

Are Your Employees Using Their Personal Devices To Work?

Be Careful!



It's only natural that employees will want to check e-mail and do other work-related activities from home or on the road, often using their own personal devices. But be careful! You could be opening up a serious security loophole by allowing this.

Since these personal devices aren't company owned and regulated, you have limited access and control over how they are used. Employees can easily download malware and viruses and infect your network when they connect, send e-mails or transfer files. Another risk is the security of the device. If an employee loses or misplaces a device with confidential client information on it, it puts a responsibility on YOU to notify clients and can lead to a costly PR nightmare or security breach.

That's not to say you shouldn't allow employees to use personal devices – but if you do, then you need to make sure these devices are being secured and backed up like every other device in your network. The type of remote security monitoring you need will depend on the device, the information being stored or accessed and the laws regarding the information you store for patients or clients.

If you are interested in knowing more about developing a concrete and effective IT security policy for personal device use as well as general system access, please don't hesitate to give us a call so we can sit down with you and discuss a custom security blueprint that's just right for you.

REAL Technology solving REAL Needs for REAL People

Does Your Organization Have A Strategic Roadmap?

Successful non-profit and business organizations are dependent on information technology to achieve their mission and goals. They use computers and technology to manage employees, process sales, provide a great customer experience, and automate financial and administrative functions. For them, technology must be strategically and properly aligned with their needs.

At the same time, organizations that are focused on optimizing the benefits they derive from their technology are also concerned about technology's lifecycle costs. These organizations want to control IT spending and make sure that they are investing in the right capabilities – those that make a positive difference.

A Strategic Technology Roadmap is the Key

BeckITSystems' technology management is implemented according to a Strategic Technology Roadmap which enables organizations to implement structured technology that is flexible, predictable, and remains within a technology budget that is tailored to the existing financial resources.

The Strategic Technology Roadmap reduces operational costs, increases technology's ability to make rapid increases or decreases in the organization's technology suite, improves overall customer service, and frames the technology budget within the available financial resources that will grow with the organization.

At a minimum, a Strategic Technology Roadmap will plan and budget for technology that supports and enhances the following areas:

- Business processes critical to success
- Specialized line of business applications and their requirements
- Remote access to the technology suite
- Communications systems including email, text messaging, and voice
- Internet presence and use of social networking
- Data storage capacity
- Data recovery from backup
- Data and network security from hackers, viruses and malware
- Desktop functionality and speed, and
- Employees' technical skills – after all, the best technology has no value if no one knows how to use it!

Contact BeckITSystems today for a no-cost and no-obligation strategic technology review and learn more about how your organization can benefit from strategically applied technology solutions in your office, in the Cloud, or both!

"It must be borne in mind that the tragedy of life does not lie in not reaching your goal. The tragedy of life lies in having no goal to reach."

Benjamin E. Mays—American educator, clergyman, 1895-1984



THE PILOT

Insider Tips to Help Your Organization Run Faster, Easier, & More Economically

How To Determine The TRUE Cost Of Any IT Upgrade, Transition Or Addition

Volume XIII, Issue 3
March 2012
BeckITSystems, Inc.
(703) 433-0730

Dedicated to YOUR Success!

Happy St. Patrick's Day!!

Inside This Issue...

ROI and TCO of IT.....Page 1
Google Plus.....Page 2
Success!.....Page 2
An Irish Story.....Page 3
Is VOIP for you?.....Page 4
Strategic IT Roadmap!.....Page 4
Consumerization of IT.....Page 4



"No, you don't get to choose between the wearin' of the green and the eatin' of the green."

I am often asked about the **Return on Investment (ROI)** for Information Technology (IT). The truth is, technology is an investment but not in the purest sense of the word. Investments are things that provide a measurable, quantifiable return for your money. Technology applied in a strategic manner that supports business outcomes definitely provides measureable returns, and the key, therefore, is to minimize capital expenses on technology while obtaining maximum return.

Technology *certainly does* provide a return for your money. If you don't think so, try communicating with your clients and market without e-mail or performing accounting tasks with pen and paper. And the right technology applied with a smart strategy can certainly give any business owner a strategic advantage in many ways including the obvious: faster delivery of goods and services to customers, greater productivity, lowered production costs and the like. In fact, there aren't too many businesses that can operate without some core IT applications. But the reality is that your bank account is going to be a bit lighter after you install that new upgrade or technology, so how do you know if that IT upgrade or project is worth the money?

The right way to look at the true price of any IT project or upgrade is to look at **TCO** or the **TOTAL COST OF OWNERSHIP** and not just the **PRICE** of the project or upgrade. For example, if you buy a car, the price of the car is not only the purchase cost of owning it. You also have to consider interest, insurance, gas and routine maintenance like new tires and oil changes to get an accurate look at what you'll pay. Therefore, the total **COST** of owning a car is far more than just the purchase price tag – and a cheaper car up front can end up costing more in the long-haul if frequent repairs are needed.

In IT, the same principle applies. You have to look at the **TOTAL** cost of a particular IT decision, not just the price tag, when comparing options. For example, the real cost of not upgrading a network may actually be higher than spending several thousand dollars on new equipment and upgrades when you accurately assess the total cost of maintenance, service fees and poor performance. These days, many business owners are looking to Cloud Computing because they want to save money. The cost savings will often come in the form of eliminating purchase costs for computers and productivity software, longer life for existing computers, less maintenance and low (or no) upgrade costs over a 3 year period. Many who move to the cloud receive a new network for less than they paid to maintain the old network!

So before you say "No" or "Yes" to that next IT project, make sure you are taking into consideration the **TOTAL** cost of your decision, and make sure you are talking to a true professional who understands the difference between the price of something and the total cost.



Get More Free Tips, Tools, and Services at www.BeckITSystems.com

Success Is a Result of Achievement Not Good Intentions

Written By Guest Author:

Robert Stevenson

At the beginning of every year many people make a New Year's Resolution List: lose weight, stop smoking, exercise more, learn a second language, lower their cholesterol, spend more time with their family, etc. Making a list is a great idea because "How do you know you got there, if you don't know where you are going?" Unfortunately most people never accomplish anything on their list. Why?

There can be many reasons why people fail at achieving their New Year's Resolutions: lack of commitment and resolve, poor planning, poor organization, lack of time or poor time management, letting trivial things interfere, choosing too many resolutions, depending on others to help, family demands. With all the surprises and demands that pop-up in our daily lives, "New Resolutions" start getting pushed further and further back until they just disappear.

This year I have decided to simplify this process in hopes of helping to ensure my success. I have decided to choose only "One" goal in each of "Four" important areas of my life. Areas you may want to consider are family, health, business, leisure, financial and personal. The key here is to limit your areas, because the more you pick, the greater your chance for failure. It is better to pick one and achieve it than it is to choose five and fail.

Continued in next column—see **SUCCESS**

What Is Google+ How Will It Affect Your Company's SEO?

Not too long ago Google introduced Google+ (Google PLUS) in an effort to take on Facebook and Twitter in the social networking war – and given the fact that over 20 million people have already started using this feature since it was introduced last June, there's a good chance it will continue to gain ground and popularity among web users. But what is Google+ and how will it affect the ranking of your company's web site – if at all?



Google is attempting to combine the most popular features of Facebook and Twitter into a centralized social hub where users have the ability to share content with specific groups of people called "circles." As users build these circles, they'll be able to see web sites that members of their circles have +1'd (is that a verb?). There's also a group video chat feature called "Hangouts," and a user-defined topical news feed similar to Twitter's hashtag called "Sparks." While positive (or even negative) reviews from users online have always been viewed through the lens of skepticism, Google+ will add a level of validation to those reviews since you only see the +1's from people in your circles.

While it's still too early to tell how Google+ will affect your company's SEO, it's safe to assume that Google will reward web sites that get lots of +1s because of the web's evolution to become more "social" and user driven.

The bottom line to all of this (and a key ingredient to any company's success online OR offline) is good old fashioned customer service. These days it's easy for any disgruntled customer to post a negative comment online. And once it's posted, it's practically written in indelible ink. Get enough negative reviews and your reputation will definitely take a hit. Additionally, it's important that you monitor your company's reputation online and encourage happy clients to post positive comments about you.

Success—Guest Article continued from adjacent column

When you concentrate your focus on just one goal, many other positive things can occur. A simple example would be to decide you are going to exercise more. Exercise will improve your health and your appearance, give you more energy, slow the aging process, cause you to sleep better, and reduce illness...One goal = many results. My suggestion for you this year is to Simplify (1 goal), Decide (4 areas) and Abide (Do). Success is a result of achievement, not good intentions.



Guest article provided by:

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

The Lighter Side... Classic Irish Story

In a court in Killarney, deep in Munster, Ireland, this conversation is reported to have taken place:

Lawyer: 'At the scene of the accident, Mr. O'Shea, did you tell the Garda officer that you had never felt better in your life?'

O'Shea the farmer: 'That's right, sir.'

Lawyer: 'Well then, Mr. O'Shea, how is it that you are now claiming you were seriously injured when my client's car hit your cart?'

O'Shea the farmer: 'When the Garda arrived, he went over to my horse, who had a broken leg, and shot him. Then he went over to Darcy, my dog, who was badly hurt, and shot him.'

Then the policeman came across the road, gun still in hand, looked at me, and said, 'How are you feeling?' I just thought under the circumstances, it was a wise choice of words to say: 'I've never felt better in my life.'



May good luck be with you wherever you go and your blessings outnumber the Shamrocks that grow

The Pros And Cons Of Switching To...



Since Alexander Graham Bell made the first phone call to his assistant Watson, the phone has come a long way. And now thanks to Internet technology, it's possible to make phone calls over the Internet using VOIP technology or "Voice Over Internet Protocol" (VOIP).

While there are a number of advantages to a VoIP system over a standard phone system, the biggest reason companies switch is to save money. It's not uncommon for a company making a lot of long distance calls to save 50% or more on their phone bill. Of course, there's no guarantee of this since there are a lot of different VoIP systems and the amount of money that you will save really just depends on which system you buy – and in some cases, no savings will make up for poor sound quality or dropped calls. So what are the pros and cons?

The upside is that most business class VoIP systems will offer you the same features you're used to with your current phone system, including call forwarding, call waiting, conferencing, voice mail, and (depending on what your current phone system is) additional features like the ability to share data, applications and even transmit video in addition to voice so that you can see and hear the person that you are talking to.

Of course, there are some downsides you need to consider before jumping on the VoIP bandwagon. The biggest problem with VoIP systems is the sound quality. In some cases, it's a bandwidth issue that will cause problems, but it's not the only one. Since the voice data is being broken up into a series of packets and transmitted over the Internet, there could be moments of silence, broken voice patterns, echoes, delays and static sounds. Sound quality is the #1 complaint most VoIP users have about the service and it can be improved by using a hosted PBX service.

Another issue is that VoIP systems cannot be used if there is a power or Internet outage. A traditional plain old telephone service (POTS) line, like a fax line, can function during a power outage because the phone company transmits electricity over the phone line. This electricity is used to power the phone service (cordless phones being the exception). That way, even if the power goes out, the phone will usually still work because the phone's power is coming from a different source. Many newer phone systems suffer from the same vulnerability. A hosted PBX with unified messaging ability overcomes this pitfall, especially when using a PC with battery backup.

To address these issues, we recommend Your Cloud Pilots' unified messaging and VoIP systems powered by Microsoft Lync. Currently in use by corporations world wide, BeckITSystems' hosted Lync service will be available second half of this year. Contact BeckITSystems to learn more.