



The E-Insider

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

Don't Let IT Happen Again This Year... Three New Year's Resolutions To Make In 2014

2014 has arrived! Have you made any New Year's resolutions yet?

Besides resolving to spend more time with family and friends, getting fit and getting organized, have you made any New Year's resolutions for your business?

Looking at your current computer network and reviewing your past year's network support and services, are you saying to yourself, "I'm not going to let this happen again in 2014!" Do any of your New Year's resolutions include dealing with continually pesky computer network issues?

Do Your Resolutions Look Anything Like This?

- ♦ RESOLVED, double pinkie shake, I WILL get my critical company data automatically backed up offsite daily. Whether through fire, natural disaster, tape failure or just human error, I might lose all of my company data, which will cost me plenty.
- ♦ RESOLVED, I will take a serious look at cloud computing and all of the business benefits and potential savings the cloud offers for my business.
- ♦ RESOLVED, I will not tolerate subpar security policies or procedures for my company that put it in a high-risk category for being subject to cyber attacks that could cripple or completely wipe out my business.

FREE Technology Business Review Gets You On The Road To Keeping Your Resolutions And Eliminating Your Day-To-Day Computer Headaches.

To schedule a Technology Business Review today, simply call our office at 412-944-2434.



"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!"

♦ Tim Steinour,
E-Safe Technologies

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Pittsburgh, PA

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**Start with a Plan,
Finish with Success.**

Be A Great Client To Get The Most Out Of Your Vendor Relationships

(An excerpt from our book "Hassle Free Technology Support")

There is a lot of truth in the cliché "You'll attract more bees with honey than vinegar." This is especially true when working with professional consultants.

Quite often, business owners take an adversarial approach to working with their vendors. Since they are paying the bills, they believe they have the right to be demanding, difficult and even hostile. What they don't realize is that vendor relationships can make or break a company, and maintaining a good working partnership with all of your vendors (especially your computer consultant) is critical to your business success.

The more respect and appreciation you give your vendor, the more they will want to do a great job for you. Keep in mind that you might need them to do you a favor, or pull you out of a big mess, somewhere down the road. If you've developed a good working relationship based on mutual trust and appreciation, they will be far more willing to go the extra mile and help you out when you need it most.

Here are three ways to make sure you become a "favorite" client who receives special favors and extra attention:

1. Pay all bills on time or early.
2. Express your gratitude for the work they've done. Everyone likes to know that their efforts are appreciated.
3. If you have a complaint, don't jump to the conclusion that your vendor was trying to harm you on purpose. Let them know about your complaint and give them a chance to make it right before you get angry or take action. It may have been a simple mistake, or even an oversight, on *your* part.

Overall, clear communication is your best tool to ensure a great working relationship with every vendor. In most cases, I'm sure you want to find someone you can partner with long-term who will take an active role in making your business profitable and successful. That requires mutual respect on both sides.

Still Using Windows XP In Your Office? FREE Microsoft Risk Assessment And Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade



During this assessment, you will receive:

- ◆ A **Customized Migration Plan** that will show you how to painlessly upgrade your old Windows XP machines in the most efficient manner.
- ◆ A **FREE 18-Point Analysis** of your computer network, aimed at exposing any security risks and issues you weren't aware of and also at finding ways to make your business FAR more efficient and productive.

To secure your FREE Microsoft XP Risk Assessment And Migration Plan, call us today at 412-944-2434 or go online to: www.e-safetech.com/xp.

Recent Tax Law Changes Have Implications for Business

By Mark E. O'Block, CPA, and Kevin Wilkes, JD

Following the latest flurry of administrative and legislative activity, businesses should carefully consider the ramifications of recent tax law changes. Numerous modifications to the Pennsylvania corporate income tax regime occurred, and the U.S. Treasury Department issued final regulations governing repairs and maintenance costs. The new repairs regulations will influence the timeframe during which businesses can deduct repairs and maintenance costs, and Pennsylvania statutory changes will impact the future bottom lines of businesses because the legal changes influence the amount of taxable income apportioned to Pennsylvania.

There have been numerous recent Pennsylvania tax law developments, but perhaps the most consequential modifications concern the manner in which the income of multistate corporations is attributed to Pennsylvania. Effective for tax periods beginning on or after January 1, 2013, such taxpayers will apportion income to Pennsylvania through multiplying their business income by a fraction based on sales. The numerator of this fraction will be the taxpayer's Pennsylvania sales and the denominator will include the taxpayer's sales to all jurisdictions. For sales of tangible personal property, such sales are generally attributable to Pennsylvania if the property is shipped or delivered to a purchaser within Pennsylvania and this allocation methodology has been utilized for many years.

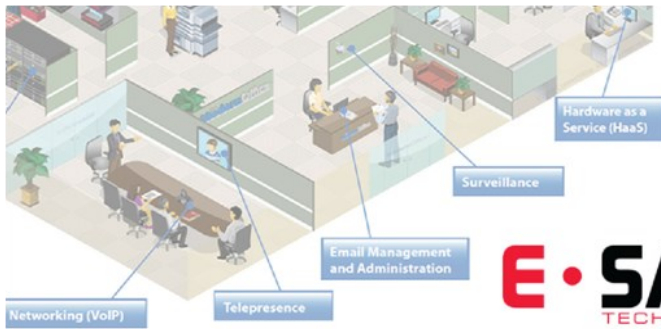
Effective for tax years beginning on or after January 1, 2014, the method of allocating service revenue will significantly change and this modification will likely, materially impact the Pennsylvania income tax liabilities of service providers operating within Pennsylvania. For tax years beginning on or after January 1, 2014, Pennsylvania is shifting from a cost-based allocation of service revenue to a market-based allocation methodology. For tax periods beginning prior to January 1, 2014, service revenue was generally sourced to Pennsylvania if the income-generating activity occurred in Pennsylvania or, if the activity occurred both inside and outside of Pennsylvania, such sales were sourced to Pennsylvania if the greater proportion of the income-generating activity occurred inside Pennsylvania. For tax years beginning on or after January 1, 2014, service sales will generally be sourced to Pennsylvania if the service is delivered to a Pennsylvania customer. If the service is delivered to multiple jurisdictions, the associated revenue is generally allocated based on the percentage of total value delivered to customers within Pennsylvania.

Beyond the Pennsylvania tax changes, as previously mentioned, the Treasury Department recently issued final repairs regulations. For the 2014 tax year, businesses must have in place procedures to comply with these new regulations. The final repairs regulations will affect the time at which businesses can recover repairs and maintenance expenditures for tax purposes, as they provide businesses with guidance as to when such costs must be capitalized and when such costs can be deducted. Consequently, for each particular tax year the new regulations can affect taxable income.

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E-SAFE | The ModernOffice™ TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

“What is an Internal IT Department (Managed Services)?”

Internal IT Department Services or Managed Services are very efficient ways to make your IT environment run at full capacity. It is the perfect solution for small to medium sized businesses where someone is wearing multiple hats within the company. The CEO, Owner, CFO, or Office Manager is trying to run different aspects of the business and losing valuable time dealing with intricate networking and computer issues. The Managed Services model is meant to help these business people by relieving some stress and letting outside providers handle their IT.

While some IT solutions are for those companies looking to outsource, there are

solutions created to assist your internal technology staff within the organization. Companies utilize Managed Services to assist their internal technical teams. We find that IT Managers, Network Administrators, and Systems Analysts are often handling more than what their job description says. For example, they might be losing time fixing problems with their Exchange or SQL servers while they are supposed to be handling the network troubleshooting. In times like these, Internal IT Solutions and Managed Services options can be utilized to take some of the workload off the current IT person, freeing them up to

handle bigger problems like implementing new breakthrough technology that improves efficiency and the bottom line for their company.

Service providers can act as your Virtual IT Department or assist your current IT person to take some of the pressure off your primary work force. When all of these processes are implemented correctly and managed effectively, vital business systems can maximize productivity in your work place which keeps your employees happy, which keeps your customers happy, and keeps you happy!



Start with a Plan,
Finish with Success.

“How Can Internal IT Improve My Business?”

Managed IT Services are created to make life easier for any size of business. Technology implemented by the IT provider can streamline your business processes and highly increase productivity. Here are some ways that Managed Services make that happen:

Automated Updates and Scans – Your IT provider installs software on each machine that monitors its activity and updates, keeping a close eye on memory banks, file allocation, and bus speeds, etc. When one of these is at risk, a ticket is created and automatically sent to your provider.

Vendor Management – We find that companies usually encounter challenges when they are trying to manage their Internet provider, website designer, IT partner, telephone company, and other vendors. A typical Managed Services contract will enable your IT provider to handle these vendors

for you and consolidate your points of contact, leaving you with one “throat-to-choke” and zero finger-pointing.

Planning and Mapping - As your partner in IT, Managed Services Providers get to know your technology environment and have a better understanding for what’s important to your business. They are able to meet with you and plan for any big changes whether it’s networking and running cables to a branch office or implementing a new technology.

Security - All-inclusive Internal IT packages can include spam protection, email archiving, intrusion prevention, content filtering and reporting, and spyware protection. There are millions of viruses, hackers, and malware platforms out there looking to obtain your sensitive business information.

Next Issue:

Vendor Management

See What Our Customers Are Saying:

“As a growing company our IT needs continue to change, and E-Safe has been there to fulfill all our needs. From backup solutions to consulting to resolving day-to-day issues, their Managed Services has benefited our organization greatly! Knowing they are keeping an eye on our network, servers, and workstations has provided us with great peace of mind, and we look forward to a long working relationship!”

- Kim Shadley, Simpson & McCrady

“How Does Internal IT Work?”

Managed Services Providers upload a desktop agent onto your personal computer with their corresponding company logo. Every time you have an issue with your computer or network, you can open this agent and create a ticket. The Services Manager will receive this ticket and see that you are in need of service and take action accordingly. They can give you a call on the telephone and walk you through the issue step-by-step until the problem is resolved. For more pressing matters, they can remote into your machine and take control of the mouse to navigate and assess the issue. If they are unable to resolve the issue remotely, it might be a problem with the hardware



(motherboards, monitors, hard drives, etc.) so they would have to come on-site. However, studies of our industry show that 90% of the tickets raised are solved within the first two processes using telephone walkthroughs and remote access.

The automated software that is installed onto your machine is always checking network connections, cache loads, bus speeds, and so on and so forth. When one problem is noticed by the software, it signals a red flag. The service manager takes action accordingly. These systems are to enable companies with active service rather than reactive service, which is finding a possible problem and fixing before it turns into a business crippling disaster. Service Providers act as your internal IT department and alleviate downtime, stress, and worry. Instead of Office Managers and Operations Managers trying to solve complex IT problems. Essentially, you have your own virtual IT department at the click of your mouse.

“What’s My Investment In Internal IT?”

The pricing model for Internal IT and Managed Services is based on a per user/device basis. Some of the basic services can range from \$25 per user to \$50 per user and have a limited number of calls you can make to ask for remote support. More responsive support options are available as business systems become more vital in your everyday operations and you can’t afford to have any down time.

Companies usually offer different levels of service based upon response time, availability, and the hours that they can perform onsite and offsite services. They may also incorporate a certain number of

remote service calls that can be performed, so if you do utilize a service like this make sure it has been clarified.

When providers act as your Internal IT Department or support your technical team, they are trying to take some of the pressure off of important people in your business. You have to determine how to place a value on lost time, low productivity, frustrated employees, and sometimes lost employees. Although it is hard to put a specific number amount to those intangible items, that is the way to see the perceived value.



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TECHNOLOGIES **ModernOffice**™

Want to Learn More About
Internal IT or E-Safe’s
Modern Office Series?

Contact Tim Steinour at
TimSteinour@E-SafeTech.com today!

Shiny New Gadget Of The Month:



The iPhone/iPad Pocket Projector

Now you can share the latest YouTube sensation, share that adorable video of kitty doing her tricks or watch a movie on the big screen, all from your phone. With the iPhone/iPad Pocket Projector, your iPhone's screen can project an image reaching up to 85 inches diagonally and from as far as 10 feet away. It's simple, easy to use and super quick to set up this mini-device.

The projector weighs less than 5 oz. and is smaller than a smartphone. The iPhone/iPad Pocket Projector can turn your ceiling, tent, blank wall or even the side of your house into a movie theater. The projector's 640 x 480 pixel resolution ensures a nice picture, and a manual focus wheel enables you to "dial up" sharpness and clarity. (The sound still comes from your iPhone speaker, so for the best quality, you may want to invest in some new speakers to stream the audio.)

A free app enables you to magnify or rotate images and project everything from videos to a four-hour search for the perfect shoes. The internal battery provides two hours of projection and recharges via USB with the included cable. This device is compatible with most iPhones/iPads, except the iPhone 5, the new iPad with Retina Display and the iPad Mini. Get one today at www.amazon.com.

The Importance Of Focus

There are songs about it (think "One" by U2), there are stores named after it (think Pier 1 Imports), and every sports team on the planet says it is number one after an exciting victory. It's good to be number one.

Now think about "two." There are few songs about number two, fewer stores, and I don't believe any team marches around proudly cheering, "We are number two!"

We all know intuitively that being number one means you are the best. And every single entrepreneur in this world aspires to be the best at something. Yet somewhere between our entrepreneurial intuition and our business brain, we lose the focus on being number one.

Instead of excelling at one thing, we think it is "logical" to be offering more and more things to more and more people. We try to become a "one-stop shop," and ultimately our customers just hear the "middle part" and STOP. This leads our business to become a blight of mediocrity.

It doesn't matter what business you are in, your success lies in your ability to become number one. The formula to becoming number one is pretty simple – just do one thing better than anyone else. Not a few things, not a lot of things – just do ONE THING better than anybody else and focus on that. Here are the three things you need to get there:

- 1. Stop Thinking You Can Do It All** – You probably can do it all. You just can't do it all well. Successful entrepreneurs focus in on the one thing they are best at and devote themselves to mastery of it. The rest is assigned to others through partnerships, contracts and colleagues.
- 2. Be Bold** – When you discover what you are great at. You need to put it out there, BIG TIME. The most important differentiator between the "number ones" and everyone else is that they don't care what all the other people think about them. They care only about what they know to be right, and then put themselves out there unabashedly. When the minority responds feverishly and enthusiastically to your boldness, you have the most significant indicator that you are number one in your niche. Over time that minority will become the majority. Audacity is often the only thing that separates two equally talented entrepreneurs.
- 3. Teach It** – Masters share knowledge. The more you teach, the more you learn about what you are teaching. Others will gain knowledge from you, but also will gain respect for your expertise. As people come to appreciate your abilities, they will crown you king, and all the riches go to the king.

Build a business and be an entrepreneur who is driven to be number one. No longer worry about what the competition is doing, and no longer think about how you can bring in a few more dollars by "just doing a few more things." Instead start worrying about what you are doing to be unique and different. Instead start thinking about the one thing you can do to bring in a king's ransom. Just be humble, for God's sake, and [don't brag to the world](#) that you are number one... that won't serve you well.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit <http://www.mikemichalowicz.com/>



Meet E-Safe Team Member: Jenn Ewing

Jenn is a Sr. Solutions Account Manager with E-Safe. Jenn is originally from Santa Monica, CA and now resides in Pittsburgh. Before working for E-Safe, she worked for a number of successful startup companies in the Bay Area during the Dot Com Boom. Jenn possesses the following certifications: VMware VSP, VTSP Hybrid Cloud Services, VMware Academic and Hybrid Cloud Service Specialization. She attended Sullivan University where she received her Bachelors Degree in Business Administration-Marketing. She is attending Cornell University's Graduate Program for Marketing Strategy come January 2014. She has a husband (Brett) and three small boys ages 9, 8, and 3 that keep her on her toes. She is extremely active in charity organizations that involve children and senior citizens. Jenn's retirement goal is always changing, but she would love to live in a log cabin on a large plot of land in Montana with her husband.

Five Ways Your Continuity Planning Can Fail

In the Northern Hemisphere it is the winter months, and this can mean the beginning of the severe winter weather season. From heavy snow snapping tree limbs or flooding caused by winter snow melt, every region in the world will eventually see some form of disaster. To limit the fallout from damage and the like, many companies adopt a Business Continuity Plan (BCP). The problem is, these plans sometimes fail.

Here are five common reasons Business Continuity efforts fail.

1. Inefficient communication When it comes to business, one of the most important keys to success is communication. The same can be said for Continuity plans - if the plan and actions expected aren't communicated effectively and understood by all parties involved, there is little to no chance that it will succeed.



To minimize this from happening, you should take steps to ensure that you clearly communicate, orally or through email, the plan with all parties involved. They should have on-demand access to it, and should be clear about what their role is and how they are expected to act. You should also take steps to ensure that departments and representatives are prepared and understand all aspects of the plan.

2. Lack of testing When it comes to anything related to IT, testing and retesting is essential. Many businesses take careful steps to implement a sound Continuity plan that covers the organization, but they fail to test it to see if it actually works. This could be a costly mistake.

It would therefore be a good idea to test your plan in a number of situations at least twice to three times a year. It would be a good idea to do spot tests that involve all parties so they can not only get experience but find potential holes and issues that need to be addressed.

3. Lack of a complete plan To be prepared, you must have a complete plan, that way you will be ready for almost anything. Numerous businesses have failed because they simply weren't prepared enough. Or their plan lacked crucial elements that would have prepared their business for an eventual disaster. Other examples of failure due to lack of complete plans is the fact that companies focused on their systems only, and forgot to plan for their employees' needs.

Planning can be tough. The best way to ensure that you are ready for disaster is to work with an IT partner who has experience in Continuity Planning. They will work with you to create a plan that your company can rely on.

4. Poor expectations When planning for Business Continuity, you need to think outside of the box. Many businesses have solid plans, but these plans are based on assumptions like: The power will remain on, Internet and landlines will remain connected, Mobile networks will work, staff will come into work, other parties involved won't be affected, etc. In smaller disasters, this could be the case, but in larger disasters you can bet that at least one of the above things will happen.

The best way to develop your expectations is to look at each scenario on its own, as you develop your plan. For example, how will you deal with Internet being down? Or, how will you operate with staff who can't make it into the office or backup location?

5. No updates to the plan Almost everyone knows that the world changes, often quickly. Yet, some businesses fail to acknowledge these changes and update their BCP accordingly. It would be a good idea to audit and update your plan on a regular basis, usually about once a year, to take into account any changes.

These changes could include new buildings next door, new equipment, new staff, etc. The key here is to ensure your plan is as up-to-date as possible.

If you are struggling with developing your Business Continuity Plan, or are thinking about adopting one, please contact us today to see how we can help your business be prepared for anything.

9 Ways To Kick Off Your New Year By Disconnecting From Technology (At Least A Little Bit)

The New Year brings renewal in our lives. It is a time that many people vow to make changes to correct certain behaviors in their life that are causing them pain or harm. With technology improvements, it has rapidly become difficult to disconnect from technology, which can cause harm in our health and sanity.

Here are 9 simple steps you can take this year to disconnect from your technology, even if for just a little while:

1. **Turn it off.** Whether overnight or on a day each weekend, turn off technology and feel the peace of disconnecting from the connected world.
2. **"No Tech Night."** Get your family involved. Turn off the TV. No iPhones or tablets. No work to catch up. Read a book. Play a board game. Or even just talk with each other!
3. **No E-mails First Thing In The AM.** Focus on YOUR biggest task first before you dive into everyone else's agenda.
4. **Social Media 1x Per Day Only.** Set a certain time each and every day to check social media and then stay off the rest of the day.
5. **Read Actual Printed Materials.** Books, magazines, a real newspaper or this monthly newsletter!
6. **Don't Sleep Next To Your Phone.** Leave it in the other room. You'll sleep easier.
7. **Get Outdoors.** Simple, but effective.
8. **No Cellphones During Dinner!** Enjoy your food and the company around you.
9. **Set Your "Work Hours" And Stick With Them.** You're not expected to work every hour of the day. Take your life back and just live a



Mahalo Madness!

E-Safe Technologies is excited to announce our new referral program, Mahalo Madness! Just for giving us a quality referral you will be entered into a drawing for a Free Trip To Hawaii!!! That's right; a trip to Hawaii including accommodations at the Marriott Maui Ocean Club, airfare for two and \$1,000 to put towards food and activities while you are relaxing in paradise!

To be entered into the drawing you need to contact us with your referral's contact information and if we close any business you will be entered into the drawing. Obviously the more referrals you give us the more chances you have to win so start going through your address book today to get your ticket to paradise!

E-mail Us Right Now With Your Referral:

timsteinour@e-safetech.com

Or Call 412-944-2434

The Lighter Side:

Trivial Tech Notes – Did You Know?



- ◆ The technology contained in a single Game Boy unit in 2000 exceeded all the computer power that was used to put the first man on the moon in 1969.
- ◆ Hackers in 1999 discovered a flaw that allowed logging in to any Hotmail account with the password "eh."
- ◆ A man patented something eerily similar to an iPod in 1979!
- ◆ The power source for NASA's Curiosity rover barely outputs enough energy to power a ceiling fan!
- ◆ Google has bought an average of one company per week since 2010
- ◆ Smoking near Apple computers voids the warranty.
- ◆ The Recording Industry Association of America tried to outlaw MP3 players in 1998!
- ◆ MIT has built a robot that can assemble IKEA furniture on its own!
- ◆ There is a \$300,000 watch that doesn't tell time!
- ◆ Scientists are working on technology that would allow the road to charge electric cars as they drive on it!
- ◆ The Department of Defense used 1,760 PlayStation 3's to build a supercomputer because it was the cheapest option!
- ◆ The default Windows XP desktop is a real picture of a real location with no digital enhancements. The background is called "Bliss" – a green meadow with a blue sky above it, seen above.
- ◆ All the batteries in the world could only support 10 minutes' worth of the world's demand for energy.