



INTEGRATION

WE SIMPLIFY I.T.

*“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!”

Our Mission: To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

Call us and put an end to your IT problems finally and forever!

Finally Shed The Old This Year - It's Costing You Much More Than You Think



When was the last time you updated your technology? Between your hardware and software, if you are still doing business on older technology, you could be putting yourself at risk, and it could end up costing you big. As we begin a new year, it's time to take a close look at the tech you rely on every day.

While many small businesses tend to put off major technology purchases due to the upfront costs, by doing so, you may be opening yourself up to major costs down the road. These are hidden costs that businesses don't always consider when they decide to “hold off” on investing in new equipment or the latest software.

Here are five ways outdated technology can take a toll on your business:

1. **It leads to a loss in productivity.** Old technology has a habit of getting slow. This means your team has to waste time waiting for their PCs to turn on and their apps to load. Even well-maintained equipment is going to wear out over time. This problem is only compounded when your team has to use software that no longer works as it once did. Eventually, programs that once worked well together start to experience hiccups, and you risk losing data.

2. **It leads to a loss of customers.** Your customers want to know your data (which may also be their data) is secure. If you're using outdated tech, there's a good chance that data IS NOT secure. One Microsoft survey revealed that 91% of consumers would end their relationship with a business that was relying on outdated technology.

3. **It leads to a loss of employees.** If employees have to deal with slow hardware and poorly-integrated software every day, they're going to get frustrated. They're going to get even more frustrated if nothing is done about it. The end result is high employee turnover. This alone can be a huge cost for a small business to absorb.

4. **It leads to a loss of support.** Over time, developers stop supporting their older products so they can focus on their new products. This also means they're devoting more attention to the customers who are using the newer versions. This can leave you in the dark if you run into a problem that you need help with. You may have to call in a third-party specialist to answer your question and fix your problem, and they will charge you accordingly.



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5. It leads to a loss of security. A loss in support also means you aren't going to see security patches for your aging hardware or software. This makes you highly vulnerable to all kinds of cyberthreats, including data breaches, malware infections, and all kinds of other cyber-attacks. Hackers want to break into your network, and if you're using outdated tech, you make their job much easier.

When you factor in the costs associated with these losses, it can be staggering! It's enough to put some companies out of business (and it has). After a year that has left many businesses more vulnerable than before, you should be taking steps to avoid these kinds of losses.

Here's what you can do: as we head into a new year, take stock of your technology. It's unlikely you have to replace everything, but look at where you are most vulnerable. What issues are your employees experiencing? What hardware or software is no longer supported? Where are the gaps in your IT security?

The great news is that you don't have to answer these questions on your own. Even better, you don't have to drop a pretty penny to make it happen! You can work with a managed service provider (MSP) or a dedicated IT services firm that can help bring your business back up to speed. They can even help you mitigate some of the cost that comes with upgrading your technology. In the end, you, your employees, and your customers **GAIN** complete confidence in your business for 2021!

“One Microsoft survey revealed that 91% of consumers would end their relationship with a business that was relying on outdated technology.”

A Scary New Threat To Your Network's Security

More people are working remotely than ever before. Many businesses had to make a huge shift in 2020. At the same time, cybercriminals used the shift to attack as many people as possible. They knew that with more people working at home, there would be a window when cyber security wasn't a priority – and they were right.

Because businesses had their hands full getting their teams set up for remote work, IT security slipped through the cracks. Cybercriminals used their greatest tool to their advantage. That tool? Human error. Hackers sent out phishing emails and attacks at an unprecedented rate. *Infosecurity Magazine* reports that phishing attacks increased upwards of 30,000% over the last year!

This highlights the need for strong IT security for the remote workforce. Remote workers must be trained up on the latest cyberthreats, especially phishing scams. They also need serious endpoint security on their at-home devices (such as antivirus software and other malware protection). If you need them to access your network, security **MUST** be in place, and that includes the use of a VPN.

The Very First Thing You Must Do This Year

Before you turn your attention to the big goals you've set for your business in 2021, **there's one very important thing** you need to do ASAP: **a cyber security audit.** You need to know where you and your business stand against today's many cyberthreats. An IT security assessment will tell you how capable you are of withstanding or blocking data breaches, malware infections and much more. When you know where the gaps are, you can fill them, giving your business the edge in 2021.

VOIP



Did you know: Integration is a certified reseller of Voice over IP

As your managed service provider, we work to bring you the best solutions for running your business. One critical tool is **hosted Voice over IP**, the latest advancement in office communication. With hosted VoIP, you get the phone features you love – at a fraction of the cost and without the hassle of traditional phone systems.

We scoured the market for the best VoIP solution – and partnered with Cytracom to bring it to you. Cytracom VoIP from Integration delivers benefits we know you'll appreciate, like:

- **No contracts:** subscription-based, pay-as-you-go pricing means you can say goodbye to long-term contracts for good.
- **Free phones:** your low monthly rate covers phone costs, full warranties, and a 36-month replacement plan.
- **Local support:** work confidently knowing our support team is available 24x7 should any service issues arise.

Eliminate the hidden costs of phone service

Chances are, you may be spending too much on your current phone system.

Hidden costs – like hardware replacements, annual maintenance contracts and infrastructure management – happen unexpectedly and add up quickly.

Eliminate these costs by switching to hosted Voice over IP from our partner, Cytracom.

Here are just a couple of ways Cytracom helps you save:

- They cover licensing, software updates, and annual maintenance
- Simplify your budget with predictable monthly billing
- Move your phone to the same network as your computers
- Get a lifetime warranty on your phones and 36-month upgrades for FREE
- Receive automated updates and maintenance for no additional costs

Let's compare your current phone bill to a Cytracom solution – and determine whether hosted VoIP is right for your business.

I'd love to help you evaluate your current communication needs – and determine whether moving to VoIP is right for your business.

Please feel free to call me directly, Karen Bowling, to set up a telecom audit. Give me a call today at 256-536-5805.

www.integration-llc.com/services/voip

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)

Quotes and Jokes

Hope you enjoy the day...

I've given up social media for the year and am trying to make friends outside Facebook while applying the same principles. Every day, I walk down the street and tell passersby what I've eaten, how I feel, what I did the night before, and what I will do tomorrow. Then I give them pictures of my family, my dog, and me gardening. I also listen to their conversations and tell them I love them. And it works. I already have three people following me – two police officers and a psychiatrist.



INTEGRATION

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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?

