

# Technology Bytes

Insider Tips To Make Your Business Run Faster, Easier & Be More Profitable

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! A true professional IT support team you can count on, available 24/7."



Bhavin Mehta, Fusion Factor Corporation  
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## Exclusive For CEO's

### Declare Freedom From Expensive Software, Hardware And Network Upgrades



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## Do I Need A Compliance And Cybersecurity Plan?

We talk a lot about cybersecurity and how incorporating the right practices can help fully protect your company from cyber-attacks, but there's another term that's often referenced when discussing cybersecurity that's just as important: compliance. While it's incredibly important for businesses to focus on maintaining the highest cybersecurity standards, they also need to ensure protocol meets compliance standards.

In regard to cybersecurity, compliance means creating a process to help protect the confidentiality and accessibility of information that's stored, processed or transferred. There is not an overarching standard for compliance when it comes to this. Instead, there are different guidelines and requirements for every industry, so it's important to be aware of your company's needs. If you're not, you could be subject to fines and penalties in addition to being at greater risk for cyber-attacks.

Though they're related, there are still some glaring differences between cybersecurity and compliance. Cybersecurity is practiced for the company's own sake

instead of to satisfy the needs of a third party. It's also present to protect a business from the risk of constant threats and needs to be continually managed and updated. IT compliance, however, is completed to satisfy external requirements and is driven by what the business needs more than anything else. Unlike cybersecurity, compliance is finished when the third party is satisfied with your process.

Compliance and cybersecurity work best when they're aligned, so it's extremely important that your business has a plan for compliance and cybersecurity. On its own, compliance is incredibly important for various reasons. The first is probably the most obvious since you can be fined or penalized if you fail to comply with industry standards. Having the proper compliance program will prevent your company from being fined. Additionally, your compliance plan needs to include continuous monitoring and assessment of networks, devices and systems that your company uses in order to align with regulatory cybersecurity requirements. It also sets up an action plan if your business is ever breached, since you need to communicate news of the breach to any parties that could've been impacted.

Every business, regardless of size, is susceptible to data breaches. It's only with strong cyber security and IT compliance plans that you can hope to plug every hole hackers may look to exploit. Compliance is an important part of risk management, and it's essential for the future success of any business.

A compliance plan alone is a great start, but having cyber security measures in place as well will help you be prepared if you're ever audited by a third party.

Whether you have teams or individuals who oversee security protocols, they all need to know the requirements for cyber security compliance and exactly how protected the company is. If your company utilizes a firewall, which it absolutely should, your teams need to know exactly how protective that firewall is. They also need the evidence to back up their claims so

they can prove the information they provide is accurate. Auditors want to see a handful of different documents, so make sure your team is prepared for any questions or requests.

Once you have the basics of your plans taken care of, you can focus on accurately documenting each step. From meeting notes to the list of items that an auditor may need, your entire team needs to document anything they do or see regarding Cybersecurity.

There is another, much easier option to ensure your business stays compliant and is protected from cyber-attacks. You can hire a managed IT services provider. With a managed IT provider, you will have a dedicated team that ensures your company's sensitive information is protected and all of your Cybersecurity holes are filled. They'll also ensure your business stays compliant with any third-party regulating bodies in the process.

Though technology is ever-advancing, you shouldn't have to worry about cyber-attacks on a daily basis. With strong security protocol, or with the help of a trusted managed IT services provider, you can rest easy knowing your company's information is as secure as possible.

**“Compliance and cybersecurity work best when they’re aligned, so it’s incredibly important that your business has a plan for compliance and cybersecurity.”**

### **Declare Freedom From Expensive Software, Hardware And Network Upgrades**

Office 365 and Google Apps are two perfect mainstream examples of the cloud computing trend for small businesses; for an inexpensive monthly fee, you can get full access to and use of Office applications that used to cost a few hundred dollars to purchase. And, since these apps are being powered by the cloud provider, you don't need an expensive desktop with lots of power to use them – just a simple Internet connection will do on a laptop, desktop or tablet.

### **What Is “Cloud Computing”?**

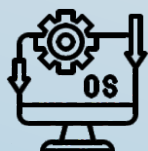
Cloud computing, or “going to the cloud,” is very similar to the concept of paying for electricity as a utility rather than purchasing and running your own generator to power your home or office. Similarly, with cloud computing, the cost of hosting, securing and delivering network services (like Office) is owned by the utility company (in this case, Microsoft).

### **Is This A Smart Move?**

The simple fact is, cloud computing is NOT a good fit for every company, and if you don't get all the facts or fully understand the pros and cons, you can end up making some VERY poor and expensive decisions that you'll deeply regret later. You need to consider the reliability of your Internet connection, what type of helpdesk support you want, security, what other applications (accounting, CRM, line-of-business applications, etc.) you need and which devices (scanners, printers, iPads) you need to use.

### **Free “Cloud Readiness” Consultation Will Give You The Facts**

If you want to know if cloud computing is right for you, call us for a free, no-pressure, no-obligation cloud readiness assessment. We'll evaluate your current situation and provide insights and options for moving to the cloud. We'll also answer any questions you have and tell you the unvarnished pros and cons of choosing this option.



**Sign Up For Your FREE Cloud Readiness Assessment Today At:**

<https://www.fusionfactor.com/it-services/cloud-computing/>

**Or Call : 760 (940) 4200.**





## Shiny New Gadget Of The Month:



## Airmoto

Imagine you're driving with your family on vacation in the middle of winter. All of a sudden, the road feels much bumpier, so you pull over and get out to check your tires. To your dismay, you discover one of your tires has gone flat. The closest gas station is over a couple of miles away, and your spare can't handle the adverse conditions. So, what should you do? With Airmoto, you never have to worry about this situation.

Airmoto is a rechargeable compact air pump that provides up to 120 psi. In only 10 minutes, you can inflate your car's tires to the proper tire pressure. Airmoto can be used to pump up balls, bike tires and even truck tires. It's practical, not very heavy and quite affordable. Airmoto is the perfect addition to any roadside assistance kit.

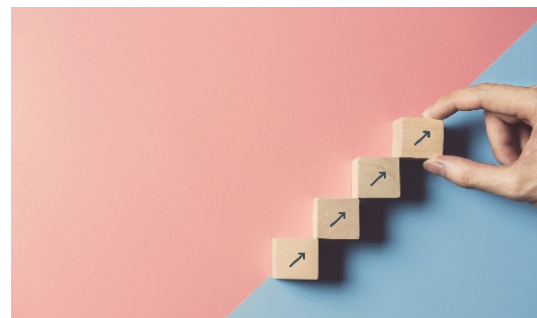
# 8 Tips To Reach The Top Of Your Field

I've been consulting business leaders for well over 20 years now, and in that time, I've worked with some of the brightest minds across various industries. At ghSMART, we have helped many people reach the top of their field, and you may be wondering how we helped them. A professor taught me a tactic years ago that has helped me reach the top of my field. Now, I enjoy sharing this information with our clients.

Essentially, there are three roles in every profession - rainmakers, doers and trackers. The trackers are those who track other people's work. They play an important role but will rarely leave a lasting impact on their field. Most people are doers, since they do the work that is provided to them by someone else. They're also important, but they probably won't reach the top of the field. Then there are the rainmakers. These are the people who are proactive and go above and beyond to achieve results. Rainmakers always push to reach their goals and often reach the top of their field in the process.

Just being a rainmaker is not enough to leave an impact, though. If you follow these eight tips, you'll be well on your way toward success.

- Go to the best schools you can while achieving the highest grades possible and establish your technical skills. You don't necessarily have to attend the best school possible, but it does help.
- Spend 20% of your time building relationships. Try to spend a day each week learning what concerns are affecting customers in your industry and work toward solutions.
- Keep a list of your 50 most important relationships and rank them in order of importance.



- Don't do tasks or offer advice if it is outside of your area of expertise. If you don't deliver great results, you will push your clientele away.
- Improve your public speaking skills. On average, 95% of professionals are not confident when speaking in public, so the 5% who are confident usually shine on a regular basis.
- Learn how to hire and delegate. You can't do everything on your own, so you need to surround yourself with a team you can trust.
- Price yourself high, but don't get greedy. You know how much your work is worth and you know how much the competition charges. For desired results, clients don't mind paying a little extra for good work.
- Mentor others to become rainmakers. Your team will only grow stronger.

As a caring and courageous rainmaker, you will rise to the top of your field - while your peers who rest entirely on their technical skills will not.



## ■ The Future Of Leadership

The pandemic completely changed the way many people view work. If there's one thing for certain, it's that remote work will continue once the pandemic ends. If your business has switched over to a remote or hybrid environment, you may need to reevaluate your leaders to ensure their skills align with the new work environment. Strong remote leaders possess traits that are essential for success.

In fact, if you want your business to prosper in the future, you must ensure your leaders are good communicators since they might not be working in the same location as their employees. They also need to possess collaboration skills to ensure each facet of every project is covered. Additionally, your leaders should be able to align their values with those of your staff and customers. Empathetic and understanding leaders are the future,

and you need to have a leader who will look out for their team while also taking care of any customer needs. If you interview a candidate who possesses these great characteristics, they should be a top contender for your leadership positions.

## ■ Reasons Your Business Should Be Using A Private Cloud

Gone are the days when everything was stored on a physical hard drive. Now, most businesses and private users utilize cloud computing to store their data. It's no secret that cloud storage is the present and future of data storage, but have you thought about using a private cloud that only allows your business and permitted users to access necessary information? There are many benefits that come with using a private cloud, such as the following.

- It offers better security since nobody besides authorized users can use the storage or servers.

## Cybersecurity Tip



**Make Sure Your Staff Is Properly Trained In Procedures & Protocols**

- Your team will gain greater flexibility to continue their work without the fear of IT issues since backups are done automatically on private cloud servers.
- It's often cheaper to use a private cloud than to maintain physical servers.
- Private clouds usually come with managed IT services, so there's no need to hire an IT team to work on-site. This will save you time and money.

