



INTEGRATION TECHNOLOGY TIMES

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

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This monthly newsletter is provided courtesy of Kevin Bowling, CEO of Integration.

“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!”



4 Deadly Mistakes You're Making With IT Security

For something so instrumental to the success of your business, technology can be an incredibly unstable, confusing and ever-changing tool. Just when you think you've got a handle on the latest cyber security trend, hackers find a way to circumvent the process completely. A new patch arrives for an essential piece of software, and the next day, another patch is required to repair the vulnerabilities the previous patch created. It can seem impossible to stay on top of the constant technological arms race, much less stay relevant amid the exponentially increasing pace.

Today, more and more businesses are switching over to a managed services model for their IT needs. A managed services provider is a company that partners with businesses to proactively manage their networks inside and out. With MSPs, you get a full team of professionals who become intimately acquainted with the entirety of your IT structure, not only ensuring that problems are fixed long before they hit your bottom line but offering recommendations and tweaks to optimize processes and save time, money and headaches down the line. By leaving your network up to an organization that takes the old break-fix approach, you're leaving the health

of your entire business up to chance. Here are four ways the adage “If it ain't broke, don't fix it” is putting the security of your company in jeopardy.

1. You're basically praying nothing ever goes wrong.

The break-fix approach is pretty self-explanatory. The thinking goes that instead of shelling out a monthly fee for daily management of your network, you only pay your IT partners when a problem needs to be addressed. Typically, they're almost entirely hands-off until something goes wrong.

Certainly, this strategy saves money in the short term, but it will invariably come back to bite you in the long term. Hiring a break-fix IT company is a bit like opting for the lowest level of insurance coverage. You may not fret about it now, but you definitely will when an accident happens and you're forced to pour thousands of dollars into repairs. And sadly, the threat of your business being hacked is actually greater than the chances you'll be in a serious car accident!

2. You're leaving holes in your defenses.

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Today's tech world is a constant game of whack-a-mole, with security experts frantically hammering down on every digital threat that rears its ugly head. For the entirety of your security structure to be equipped with the latest and greatest, it takes a team of genuine experts keeping an eye on your systems and ensuring everything is up to snuff.

With a break-fix approach, it's likely you don't detect flaws in your system until long after they've already been exploited, costing you dearly. And it's important to remember that every data breach has the potential to be utterly catastrophic, doing so much damage that it can close down your business for good. Better to stay one step ahead with an MSP by your side.

3. You're opening yourself up to costly server downtime.

When the very survival of your business depends upon staying online and serving your customers, every minute your network is down – your assets are locked down behind ransomware or your tech is fried to the point that you're at a standstill – is a minute that you cannot afford. According to Gartner, the average cost of IT downtime is a whopping \$5,600 per minute, and that doesn't even factor in disgruntled clients or missed communications.

The top priority of your IT infrastructure should be to prevent downtime from ever occurring, not to minimize the amount of downtime you suffer when something goes wrong.

“... you're leaving the health of your entire business up to chance.”

4. You aren't operating at peak efficiency.

One of the most insidious costs of the break-fix approach doesn't have anything to do with your network breaking down. It chips away at your



bottom line gradually and silently, without causing much of a fuss.

Without a proactive eye on your systems, chances are you aren't implementing the processes and software that keep everything working at its highest potential. You'll be using clunky work-arounds to simple problems without even realizing you're doing it. The seconds you waste on Internet bottlenecks will add up over time, especially when multiplied by your entire company.

The fact is, the break-fix model of doing business is, ironically, broken. Consider partnering with an MSP like Integration and invest in the long-term future of your company.

3 Top Tips To Prevent Cybercriminals From Hacking Your Network

1. PLAN FOR THE WORST. Though it's vital to invest in prevention, you shouldn't focus all your efforts on preventing an attack, because one might occur despite your preparations. Be braced to respond to an incident with a detailed plan.

2. EDUCATE YOUR TEAM. According to the Ponemon Institute, only half of companies surveyed felt that current employee training adequately reduced noncompliant security behaviors. Most cyberbreaches originate from a simple mistake, so training your team is an essential early step.

3. MAKE A BUDGET THAT REFLECTS YOUR PRIORITIES. Best practices are easy to preach at the beginning, but in order to keep strengthening your barriers and staying abreast of cyber security trends, you need to build regular cyber security actions into your yearlong plans. This means that security should be a permanent, substantial item in any budget you develop.

SmallBizTrends.com, 11/20/2018

Funny Quotes and Jokes

Did you hear about the monkeys who shared an Amazon account?

They were Prime mates.

Don't use "beef stew" as a computer password.

It's not stroganoff.

Why are iPhone chargers not called Apple Juice?!

Q. How does a computer get drunk?

A. It takes screenshots.

I just got fired from my job at the keyboard factory. They told me I wasn't putting in enough shifts.

PATIENT: Doctor, I need your help. I'm addicted to checking my Twitter!

DOCTOR: I'm so sorry, I don't follow.

My computer suddenly started belting out "Someone Like You."

It's a Dell.

Pilotless Planes Are On Their Way – But Would You Ever Fly In One?

Last January, Airbus CTO Grazia Vittadini stated the company is hopeful that, soon, advancements in artificial intelligence will allow for autonomous planes to take to the skies. This would mean lower pilot costs, fewer pilot shortages and, eventually, cheaper flights for consumers. The question is, can airlines persuade passengers to get in a sealed sky-tube six miles in the air piloted by a machine? Maybe after cargo planes start to go autonomous, we'll be convinced, but for now, that prospect seems more than a little iffy.

DigitalTrends.com, 1/20/2019

How To Sell To Fewer People And Increase Your Sales

According to Bruce Eckfeldt, business coach for Gazelles, most businesses with \$1 million to \$10 million revenues tend to use "chameleon selling" as their prime tactic. They hunt down leads and tailor their products and services to the needs of the prospect. But while this is a decent model for a new business, it isn't actually scalable.

Businesses that scale hone in on a limited series of products and services that pinpoint the needs of a target set of customers. That's why it's so important that you should start by defining your ideal customer – what car they drive, what school they go to, how big their business is, what their industry is and where they are located. You even need to know what's going on in their head: their values, concerns, priorities, tendencies and habits. Finally, you can determine what prompted a sale or triggered one of your core customers' initial engagements with your company, allowing you to be more strategic and specific with your sales processes.

Inc.com, 12/20/18



"All that work to tell you about stuff you could look up on Wikipedia?!"

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

Backup & Disaster Recovery

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

Specialize in DFAR planning

Email, Web & Archiving

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

VOIP (Hosted)

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?



INTEGRATION

Po Box 5526
DECATUR, AL 35601
PHONE: 256.536.5805

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?

