

*"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"*

June 2016

Pittsburgh, PA

Shadow IT: Ignore at your Own Risk ...Page 1

Free BDR Report ...Page 2

Shiny New Gadget ...Page 3

Separating Yourself From the Start-Up Pack ....Page 3

Imagine Taking a Pill to Change your Skillset ...Page 4

FREE Cloud Report ...Page 4

HARD ROCK HAPPY HOUR ...Page 5

Free Facebook Marketing ...Page 6

New Android Core Features ..Page 7

Referral Contest ..Page 8



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."**



**I**t's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of

## Shadow IT: Ignore At Your Own Risk

the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

**The hidden dangers of shadow IT**  
When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling

*continued on pg2*

productivity and innovation.

### Bringing your shadow IT out into the light.

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

#### Cut loose the "control"

**mentality.** It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they may start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

#### Recognize the delicate balance between risk and performance.

Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

*"Take control of high-risk situations and keep an eye on the rest."*

**Foster open communication.** Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

**Develop a fully tested plan.** Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise

manageable event from turning into a full-blown business crisis.

### Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

E-Safe Technologies can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection. Contact us today at 412-944-2424 or [info@e-SafeTech.com](mailto:info@e-SafeTech.com) to take advantage of this offer (normally \$297), FREE through the end of June, and put an end to Shadow IT in your organization finally and forever.

## 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 backup 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](http://www.E-SafeTech.com/12facts)

## Shiny New Gadget Of The Month:



## What If Your Smartphone Had Wings

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at [xcraft.io/phone-drone](http://xcraft.io/phone-drone).

## Separating Yourself From The Start-up Pack

Many of America's favorite companies began as a small start-up.

Ben & Jerry's sold ice cream out of an old gas station when they first opened in 1979. Mark Zuckerberg created Facebook in his college dorm room. Starbucks started with just one location in Seattle, Washington.

The ability to scale up is a defining trait among businesses that want to move ahead of the start-up pack. To do that, companies must learn how to lose the start-up mentality and focus on a few key areas.

### Building A Great Team

Nancy McCord, chief talent officer at Netflix, said, "The best thing you can do for employees – a perk better than foosball or free sushi – is hire only 'A' players to work alongside them."

Top talent likes to work with other top talent. Create a culture where team members challenge each other, learn together and propel the company forward. If your top talent is too busy managing disengaged, subpar workers, the work will get old very quickly. No one wants to go to work and babysit fellow team members.

To create a team of top-tier talent, focus your energy on engaging current members and improving the hiring process. Create a company scorecard for job candidates. Outline the type of person who excels in the position and the character traits they must possess. If an applicant doesn't meet the criteria, politely decline to pursue them further.

### Choosing The Right Strategy

Your company's strategy is the roadmap that tells you how to get from where you are to where you want to be. It's the defined path that your start-up will take in order to grow and become a leader in your industry. You should live, breathe and make decisions based on this strategy.

This requires more than just vague goal-setting. What matters most to your organization? What's your mission? All of these should be taken into consideration before you pick a strategy. Once this strategy is established, your senior leadership should meet weekly to discuss its progress.

Include your entire team in the execution of the strategy and educate them on the "why" behind it. Each employee should have a solid knowledge of the company values, foundation and proposed direction of the company. This transparency will also aid in retaining the top talent you worked hard to recruit.

### Improving Your Cash Flow

Your cash conversion cycle (CCC), or the amount of time it takes for a dollar spent to make its way back into your bank account, is one of the most important metrics to watch while scaling your business up. Growth requires money, and the faster you scale up, the more money you need. Learn how cash flows through your organization.

Scaling up is possible, but it takes focus and dedication to these three areas. Every industry-leading company started somewhere, and there's no reason why your organization can't be next.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.



## Imagine just taking a pill to acquire a whole new skill set.

In *The Matrix*, Neo opens his eyes after being programmed and tells Morpheus, "I know kung fu." According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nano-robots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson's patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World Wide Web.

-Inc.com

### Hootsuite, Buffer...or both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and

Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

### Which app best helps you take notes on the go – Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is

best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

### Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

## Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This...



If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

**Get Your Free Copy Today:** <http://www.E-SafeTech.com/cloudreport>



# Hard Rock Happy Hour



**When: Thursday, July 28th - 3pm to 5pm**  
**Where: Hard Rock Café—Pittsburgh, PA**

**Cost: FREE!!!**

**Join E-Safe Technologies along with Veeam and Nimble for a few hours of information and a good time. Each of the E-Safe partners will give a short presentation followed by drinks and appetizers. Come on out and spend a couple hours with your friends from E-Safe! We hope to see you there!!**

**Register: [www.e-safetech.com/HardRock/](http://www.e-safetech.com/HardRock/)**

# How to Market your SMB on Facebook for Free

We all know you can buy ad space on Facebook. And while ads on the world's largest social network are generally quite affordable, they still cost money - which as a small or medium sized business owner, may be in short supply. Thankfully, there are many ways to market your business for free on Facebook. Here are a few of the most popular methods.

## ***Get your friends on board***

A business is nothing without its fans...at least on social media. So after setting up your Facebook business page, your first order of duty should be to invite your friends to "Like" your company page. Bear in mind, we use the term "friends" broadly here. Really, you should be telling pretty much everyone you know about your business. This includes family members, colleagues, that random parent you chatted with at your son's baseball game, and any acquaintances from all walks of life. The goal of this is to create a foundation of followers to build upon as you grow your business.

## ***Create your brand identity***

On Facebook, your brand needs to do more than simply sell a product or service, because no one wants to interact with a company they feel is constantly trying to sell them. This is exactly why your brand should have a persona and human characteristic. In other words, you need a brand voice. So ask yourself, how should your brand sound? Should it be funny, easy-going, serious or inspiring? Once you've figured it out, ensure this voice is consistent in all your posts as it will help your audience form a relationship with your brand as they get to know it better. While you can and definitely should advertise different products or services your business offers, most of your posts should aim to entertain, inspire, and encourage social interaction. As your followers get to know your brand better, they will develop shared interests with it, which will eventually lead to trust. And when your audience finally trusts you, the sales will start to come in naturally.

## ***Exploit algorithm changes***

If you thought Google was the only platform that changed their algorithms, think again! Just like Google, Facebook also uses algorithms to determine the amount of organic reach your updates get. This raises an interesting question...how do you discover what algorithm changes Facebook has on the docket? Well, they occasionally post them on [Facebook's newsroom](#), so regularly check there to stay updated.

So once you're aware of an upcoming algorithm change, how can you exploit it? Let's look at an example. Back in the Fall of 2014 Facebook announced they'd begin to favor link posts with an image attached, over photo posts with the URL in the caption. Users who were aware of this change in advance and implemented it accordingly, were reportedly getting three times as much organic traffic by February 2015. Those who missed the announcement were left scratching their heads wondering what happened to their traffic.

## ***Check your data***

Many people believe there's a best time and day of the week to share a post. While this is true, the actual day and time that's best may be different from what you expect. While some people are quick to proclaim Tuesday and Thursday mornings are the best time to post, the reality is the best time to post depends on your unique business. Everyone's audience is different, and results will vary from business to business. So while some SMBs may discover they have their audience's full attention on Tuesday and Thursday mornings, others may learn their customers are most engaged on Thursday and Friday evenings. So how can you find out when your audience is watching? Check your page's *Insights tab*. This will provide you a plethora of information about your customers, including the days and times when they're on Facebook.

While all these tips to market your business on Facebook are free, bear in mind you'll need to invest a significant amount of time if you want to see results. To really succeed with Facebook marketing, you need to regularly interact with the platform - and not just treat it as an afterthought.

To learn more about how your business can leverage Facebook and other social media platforms, give us a call.

*Published with permission from TechAdvisory.org. [Source.](#)*

# Android Plans to Add Exciting New Core Features

Google has announced another batch of features coming to your Android phone, possibly as soon as next month. Although some of the items are simple and subtle integrations and others are far more grandiose, they're all going to drastically improve the performance of your phone. Since some people view their mobile device as something akin to an extension of their body, let's take an in-depth look at the new things you'll be able to do.

## *Split Screen*

The most visible and exciting feature is Android's new 'split-screen' functionality. Soon you will be able to enter your 'overview' mode (the button that shows all of your open apps in a rolodex style queue), click and hold on an app like YouTube and drag it to the top of your screen where it will dock. The bottom half of your screen will remain in 'overview' mode, allowing you to select an app to occupy the bottom half of the screen. With this update, sending an email while YouTube is open won't cause any interruption in either of the two programs. It's the same as having two monitors, just on a much smaller scale.

Because phone manufacturers get to layer their own components on top of Google's core Android operating system, Samsung and LG already have a few 'split-screen' devices. However, by integrating this item into every Android phone regardless of manufacturer, app developers will have more incentive to optimize their product for this feature or even develop new apps designed entirely around this functionality.

## *Fast App Switching*

Do you ever find yourself switching back and forth between two apps? Maybe you need to write an email on your phone, while using a web page as reference material. Switching between the two can really slow down the flow of your work, and Google has finally addressed this by improving the 'overview' interface. In addition to limiting the number of displayed programs and adding a 'clear all' button, Android mobile devices will get 'fast app switching'. With this feature a simple double tap of your 'overview' button will switch to the last program you used. After switching to the previous app, you can double tap again to return to the original app. It's simple, but goes a long way.

## *Updated Notification Window*

Next up is a small change to the native notification window. At the moment, if one app has multiple notifications they all get grouped into one vague 'card' in your notification window. I/O announced that in the future users will be able to tap on one of those cards to expand it for more detail. Instead of just seeing that you have six emails from various users, you'll be able to see more information and access response actions for each individual notification within apps.

## *Instant Apps*

How many times have you installed an app that you didn't want, but needed for a one-time use? Whether it's to purchase tickets, gain access to a promotion or receive something from a friend who uses the app, it can be a lengthy and tedious process. With 'Instant Apps' Android will give you the option to temporarily load software, similar to a webpage, so you can access the service without actually downloading the unnecessary app. Google promises this will take mere seconds compared to the time it currently takes to download and install full programs before using them. Some tech writers have cited 'Instant Apps' as actually faster than loading a website, with all of the security and safety of an app. Additionally, while the 3 features before this one will be released for phones with the most recent OS update, Google is making 'Instant Apps' available to developers for any phone running anything newer than the Jellybean OS.

In general, Android phones offer a lot more customization and developer-specific options when compared to Apple's mobile devices. However, that can mean a lot more upkeep as well. If you're having trouble maintaining your Android device's peak capacity or need help managing their updates, don't hesitate to call us.

*Published with permission from TechAdvisory.org. [Source.](#)*



## Refer Someone You Know to E-Safe and we will Donate \$100 to a Charity of your Choice:

Referrals play a big role in our journey to support many Pittsburgh area businesses' IT needs. E-Safe is also a company that realizes the fact that there are causes out there that could use support! To show our appreciation for all of the kind words and new business you provide, we would like to make a donation to a charity of your choice just for telling your vendors, associates, and colleagues about E-Safe Technologies. All you have to do is **refer one person** who agrees to meet with us and we will donate \$100 as our way of saying thank you. This is by far our favorite referral program because of the fact that it enables us to give back and support worthy causes. Not only will we make the donation, but we'll also send the people that you refer who meet with us a voucher entitling them to (2) FREE HOURS of computer support so everyone wins! But wait!!! We are going to make this program even better... If we close business with the company that you refer to us, we will also donate \$100 to a charity of their choice. This mean that if you have even the slightest thought that someone out there needs us, which they most likely do, it is a chance for you to help us give back to a worthy cause. **This offer is only available to the first ten people who refer someone to E-Safe so act quickly!!**

Learn more: [www.e-safetech.com/resources/referrals/](http://www.e-safetech.com/resources/referrals/)



E-Safe Technologies  
300 Bilmar Drive  
Suite 240  
Pittsburgh, PA 15205

# The E-Insider