

What's New

4 Ways To Make Sure Your Business Is Ready For What 2021 May Bring

As you prep for the coming year, here are four things you need to give your business a serious edge.

1) Head To The Cloud. Back up your data to secure cloud storage. This makes it a breeze for you and your team to access. Should anything be disrupted on-site, you have a backup you can turn to.

2) Update, Update, Update! Patch all of your security solutions, apps, programs — you name it. You don't want to accidentally leave yourself open to security exploits because you're four months behind on the latest security patch.

3) Dive Into Software-As-A-Service (SaaS). One great way to stay ahead of the curve on software is to pair with a SaaS for your various needs, such as marketing, project management or billing. It's easier to keep updated and integrated with the latest and most reliable software on the market.

4) Call Your MSP. Talk to your managed service provider to make sure all of your current needs are being met. Do you need additional protection? Do you need to back up data more frequently? Do your employees need more IT security training? Look for gaps and work together to fill them.



Finally Shed The Old This Year It's Costing You Much More Than You Think

New year, new technology! If your business is still relying on older and aging technology, it's time to think about updating that technology. As it ages, the effort to keep it running comes with many hidden costs.

While it may seem financially savvy to keep older hardware and software running, you may be setting yourself up for **major** costs down the road.

It's understandable why many small businesses shy away from investing in new equipment and software. They do the math and see a number that keeps rising. While the upfront costs of new technology — hardware or software — *can* be high (or higher than you would like), you have to consider what you would be paying for versus the cost of keeping aging technology running.

Let's start by looking at some of the "hidden" costs that come with using older or outdated technology. First, consider **the cost of productivity.**

The older technology gets, the less efficiently it runs. This applies to hardware and software. Hardware has a tendency to lag, even if it's well-maintained. Devices simply wear out with use. This cannot be avoided. But the productivity issues that come with aging hardware only get worse when you bring aging software into the mix. Over time, you will start to lose support from developers, and this comes with all sorts of problems. Here are three examples.

Loss Of Integration Older apps lose stable integration with companion apps. At one point, your CRM software may have worked perfectly with your billing software. As developers focus on newer versions of their apps, they stop updating past versions. The end result is more hiccups or errors. You risk losing data.

Loss Of Compatibility Older apps aren't always compatible with newer

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January 2021



This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"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!"

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apps. What should you do when still using an old software and your vendors or customers use the up-to-date version? It can result in a lot of aggravation on everyone's part, and you can end up losing customers. One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology.

Loss Of Time And Money Factoring in slow equipment and a loss of integration and compatibility, aging tech makes it harder for your team to do their jobs. A recent study by Currys PC World found that employees lose an average of 46 minutes **every day** due to aging technology. That adds up to about 24 days per year and an average loss of about \$3,500 per employee – though that number can vary wildly from industry to industry. You can be sure the cost in time and money has a ripple effect throughout the entire business.

While productivity takes a hit, there's another major issue that comes up when your business relies on aging technology: **security**.

As your tech ages, and as developers end support, this means you'll see fewer security patches. Eventually, there will be *zero* security patches, leaving you vulnerable. Developers may stop supporting older products, but hackers and cybercriminals will keep on trying to break into those products. They know small businesses tend to update their systems at a slower pace, and this gives criminals an advantage.

If you get caught using outdated software and a hacker is able to break into your network, the costs associated with

this kind of a data breach can put a business under. It's devastating. The problem is made worse if you had limited IT security in place (or none at all) and weren't backing up your data. It's like handing your business over to the criminals! The importance of IT security cannot be overstated, and if you are working on older computers with outdated software, risks are greater.

So, What Can You Do? As we said before, many small businesses assume that keeping their technology up-to-date is cost prohibitive. They don't want to deal with the upfront cost that comes with

investing in new hardware and software. While it can be costly, depending on your needs, there are ways to mitigate those costs.

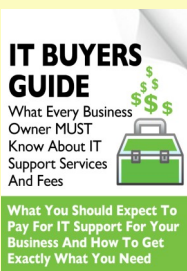
One great example is through a Hardware-as-a-

Service (HaaS) and Software-as-a-Service (SaaS) company or program. These allow small businesses to stay current without having to drop a tidy sum in order to make it all happen. These services are often offered through managed service providers (MSPs) that are dedicated to helping small businesses with all of their IT needs, including keeping their technology updated and their network secure from outside intruders.

When you factor in the loss of productivity (and the frustration that comes with that) along with the costs that come with data breaches, malware infections or cyber-attacks, it can easily be worth it to kick your old tech to the curb and embrace the new!

“One Microsoft survey showed a vast majority of consumers – 91% – would walk away from a business if that business were using older technology.”

Free Report: The Business Owner's Guide To IT Support Services And Fees



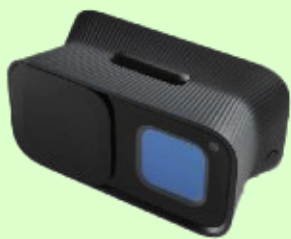
You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to

How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate

Send your request to kmarquez@tworivertech.com

Shiny New Gadget Of The Month:



NexOptic DoubleTake Binoculars

You might not realize, but binocular technology has come a long way in the past 10 years. It's all thanks to advances in other areas of technology, including high-resolution cameras and high-resolution displays. Bring these technologies together along with some serious image processing, and you are left with NexOptic's DoubleTake Binoculars!

This pair of binocs is slightly smaller than a good pair of traditional lenses, but it comes with so much more, including a 12-megapixel sensor capable of shooting 4K video. It's GPS and WiFi enabled and has a Micro SD card port so you can easily save your photos and video. It's like a supercharged camera, but it has something your average phone camera does not: 10X digital zoom. It's great for travel or hobbies like birdwatching. Learn more at NexOptic.com/doubletake

6 Time Management Tips For The Busy Entrepreneur

Face it, there will never be enough hours in the day to accomplish everything you need to do. But, if you methodically review how you spend your days and instill focus and discipline while completing daily priorities, you will soon find more time to work on the long-term success of your business. Here are six ways to do it.

1. Conduct A Time Audit.

Sit down and review three months of activity. The data from the analysis will show where you spent your time (which projects, tasks and priorities demanded your attention) and with whom you collaborated to get the work done. The audit will also shed light on areas where you were distracted, where you were the most productive and which tasks/projects took more (or less) time than anticipated.

2. Eliminate Time Drains.

These are the kinds of things that sneak up on you and steal time that can be put to better use growing your business. Look for these time drains: not delegating tasks, not managing meetings efficiently (tip: always have an agenda!) and spending too much time writing/responding to e-mails. If you've done your job as a leader, members of your team can handle a majority of meetings and e-mails. You hired great people. Now let them do their jobs.

3. Take Control Of Your Calendar.

Remember, *you* drive your schedule; don't let others drive it. Block time throughout your day and guard against changing your schedule to work on tasks that are not important or urgent. The way you allocate your time has a direct correlation to your effectiveness as a leader and, ultimately, the performance of your business. Prudent calendar management will also send a strong signal to your team that you should take this seriously.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational b.s. faster than a hot knife through butter.



4. Plan Your Day.

When you know your priorities for the day, you will be better prepared to reset your work schedule if the unexpected comes your way. Once your schedule is set, block off chunks of time to work on your priorities. I recommend 90-minute blocks so you can concentrate on big-picture items or work on a group of related tasks. Stay disciplined and don't allow yourself to go over that allotted time.

5. Limit Interruptions.

Now comes the hard part. Once you start working on each priority, you need to remain focused. Close the door and don't answer the phone unless it's a critical issue. Avoid checking your e-mail. Don't let distractions slow you down.

6. Hold Yourself Accountable.

Share your tasks, priorities and deadlines with a colleague. Meet with that person at least monthly to review how well you managed your time. The probability of success increases when you have someone watching your progress and coaching you until you cross the finish line.

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*



TRTG Happenings



Welcome Monmouth Cares!



We are extremely excited to Welcome Monmouth Cares to the Two River Technology Group Family! We understand that time is valuable and technology disruptions can be very frustrating when trying to accomplish daily tasks. For over 17 years, our mission has been to deliver our enterprise-level technology solutions to local businesses empowering them to work more efficiently, securely and most importantly-hassle free! It's wonderful to see how our services have allowed the amazing team at Monmouth Cares to spend less time worrying about their technology and more time working to take care of the families they support in our community. We look forward to a long and successful partnership.

New Employee!



We are proud to introduce our newest Centralized Services Advisor, George Martin!

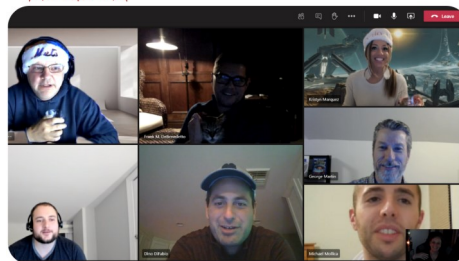
George first started his career working in law enforcement and retired after 25 years of service. Soon after retirement, he decided to pursue his passion in technology and accepted an IT Management position at a local nonprofit company called the Arc of

Monmouth. The Arc of Monmouth serves over 1,600 adults and children with intellectual and developmental disabilities each year throughout Monmouth County with a wide variety of services and supports. In his 4 ½ years of service George acquired, implemented, and maintained all IT equipment and systems for their 17 locations. He really enjoyed working with the staff and the people they served.

After leaving the Arc, George decided he wanted to join a team that encompassed a wide-knowledge base in the IT field. He felt he could offer his expertise and at the same time, benefit from working with others more skilled. We are excited to see him apply his education and industry experience to assist us in continuing to deliver excellent service to our amazing clients!



HAPPY HOLIDAYS



FROM YOUR FAVORITE TECHNOLOGY TEAM!!!

two river TECHNOLOGY GROUP

TRTG Virtual Holiday Party

2020 has certainly thrown us all some pretty big curveballs and has certainly tested our abilities to adapt, improvise and conquer. We are sure many of you are sharing your holiday sentiments the same way we are this year! We normally enjoy our end of year holiday party at a local restaurant sipping on our favorite cocktail and sharing some delicious food. This year we decided to stay safe and give each other a virtual toast!

From back-to-back zoom meetings and late-night calls Two River Technology Group did not allow this pandemic to break us or our clients down.

Fortunately, the technology solutions we have designed and implemented have proven to withstand this storm. Our “work from anywhere” philosophy has allowed our clients to seamlessly work from home and has helped keep them efficient during these difficult times.

All we can do is continue to stay ahead of the curve and continue to make sure our clients are always satisfied with our service! We would also like to say thank you to our valued clients for their trust and confidence in us! Wishing you a happy and safe holiday from our Screen to yours!

New Quarter, New Password

It's a wise idea to follow the calendar year when changing passwords to your online sites, financial/banking sites and computer systems. We recommend you change these passwords at least once every three months. It's also important you don't reuse passwords or use the same passwords for two different resources.

If your social media account gets hacked, you don't want the attacker to also be able to gain access to your Amazon.com and banking accounts simply because you used the same password for both sites. Maintaining separate passwords is a lot of work – but the cybersociety we live in demands it.

A good password will be composed of both lowercase and CAPITAL letters, numbers and !@#%\$%^ (symbols). Passwords for various sites should always be different, but they can be similar. You may use J@nu@ry1! for site A and J@nu@ry1@ for site B.

Need help in developing strong password policies? Give us a call at 732-391-4770 and we'll be happy to help.

