



INTEGRATION TECHNOLOGY TIMES

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



“As a business owner, I know 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!”
- Karen Bowling, Integration

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Channel Futures.
MSP 501
2018 WINNER

3 IT Investments You Should Never Skimp On



There’s a disturbing trend underlying the business world’s increased reliance on technology. No, we’re not about to decry technology itself. Nor will we downplay the endless list of ways in which tech has enhanced business owners’ ability to reach more prospects, build meaningful relationships with clients and make the previously labyrinthine tasks of yesterday seem positively mundane today. There’s no denying that the Internet age has empowered companies of all sizes to do incredible things and that technology is forever transforming the way we do business. Today’s savvy businesses are intertwined to an unprecedented extent with the technology they use.

But there’s a problem that goes along with this increased dependence. Despite the inextricable relationship today’s companies have with IT, the vast majority of them – SMBs in particular – are neglecting key aspects of their tech. They’re skimping where they shouldn’t, cutting corners wherever possible and, as a result, leaving themselves open to a huge variety of potential disasters.

To avoid the pitfalls of our technology-dependent world, it’s important to ensure you have a firm IT foundation. Here are three IT investments where you should avoid underspending or risk shuttering your business forever.

1. CYBER SECURITY

Across the tech industry, it has practically become trendy to point out how woefully underprepared SMBs are for modern crime. But it’s true: according to the 2016 State of Cyber Security in Small and Medium-Sized

Businesses report, a full 50% of all U.S. small businesses succumbed to cyber-attacks in 2015, a statistic that is rising and shows no sign of slowing down. Most small business owners assume that since they’re the “little guy,” there’s no reason why a well-equipped and highly trained team of hackers would ever target their meager stores of data. But, in fact, it’s these hapless businesses that end up being the low-hanging fruit for these operations. Millions upon millions of dollars are stolen from SMBs each year, and most of it is gleaned via vicious ransomware.

2. PROACTIVE TECH SUPPORT

It’s probably easy to imagine how a vicious cyber-attack could leave your business reeling, but there are equally insidious risks that could cost your business bigtime. Consider server failure, for example.

No matter the caliber of equipment you’re dealing with, failure is an inevitable risk of technology.

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But instead of being proactive, most business owners just assume that downtime is a fact of the modern world. As a result, 73% of businesses have had some type of operations interruption in the past five years, causing a staggering \$70 million loss, according to an infographic published in Venture Beat. The worst part? The vast majority of these outages are avoidable.

The fact is that a cheap “break-fix” technology technician is only there to put out fires, not to proactively prepare your business for success. By the time your break-fix IT guy shows up on the scene, the damage will already be done. This results in dramatically lowered efficiency and potentially thousands of dollars in lost sales – not to mention the cost of all those customers you lost while you were off dealing with a tech crisis. And that’s only one example. Finicky software, stuttering computers and lost backups may seem like small issues until you’re in the midst of disaster and the costs are adding up. It’s better to avoid these catastrophes in the first place.



3. TECH STRATEGIES TO BEAT THE COMPETITION

Technology isn’t just a crutch we use to make navigating the marketplace easier; it can equip us with a set of tools that allow us to actively surpass customer expectations and streamline our efficiency, lowering expenses and empowering our employees. You can bet on the fact that your competition is doing everything it possibly can to stay abreast of the latest technological trends. Don’t let them pull ahead. Instead, invest in strategies and software that will trim away precious seconds from inefficient processes and enable you to focus on what really matters: making your business succeed.

Remember those BACK TO BASICS...



“Cyber security isn’t something you purchase to check off a box and give yourself an imaginary peace of mind. Instead, it’s an investment in your company’s future, the safety of your customers, and the longevity of your livelihood.”



Funny Quotes and Jokes



Why are there no knock knock jokes about America?
Because freedom rings.

Where was the Declaration of Independence signed?
At the bottom.

Why does the Statue of Liberty stand in New York harbor?
Because she can't sit down.

What dance was very popular in 1776?
Indepen-dance!

Did you hear the one about the Liberty Bell?
Yeah, it cracked me up!

What kind of tea did the American colonists want?
Liberty.

Why did Paul Revere ride his horse from Boston to Lexington?
Because the horse was too heavy to carry.

Why were the first Americans like ants?
They lived in colonies.

What do you get when you cross a dinosaur with fireworks?
Dinomite.

What do you call a duck who likes watching fireworks?
A firequacker.

5 Practical Ways To Learn Something New In Business

Based on interviewing and advising with successful business leaders, I've come to the conclusion that great leaders aren't smarter, more hardworking or luckier than the rest of us. Most of their success comes down to the fact that they simply learn better than the rest of us.

The truth is that without too much cost or hassle, we can bolster our confidence and expertise to move toward the top of our field. Here are five practical ways to learn something new in business.

1. READ 10 BOOKS.

It's easy to start down the road toward mastering a topic. Go to Amazon, type in your chosen topic and read the 10 bestselling books that come up. Pay attention to the words and concepts that seem to matter the most. The total cost? About \$200.

2. GO TO THE BEST WORKSHOP ON THE TOPIC.

Do you have an author that you read a lot for your business? When you learn that the author is host a huge conference on the topic under the same title, go, be mentored. These meetups are an invaluable source of information no matter what you want to learn.

3. INTERVIEW 10-100 EXPERTS FOR ADVICE.

Say you wanted to learn more about digital marketing. Rather than interview 10 experts, make a target list and use referrals to interview over 100 experts on the topic. People are happy to have a 30-minute discussion about their favorite subjects to help you learn and get oriented. You know you are beginning to grasp a topic when you start to hear the same buzzwords and pieces of advice. The total cost is \$0 if you interview by phone.

4. HIRE SOMEONE AS A MENTOR OR PARTNER.

You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple times a year. The only thing better than having an expert mentor is hiring an expert full-time. The total cost for a mentor swap is \$0, but it costs much more to hire an expert full-time.

5. LEAD A PROJECT.

You've heard the expression, "The best way to learn something is to teach it." It's always a good idea to run a project in an area of interest. When I see clients dive into these, they're often an expert from the beginning, but running the project boosts their expertise significantly.

Computer Service

- ⇒ Pro-Active Customer Care
- ⇒ Onsite Computer Service/Support
- ⇒ Network Management/Support
- ⇒ Network & Server Installations
- ⇒ Network Security & Firewalls
- ⇒ Cloud Solutions & Hosted Email
- ⇒ Secure Remote Access / VPNs

Healthcare Services Provided

- ⇒ Medical, Dental, Radiology
- ⇒ Software & Hardware Integration
- ⇒ Security Solutions

Ask us about — Managed Services

How would you like to pay a flat rate and have us take 100% responsibility?

How would you like new equipment, service and support for a flat rate and refresh every 3 years?

Backup & Disaster Recovery

- ⇒ Business Continuity
- ⇒ Secure & Compliant Offsite Backup
- ⇒ HiTech BDR

Email, Web & Archiving

- ⇒ Spam Filtering
- ⇒ Email Hosting
- ⇒ Email Encryption & Archiving
- ⇒ Website Hosting
- ⇒ Customer Hosting Server

VOIP (Hosted)

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How would you like the security of knowing that your data is safe and protected?

How would you like a VOIP phone system that is cost effective, saves you money, and you can take it home or vacation and work as in the office?



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