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This monthly
publication provided
courtesy of Tim
Steinour, President of
E-Safe Technologies.

"You are a top expert in
what you do. We are top
experts in what we do. Let
us save you time and
money by helping with any
of your IT concerns."



Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

Welcome to the brave
new world of cyber-
warfare.

Gone are the days when software
patches were just for nifty little
feature add-ons or updates.

Today, a software update notice
could mean your whole computer
network is suddenly at risk.
Dangers include data theft,
crippling malware attacks and
mischief you may not discover for
months, or even years...

As with graffiti on your garage
door, if you don't pay attention and
clamp down on bad behavior, your
problems have likely just begun...

And, like those who hire a
professional security firm to keep
thieves out of the warehouse,
thousands of CEOs and business
owners are now waking up to the
fact that it's absolutely imperative to
hire a pro when it comes to securing
your data network.

Here's why you need a professional

handling this for you:

#1: Speed is of the essence.

"If you didn't update to version 7.32
within seven hours, you should
assume you've been hacked." That's
what software maker Drupal told
millions of its customers around the
world last year. It's just one example
of what can happen if you don't
respond with lightning speed.

Once a security breach has been
identified, hackers rush in. On "Day
Zero," cyber-crooks around the
world go after at-risk targets.
You've got to be quick to patch the
gap, or else you risk a system
compromise.

Unless you have the time,
knowledge, experience and tool set
to respond instantly, you are far
better off leaving this to a
professional IT firm you can trust.

#2: It's not just the big boys they're after.

Sure, the top news stories are about
the attacks on companies like
Target, Home Depot and Sony...

Yet your business is just as vulnerable, if not more so. Chances are, you simply do not have the resources that giant corporations have to manage a data disaster. The statistics bearing this out are shocking: more than 60% of small businesses close their doors following a serious data breach.

The threat is not confined to giant corporations. Small and medium businesses are being attacked every day, and, unfortunately, your business is no exception.

#3: Dealing with data breaches requires specialized knowledge, skill and experience. Here are just a few of the things a competent data guardian must be able to do to effectively protect your systems:

Review documentation and monitor forums. Sometimes your software vendor doesn't tell the

whole story. It's critical to check online forums and other communities to see if anyone else is having issues with the new patch before jumping in with both feet.

Know when to apply a patch immediately and when to wait.

Typically, somewhere around 95% of patches work hassle-free. The trick is to spot the 5% that don't — before installing them. This requires identifying unique patching requirements, and applying exceptions accordingly. For instance:

Does the patch deal only with a security issue?

Or does it just add new features or fix non-security-related bugs? Obviously, security issues get top priority.

Is the system currently having issues?

If not, and if the patch doesn't address a security issue your system is vulnerable to, it may

be better to heed the old adage "If it ain't broke, don't fix it."

What security gaps does it address?

How severe is the threat to your particular network? If, for example, the only way a virus can enter your system is through an e-mail attachment and this functionality has been disabled for all users, perhaps the threat needn't be a great concern.

Keep options open in case of complications.

Once a patch has been applied, if things aren't working, it's critical to restore the data network to pre-patch functionality, with little if any downtime. That means having good backups in place along with a tested and proven recovery process. Does just thinking about data security give you a headache? We strongly advise that you let us handle this critical part of your business for you.

Call (412) 944-2424 and schedule our no-cost Security Update Audit today. You'll discover how easy it is to rest assured that your network is secure 24/7.

"Chances are, you simply do not have the resources that giant corporations have to manage a data disaster."

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



You Will Learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site back-up service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.E-SafeTech.com/12facts



iTranslate Makes It Easier Than Ever To Speak With Interesting People

Other than the occasional epic (and hilarious) fail, translation apps are getting pretty good. And one of the best, iTranslate, now gives you voice translations on the spot.

Here's an "at-a-glance" rundown of all that iTranslate can do:

Speak into your device and, with a tap or swipe, it recites what you just said in your choice of over 90 languages. That's twice the number of languages offered by Google Translate.

You can select a male or female voice, as well as dialect and speaking rate. It also turns Chinese characters into alphabet-based words in English.

And you can run it on your iWatch, iPhone, Android or Windows phone.

One downside is that the free version displays ads, but for five bucks you can upgrade and turn them off.

With this handy app, your world just got smaller — and, potentially, a whole lot more interesting.

Voice Tips For Effective Speaking

When George H.W. Bush ran for president in 1988, he hired a voice coach to help him lower his voice an octave. Why? Because the candidate's high-pitched voice had helped saddle him with the "wimp" image, even though Bush had proved his valor as a Navy combat pilot during World War II.

Fairly or unfairly, we impute strength and confidence to the person who speaks with a low-pitched, well-modulated voice.

We convey feelings, moods and attitudes through a variety of voice qualities, which are sometimes called *paralanguage*. Among these qualities are volume, pace, intonation and juncture.

Volume and Pace should be used in a careful, controlled way. They can achieve powerful effects, especially when persuading from the public platform. You can let your voice rise to a crescendo, the pace and volume quickening until you reach a peak of excitement. Or you can drop to a dramatic whisper.

Volume should always be great enough that you can be heard by everyone in your audience. When you're addressing a group through a microphone, that generally presents no problem. When speaking without a microphone, keep checking the people farthest from you for signs that they're straining to hear, or that their attention is straying.

Pace should be adapted to the message. Some simple but telling points can be made effectively in rapid-fire sequence. Others can be made by slowly drawing out the words, or by long pauses to let the points sink in.

Intonation refers to the voice pitch. We usually speak in a range of pitches, from low to high. The range between high and low intonations varies from individual to individual, and from one linguistic population to another. The English, for instance, generally have a greater range than do Americans.

Juncture refers to the way vowels and consonants are joined in the stream of speech. If you listen to someone speaking in a foreign language, it sounds like a continuous flow of syllables. That's because you haven't learned to recognize the signs that tell you where one word stops and another begins.

Speakers of other languages have the same problem comprehending English. As I've spoken on different continents, I've formed a great admiration for the translators who render my speech into other languages. Once I was translated simultaneously into seven different languages. Either my juncture was good or my translators were superb. The audiences laughed at the appropriate points and applauded at the appropriate points.

Inattention to juncture can make your speech indistinct or hard to understand. If you tell a carpenter to build a greenhouse, make sure you don't end up with a green house; the difference in appearance and cost can be substantial...

If you ask your secretary to get you the night rate and have it on your desk the next morning, be sure it doesn't sound like "nitrate." Otherwise, you may find a sack of fertilizer in your in-basket.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona.

To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

Your Accounting

■ *Time to put your books in the cloud?* Want to save time and money on bookkeeping in 2016? If your company hasn't already made the switch to a cloud-based accounting system, it may be time to migrate. Here's why: with a cloud system, you can outsource your bookkeeping, saving you staffing costs as well as office space. Plus, your team saves time dragging files back and forth and keeping current versions backed up and secure. And an added plus is that you and your team can enter expenses on the go via smartphone. Popular apps include QuickBooks Online, Xero, Zoho Books and FreshBooks. Choose based on robust feature sets, solid support, ease of use and, of course, time and money saved.

Aggregated from recent issues of PC Magazine, Business News Daily and Merchant Maverick

Your Time

■ *3 Ways to End Holiday Overwhelm.* This holiday season, skip the stress

with these time-saving tips: 1) Do your homework before hitting the stores. Catch coupons on sites like dealcatcher.com, couponcabin.com and retailmenot.com. Quality-check gift ideas at Consumerreports.org for expert reviews, or sites with user reviews such as Amazon.com or Cnet.com. Then, rather than drive all over town for the best deal, check out Pricegrabber.com. 2) Plan a trip — it's a great way to share experiences rather than acquiring more things. 3) For those on your list who already have plenty of "stuff," give a Good Card. The Good Card lets users give to their choice of over 1.2 million charities.

Summarized from Family Circle, "Holiday Time And Money Saving Tips."

Your Health

■ *Eat, drink and be healthy this holiday season.* Here's how: keep the pounds down by knowing your number. Visit heart.org/explorer for a quick read on your recommended daily intake of calories. Think of it as your

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expense-account limit for holiday gatherings, and choose how much you want to spend on drinks, appetizer, entree, dessert, etc. You could even keep a food diary to help stay on track with your target weight goal. At parties, wear snug clothing and keep one hand busy. With a drink in your dominant hand, you'll be less likely to grab goodies. And your snug-fitting outfit will keep you so busy pulling your tummy in, you won't have time to feel hungry.

Aggregated from recent entries: Heart.org and WebMD.com

Your Computer's Operating System

■ *Windows 10, Thumbs Up...* As even Microsoft admits, Windows 8 was a flop... So why make the leap to Windows 10? (By the way, in case you were wondering, for reasons we may never know, Microsoft decided to skip Windows 9.) To start with, the Windows 10 user interface just makes a lot more sense than W8's UI. It brings back the Windows 7 start menu, and key functions are accessed from the taskbar. It features a more refined design — for instance, smaller window borders. And, at least until July 29, 2016, you can upgrade your Windows 7 or 8.1 OS for free. So unless your Windows device is an RT version or is about tapped out on memory, we think you can feel pretty good about upgrading to Windows 10.

Aggregated from Tech Radar and IB Times



"So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms."

Gain a Return on Social Media

Do you ever feel like your social media efforts are going nowhere? Does it feel like you spend more and more time marketing your small business on Facebook, Twitter and other social media platforms, but with little return? Well, a recent survey reveals just how much ROI small business owners are actually gaining from their social media efforts, and the results are eye-opening.

Survey details

The survey was conducted by a small business directory and support network known as Manta. They surveyed 540 of their small business members with the aim of learning how much ROI these companies are gaining from social media marketing.

The results

Based on data on the 540 participants, 41% of businesses are receiving a return from social media marketing, which leaves nearly 60% with nothing to show for their investment of time and money. And as for the businesses that are gaining a return, over 80% earn less than \$1,000 a month from their social media efforts. More surprisingly, close to half bring in less than \$100 a month.

As a small business owner, should these numbers be cause for alarm? According to the CEO of Manta, John Swanciger, part of the reason the return is so low for most businesses is that their social media priorities are misguided. He notes that social media is less about bringing in new customers, and more about community building. "For a long time, the mantra was that social media could bring in new customers," he says. "In reality, social media is a community builder, and your biggest fans are your already-loyal customers. When small businesses treat social media as the new word-of-mouth community, the real return will follow."

One of the oldest marketing tactics around is word-of-mouth marketing. Every day, people recommend products, restaurants and businesses they love to friends and family members. And social media is the perfect platform to cultivate your fans' love of your brand. But according to the Manta survey, less than 8% of business owners cited building community as their primary social media goal.

So how do you build a community on social media?

Besides the obvious investments of time and money, here are a few quick tips to get you started:

- Regularly post content that is valuable to your social media following - the keyword here being *valuable*.
- Ask your followers questions to start conversations, and then engage with them. This builds a connection between your brand and customers.
- Show your followers that you genuinely care about them, and they'll likely do the same for you with glowing recommendations to friends and family.

Of course there is much more to it than this, but these quick tips can help you get started. If you're struggling with your own social media efforts and would like to learn more, we're happy to point your business in the right direction. Call us today to speak with one of our experts.

Communication Before the Storm is Key!

As it is only a matter of time before the first winter storms hit in many places, you might want to consider taking a look at your company's business continuity plan. Each year heavy snowfall and other weather-related incidents interrupt services and cost businesses money. One way to prevent this from happening is by communicating with clients and staff before a storm hits, in order to ensure everyone is prepared.

While weather varies drastically depending on where you live, nowhere is immune from inclement conditions during the winter. It's only a matter of time before your local weatherperson appears on TV warning you to brace for yet another "Storm of the Century", and in turn everyone whips themselves into a frenzy preparing for the worst-case scenario.

However, you shouldn't just be focusing on your personal affairs; you need to make sure your business is ready as well. Even if the forecast doesn't turn out to be accurate, it's always better to be safe than sorry. For this to happen, you will need to stay in constant contact with both your employees and customers before and during a storm to make sure they know what to expect. Doing this will help limit interruptions and make sure clients can adjust the expectations they have of your business. Here is how you can use communication technology to prepare for any possible service interruptions caused by bad weather.

Employees

The great thing about technological advancements over the past few years is that they allow for many employees to work from home, or from anywhere that has an internet connection. However, they must be prepared to do so. That means you should be letting employees know that there is a chance they might be working from home three or four days before a storm is due to hit. During this time, have your IT department or provider check with those employees to ensure they have the capabilities to work from home, even if it is in a limited capacity.

During this time, designate certain employees as flex workers if you can't determine just how bad the weather will be the next day. This means that they will check the weather in the morning and come in if it is safe. They will also be in charge of informing other employees whether or not they will need to come into work.

Finally, make sure there is an updated spreadsheet or file with all your employees' contact details, and that this is available to those who may need it. It is important that each person at your company is able to be reached via multiple channels, because you never know which services a storm may knock out. Having this ready before anything happens will allow for more efficient communication during inclement weather.

Customers

Your customers depend on you, and it is absolutely vital that you keep them informed of how the weather situation will affect your business. One of the easiest ways to do this is via social media. In the days leading up to the storm, let your followers know that you are keeping an eye on the situation, and provide contact information for someone at your company who can give them additional information if needed.

If your business will have to close because of bad weather, it's good practice to announce it as far ahead of time as possible. Ideally this will be done on the night before or, at the latest, early in the morning of the closure. You don't want customers trekking in three feet of snow to get to your shop or office, only to find out it's closed.

Make sure you get in touch with clients right away to inform them of any delays that might occur in delivering goods or services because of the office shut-down, and give them an estimate as to when your business will be fully operational again. Just because you aren't responsible for the weather doesn't mean you can stop being accountable altogether. Staying ahead of the game will prove to clients that your company is organized and prepared for anything.

Of course, communication is just one part of a comprehensive business continuity plan. Contact our experts today and find out how we can keep your company functional no matter the weather.

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Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.E-SafeTech.com/protect or call our office at (412) 944-2424.

**Get the equipment you
need without paying
outrageous amounts!!**



Equipment Leasing

E-Safe Technologies offers our clients an easier way to afford the equipment that will make your operations run more smoothly. By paying a low monthly payment to lease equipment, you can ensure that your employees productivity is not slowing due to lack of necessary technology.

36 month- \$ BUY

\$10K---\$370.00/month
\$20K---\$710.00/month

36 month - FMV

\$10K---\$289.00/month
\$20K---\$578.00/month

**Give your team the holiday gifts they want!
Contact an E-Safe rep today!! (412) 944-2424**



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The E-Insider

*Happy Holidays from the E-Safe Technologies Team!
Wishing you good health, secure data, and profitability in 2016!*