

Talk Nerdy to Me



Tips To Help Your Organization Run Faster, Easier, & More Profitably

Fall 2020



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FIND INSIDE:

- **FOUR TIPS TO HELP YOU CAPITALIZE ON TECHNOLOGY**
- **QUARTERLY GADGET**
- **SAFETY DOS AND DON'TS FOR REMOTE WORK FROM HOME**
- **WIN \$25 AMAZON GIFT CARD**
- **CYBERSECURITY AWARENESS MONTH RECAP**

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4 Tips To Help You Capitalize On Technology

Businesses that take advantage of innovative technologies often come out better equipped to compete as they grow. This is why many companies are continuously seeking innovations that improve operations and reduce costs. Small businesses like yours can take advantage of new tech too— just follow our tips.

1. Be An Early Adopter

One of the biggest factors in determining how successful your SMB will be in leveraging a new trend is how early you get in. Be careful investing in resources with high buy-ins or long-term commitments. Focus instead on low-cost, but security-conscious IT solutions that allow you to test and see how well they work for you, and also let you pull out without suffering any heavy sunk costs.

2. Invest In The Right Tools

Now tech can be expensive—and not in the budget in 2020. So how can one take advantage of an emerging tech trend without spending too much? The trick is to repurpose existing tech to do the same thing as the new tech.

For example, John Deere has been selling farming equipment for over 150 years, with no signs of slowing down. When the Internet of Things (IoT) craze began, John Deere figures that IoT would change the way their vehicles serve their customers. But instead of shelling out money for new IoT devices, they simply used already-

available mobile devices and GPS tech. This tactic allowed the brand to jump ahead of the competition, especially those who chose to wait out the decrease in price of new tech.



3. Synergize Tech With Your Business Model

With a little creative brainstorming, most business models can actually integrate new tech into their processes. For instance, at first glance, it appears that clothing retailers have no use for AI that has deep learning capabilities. But one particular AI application — chatbots — has proven to be effective in helping customers find the clothes they want. Here, deep learning directly drives sales.

4. Prepare For Possible Difficulties

New tech inherently comes with implementation and integration difficulties. But what if you can't find a way for your products or services to directly interact with the blazing new trend? The next best thing is to provide solutions to problems presented by it. Does interacting with the popular app or activity eat up a lot of mobile device battery? Remind passersby that your outlets are available for customers, or that you sell mobile battery packs. Does it require driving all over town? Inform customers of your latest car rental promotion. Sometimes just associating yourself with the trend is enough.

Not sure how to integrate your business with the latest tech fads? Turn to us — we're the experts on all things technology related, be it machine learning or Oculus Rift. No question is too trivial — consult with us today!

At Capstone, we love to consult with business owners on how best to apply their technology budget. It's never been as important as it is in 2020 to balance a tighter tech budget with increasing security threat protection.

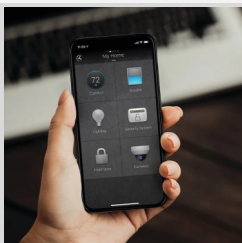
Call us for a FREE CONSULTATION at

561.257.1879

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Bryan's Shiny New Gadget Of The Quarter



Control 4 Lighting Control

This quarter, we checked with one of our newest clients, David Mingace at Mingace Custom Sound. He shared that a new must-have technology that his team is installing in the most high-tech homes in South Florida is Custom4 Lighting Control. They install switches and dimmers that can all be controlled from your phone through a user-friendly app.



Bryan McAninley
COO, Capstone IT Florida

SAFETY TIPS FOR REMOTE WORK FROM HOME

DO

Read & acknowledge your company's Remote Work and Bring Your Own Device (BYOD) policies and procedure

DON'T

Ignore the guidelines in your company's policies. Make the required changes if any

DO

Avoid using your personal device for work and restrict the use of company-issued devices for personal use

DON'T

Let family members or friends use your company-owned devices

DO

Protect the data you are accessing by using a Virtual Private Network (VPN) to log into the company network

DON'T

Use public Wi-Fi to access the company network without using a Virtual Private Network (VPN)

DO

Use strong unique passwords on all your devices and accounts to prevent unauthorized access

DON'T

Use your default Wi-Fi router password

DO

Ensure all personal devices are secure with anti-virus and anti-malware software

DON'T

Forget to update your router's firmware and ensure the software on all devices within your home network is kept up to date

DO

Be extremely cautious of email phishing scams

DON'T

Send electronic payments without following your company's policy for verifying payment requests

"So happy to have found such a great company and resource close to us. Mike really took the time to discuss our needs and recommend appropriate solutions for us. When it came time to implement the project, it was seamless and everything happened on our time. No surprises. Very professional. I am very happy with the outcome and look forward to our next project. I highly recommend Capstone IT! Great job!"

Kathy M.

"We outsource to Capstone IT for a client in Jupiter FL. In the 25 years of running a tech company and working with partners, it is rare to find such an excellent company. They are very responsive and communicate extremely well, to the point where I feel we are the same company. That goes a long way in making my customer happy. I highly recommend them for any IT Support projects or ongoing management of infrastructure."

Please
REVIEW US!



Randal W.



601 Heritage Dr., #219 | Jupiter | FL 33458

Cybersecurity Awareness Month

Cybersecurity Speaking Events

Hear Michael Borlaug speak on cyber security and mobile apps for businesses

Michael Borlaug can speak at your organization on many topics including—

- ✓ Cyber Security— How To Protect Yourself and Your Business
- ✓ Work From Home Best Practices
- ✓ Microsoft 365 Tools For Remote Work
- ✓ Apps for Businesses—Making Your Work Easier Using Your Mobile Device
- ✓ Ways to Increase Staff Communication, Productivity and Company Culture

<https://www.capstoneitservices.com/michael-borlaug/>

October Was Cybersecurity Awareness Month

With 2020 being a year of new ways to connect and reach people, and October being Cybersecurity Awareness Month, we decided to share videos to help business owners think about IT topics that are not always top-of-mind. Each day, Michael Borlaug, CEO of Capstone IT, shared either a cybersecurity Myth or Tip, explained how we all need to be aware of cyber threats, and gave applicable advice on cybersecurity best practices within an organization. Follow Capstone IT on LinkedIn or Facebook to access all 31 myths and tips from last month. Or read them on our blog at www.capstoneitservices.com. If you are concerned about how your current IT guy or girl is addressing security at your business, please take advantage of our offer below.



**A question to honor the late Jeopardy! host, Alex Trebek—
What year did Trebek become host?**

- A) 1981
- B) 1982
- C) 1983
- D) 1984

Email your answer to sborlaug@capstoneitservices.com and you'll be entered to win.

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