meditation, exercise, a dance class, walking with a partner, or even just 30 minutes of smooth Jazz while you rest can help you recharge your batteries. You'll be surprised at the impact these little investments can make on your daily life.

4 Issues That Could Kill Profitability

A business can stay in business only if it has one thing: Profit. Take a look at these four issues that could be killing your business' profitability.

Profits. After paying all the costs doing business and paying all the people working in the business, profit is what is left over. Profit is the cushion that protects entrepreneurs from unexpected expenses and the spark that helps business grow. Here are four basic profitability killers that business owners often overlook.

1. You don't charge what you're worth.

It's not uncommon for business owners to feel they have to have low rates in order to stand out. This is a mistake because your costs will outpace any profit you might make. Another downside is that if you're in a service-based business, people might equate higher prices with better value, lower prices with less than stellar service and low quality. Consider the benefits of your business and sell your products and services based on their amazing qualities.

2. High costs and overhead.

Everyone has heard that to make money, you have to spend money, but there is a limit. As AudienceBloom CEO Jayson DeMurs wrote in Entrepreneur magazine, cheaper options likely exist for ongoing costs. If your overhead is too high, you might want to look at what the business really needs to thrive. Same for ongoing costs- have you found the best deal for costs like utility bills, IT maintenance, computer repairs, and other standard service type expenses? If not, do you homework and shop around. Be sure your receiving all the services you need to help your company thrive.

3. Emergencies

Every business should have an emergency fund. The last thing a business owner wants to have happen is to have some unexpected emergency come up and suck up all of the company's available funds, potentially leaving them in a crunch when it comes time to pay the bills. When you can't pay the bills, people stop working with you, and that kills a business. Take a proactive approach to security and sustainability. Create emergency plans for your office to get everyone on the same page in case of an emergency. Make sure you have the proper insurance to cover your business in case there is a break-in or natural disaster and always protect your data with automatic off-site backups. There will always be emergencies. The trick is to be ready and have the resources available to help you recover quickly.

4. No one knows about your company, or your product.

It's important for a business owner to understand who your target client is, where they are online, and how they consume information, because that enables you to better reach your target client and promote your product or service. Jump into the new year with a fresh company image. Get more involved in the community, charities, or even local publications.

These are in no way the only issues

that your business could face as you strive to make a consistent profit, but if you work through these issues and put preventative measures in place, it could make a big difference in your company's profitability.

"Here's an interesting article. 'Cold or Seasonal Allergy?'"

"We make all of your computer problems go away without adding additional full-time I.T. staff!"

Ask about our fixed price service agreements — Computer support at a flat monthly fee you can budget for, just like payroll!

Inquiring Minds...

Robo-calling Epidemic Riles Millions Of People.

Telemarketers have been a nuisance to phone owners for nearly as long as landlines have been in existence. According to popular robo-calling prevention company YouMail, in one single month there were 2.4 billion robo-calls in the U.S. This is an increase of about a billion calls over the previous year. According to the New York Times, this resulted in millions of complaints to the Federal Communications Commission (FCC).

It's illegal in the U.S. to robo-call people who haven't agreed to it, but that hasn't stopped the bad guys because it's nearly free. Companies set up a calling station from anywhere in the world. These networks operate over the Internet and use automated systems to dial numbers, sometimes from a database and sometimes blindly trying millions of numbers. Once a person answers the phone with a standard greeting, the program connects them to an actual person to move forward with the sales pitch.

Be aware that you might inadvertently give permission. If you buy things online, note that there is often a checked box giving permission to other companies to market to you. Uncheck those boxes. While there isn't a fool-proof way to avoid these robo-calls completely you can start by rejecting any calls from an unrecognized number. Answering tells the robo-caller they have found a legitimate number and they will target more calls to it in the future. Remember, just because the number shows up with a local area code does not mean that it is a local call.

Happy New Year!

2018 is bound to be a fruitful year. We just wanted to take this opportunity to say:

Our Happy New Year wish for you and your business
Is for the best year yet,
A year where business booms,
And the clients you want, you get,
A year in which you build new relationships,
And grow profits.
Live life each new day,
Bright and full of clients who pay.
We wish for you this New Year,
Ongoing business successes and happiness too.

Happy New Year 2018

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When Do I Renew My Firewall License?

We won't lie, firewalls can be expensive, but an attack could be even more costly. So, what do you need? Login to your firewall and click on the Security Summary tab, then view the details. This will give you a full list of the active or expired licenses you have for your firewall with their expiration dates. Once you know what services you need renewed, go to the System tab and view the System Information. This will show you what type of firewall you have so you can renew your firewall licenses. Need HELP? Not sure if your firewall is up-to-date? Call today for your Firewall License Check.

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