



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!

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



What Is Co-Managed IT? Is It Right For You?

When it comes to IT solutions, most businesses rely on one of three options. They have a dedicated in-house IT employee or team, an outsourced managed services provider (MSP) or nothing at all. There is, however, a fourth option: **co-managed IT**.

This hybrid option gives you an on-site IT manager or a small team AND access to an off-site IT services firm. For any business that takes IT seriously, this can prove to be an efficient and reliable option. It's not as costly as a full on-site team, but it can be more comprehensive than relying on an MSP alone.

Simply put, the co-managed IT solution gives your business more options when it comes to getting IT and network stability and security right. It keeps you nimble when it comes to on-site issues. For instance, having an on-site IT manager means you have someone who knows the quirks of your business and its very specific needs.

But depending on the scope of your business and the size of those needs, the job has the potential to get complicated fast. This is where having access to an off-site expert IT staff can

be useful. An outsourced IT firm alleviates that pain point. Your IT manager has someone to call when they need to and suddenly you have a full IT staff.

These are experts in IT who understand a range of issues, from system management to industry regulations – and just about everything in between. They might not be familiar with the quirks or intricacies of your specific business or industry, but you already have that taken care of in the co-managed model.

Co-Managed It Brings Everything Together.

You can have someone on-site who you can count on day to day, but when they need assistance, they have someone they can reliably call. They have access to an incredible knowledge and experience base. But it gets better!

One of the benefits of this approach is employee retention. Co-managed IT can completely shift your company culture for the better. Here's why: small or single-person IT teams can get overwhelmed and overworked fast. This is common in IT. As a result, small-business IT departments often

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seem like a revolving door for those employees. It creates a broken culture.

If your on-site team lacks access to the proper tools or resources, it won't take long for them to become overwhelmed and, eventually, burned out. If there's a crisis, like a ransomware attack or a storage failure, and your internal IT team isn't given the support they need to succeed, it puts undue stress on them.

While they might succeed in the end, they'll be unhappier for it and will likely start looking for a new job. With IT in such high demand, especially in 2021, it's likely they'll find another job, leaving you left to pick up the pieces.

Co-managed IT helps you avoid this. Plus, there are many other ways businesses can benefit from this hybrid model.

You Have Someone Who Can Address Issues Immediately. While you can generally rely on an MSP to deliver a quick response time, it might not always be as quick as you'd like or need. With this model, you have someone to get on the issue in seconds – and they can bring in the MSP as needed.

Having An It Manager On-Site Puts Much Of The Responsibility On Their Shoulders. While you can still be hands-on when it comes to your company's IT, they do what needs to be done, including coordinated with your MSP. This frees you up for everything and anything else.

Regulatory Compliance Becomes A Breeze. Depending on your industry, you may have to deal

“Simply put, the co-managed IT solution gives your business more options when it comes to getting IT and network stability and security right.”

with all kinds of compliance terms and regulations. Your coordinated IT team is versed in everything they need to know – and they stay on top of it as things change.

You Have To Hire Fewer People. While you may have at least one person on staff, or maybe a small team, it's unlikely to grow any larger – and it doesn't need to. Not when your on-site team has access to all the tools, resources and expertise they need to get any IT job done.

You Have A Healthier Company Culture. This is a big one that often gets overlooked. When your on-site IT team has access to those outside resources, they're a lot happier. Happier employees are more likely to stick around for a longer period of time, adding to the overall stability of your business (plus, less frequent hiring is another way to keep costs down).

If you haven't yet considered co-managed IT, give it a look. You may find the IT solutions you've been looking for. And in a time when cyber security is more important than ever before – with more teams working remotely and cybercriminals working overtime – every business can use all the help they can get.

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,
call our office at 256-536-5805.**

Are You A “Sitting Duck”?

Small businesses are under attack. Right now, extremely dangerous and well-funded cybercrime rings in China, Russia and the Ukraine are using sophisticated software systems to hack into thousands of small businesses to steal credit cards and client information, and swindle money directly out of your bank account. Some are even being funded by their own government to attack small, virtually defenseless businesses.

Don't think you're in danger because you're "small" and not a big target like a Target or Home Depot?

Think again. 82,000 NEW malware threats are being released *every single day* and HALF of the cyber-attacks occurring are aimed at small businesses; you just don't hear about it because it's kept quiet for fear of attracting bad PR, lawsuits and data-breach fines, and out of sheer *embarrassment*.

In fact, the National Cyber Security Alliance reports that one in five small businesses have been victims of cybercrime in the last year – and that number is *growing rapidly* as more businesses utilize cloud computing and mobile devices, and store more information online. Quite simply, most small businesses are low-hanging fruit to hackers due to their lack of adequate security systems.



As a local MSP, IT support company, we work day and night to protect our clients from these attacks – **and unfortunately we see, on a regular basis, hardworking entrepreneurs being financially devastated by these lawless scumbags.** We are determined to WARN as many businesses as possible of the VERY REAL threats facing their organization, so they have a chance to protect themselves and everything they've worked so hard to achieve.

Why You Need To Unplug Every Once In A While

Putting down the phone, stepping away from the computer and turning off the TV can do wonders. Here are just a few of the benefits you can experience.



It Reduces Stress. The news and social media is packed with negativity. When you cut yourself off from the negativity, the stress melts away.

It Boosts Productivity. We live in the era of information overload. Spending too much time behind a screen clutters our brains and slows us down. Take a break to get perspective and regain focus.

It Just Helps You Feel Better. It gives your brain a chance to rest. Blue light given off by screens is overstimulating. Turning off the screen gives you a chance to recuperate mentally, emotionally and even physically. *Forbes, Jan. 15, 2021*

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

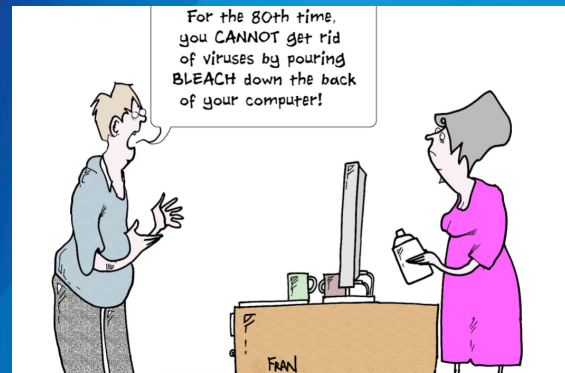
Specialize in DFAR planning

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...



SEO Myth: You Can Skip Mobile

Optimization. You may have spent a lot of time and money on your full website, but don't stop there. Google cares about mobile optimization, as mobile search is quickly taking over desktop search, so Google wants to cater to those people. If you don't optimize for mobile, it will hurt your rankings.



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?

