



“As a business owner, 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!”

- Jon Parks, PC Doctor

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“It’s been a long winter and Milton has been waiting for spring. I beg you to look the other way.”

# PC Doctor’s Technology Times

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

## BYOD or COPE? Do You Allow Employees To Use Their Own Devices For Work?

The evolution of personal mobile devices and the rise of how necessary they are to business success these days are forcing many small business owners to make a choice. BYOD or COPE? Or “Bring Your Own Device” vs. “Corporate Owned, Personally Enabled”.



**The Typical Solution - BYOD.** According to the CDW 2012 Small Business Mobility Report, 89% of small-business employees use their personal mobile devices for work. But the headache involved here is how do you support and secure all of these devices? The scary thing is that most small businesses don’t even try!

The CDW survey found that only 1 in 5 small businesses have deployed (or plan to deploy) any systems for managing and securing employees’ personal devices.

**The Alternative - Is COPE Any Better?** A minority of small businesses has implemented a Corporate Owned, Personally Enabled (“COPE”) policy instead. They buy their employees’ mobile devices, secure them, and then let employees load additional personal applications that they want or need. And the employers control what types of apps can be added too. And the “personally enabled” aspect of COPE allows employees to choose the company-approved device they prefer while permitting them to use it both personally and professionally. COPE is certainly more controlled and secure, but for a business with a limited budget, buying devices for every employee can add up pretty quick. If you go the COPE route and are large enough to buy in volume, you can likely negotiate substantial discounts.

**Security Concerns With BYOD.** If you have client information that must be kept secure or other industry specific regulations regarding the security of client data, then COPE is likely your best approach. It takes out any gray area of whose data is whose. Plus there is a certain comfort level in being able to recover or confiscate any device for any reason at any time to protect your company without any worries of device ownership.

**Advice For BYOD Companies.** Despite the numerous advantages of COPE, most small businesses will still choose BYOD because it can save them money. Here are 2 of Lawrence Reusing’s (GM of mobile security at Imation) important rules for BYOD. Consider these when creating your mobile device policy.

1. Assume employees will use personal devices on the corporate network even if they are told not to. 50% of employees use personal devices to take confidential data out of companies every day.
2. Assume employees value convenience more than security. If your policies are inconvenient, employees will work around them.

# A Quality Referral Is Music To Our Ears...A FREE iPod Is Music To Yours!

(See Below For Details On How  
The Two Are Related.)



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer-a-friend" contest for the month of April.

Even if your referral doesn't hire us, they'll benefit from having a third-party conduct an audit of their systems. Normally we charge \$249 for this service, but we'll give it to them free since you referred them.

All you have to do now is go online to <http://www.pdoctorit.com/about-us/referral-program/> and give us the name of one fellow business owner you know who might benefit from our services. There's no obligation for them to buy anything. We'll award a brand new iPod Touch to the customer who refers us the most quality contacts!

If you have any questions about our contest, you can also call me direct at (901) 328-9400 or simply e-mail me at [jparks@pdoctorit.com](mailto:jparks@pdoctorit.com) with the name and contact information of one of your business colleagues who might benefit from hearing from us.

## 5 Easy Ways To Spring Clean Your Computer For Maximum Performance

With Spring in the air, now is a good time to do an annual clean up of the computers, servers and electronic equipment in your office, both inside and out. Failure to thoroughly clean your computers and servers at least once or twice a year will result in decreased performance and possibly even system failures.



### Here's why:

Dust clogs the computer's cooling system causing it to heat up, damaging sensitive electronic equipment. Dust can also cause fan noise and (believe it or not) slow performance!

Crumbs and dirt in your keyboard can cause keys to stick and crunchy sounds when typing. Plus, it's just gross and unhealthy; do you know there are more germs on your computer keyboard than the average public toilet? Even dust, fingerprints and dirt build-up will make your computer monitor dim and fuzzy.

### But the physical "dirt" is only the beginning...

Here are 5 quick steps you can take today to clean up your systems and improve performance:

1. Use Disk Cleanup to delete temporary files, unused programs and any other files taking up space and slowing things down. (Start > All Programs > Accessories > System Tools > Disk Cleanup)
2. Defrag your hard drive to speed up access to your data. (Start > Control Panel > System and Security > Administrative Tools > Defragment your hard drive).
3. Update your spyware and antivirus software with the newest definitions. The internet changes fast. Having outdated security can slow you down dramatically.
4. Make sure you have the latest security patches and updates installed and configured properly.
5. Check your backups and conduct an emergency "restore" of the data. Remember, the best time to check your backups is when you DON'T desperately need to recover your data!

### Want Us To Spring Clean Your Computer Network? Call Us For Any Service Between Now And April 30th And Receive...

- 10% off any service, repair, or upgrade.
- A FREE 27 point Spring Network Tune-Up.
- A FREE Computer Cleaning Kit to keep your keyboards, monitors, and computers squeaky clean.

## Shiny New Gadget Of The Month:

### Ultra-Small Bluetooth Location Stickers



With Stick-N-Find, never lose your keys again, find your remote control, track your luggage or keep a virtual leash on your pet fluffy so that you get notified when they go too far away.

About the size of a quarter and 0.16 inches thin, you can stick these just about anywhere! Stick them to any device, person or animal and find them with your smartphone.

With an Apple iOS or Android app, you can view your misplaced items on a radar screen and decide if you would like to have it buzz, flash or do both. Or create a "virtual leash" with the sticker – if that sticker moves away more than a selected distance, your phone will alarm you. Lastly, "Find It" alerts allow you to be alerted when your lost item comes in range of your phone.

Stick-N-Find Stickers have a Range of about 100 feet with a battery that lasts for over a year.

Find out more at  
[www.sticknfind.com](http://www.sticknfind.com).

## Prepared, Equipped and Armed with the Right Habits

At the peak of their expansion, Starbucks was opening 7 new stores every day and adding 15,000 employees every week. How did a small coffee shop in Seattle end up with over 17,000 stores and revenues of more than \$10 billion, selling \$4 coffee in a fancy cup? How did Starbucks build such an incredible organization that has over 135,000 employees? How do they get their new employees to show up on time and excel at delivering exceptional customer service, especially when many of them are young, unskilled, and lacking little if any experience in business? If you knew the answers to those questions, do you think it might help you expand your business or on a personal level ... help you to become more successful? Let me give you just a little insight to their formula for success.

Howard Behar, the former president of Starbucks once said, *"We're not in the coffee business serving people. We're in the people business serving coffee."* When your entire business model is built around delivering exceptional customer service, you have got to figure out a way to instill the necessary SELF-DISCIPLINE in your people so they can correctly handle almost any situation. Long lines, complicated orders ... and dealing with sometimes angry, mean, and in-a-hurry customers can be a daily routine for an employee at Starbucks. But, the customer and situation I just described can be the norm in a lot of businesses, so why are employees at Starbucks so good at dealing with it?

It all starts with training. Each *first year employee* will spend **over 50 hours** in the classroom and more time at home studying workbooks or conversing with mentors. Starbucks spends hours upon hours **developing powerful habits** to prepare their people for the onslaught of customers. They have found **that following disciplined habits will enable their people to DEAL with almost any challenge they may face.** They focus on life skills and helping them to handle their emotions and show them how to deliver a **BURST of energy, pep, and enthusiasm when dealing with every customer.** They role play with them, interact with them, help, guide, nurture and **SHOW** them how to handle many different SITUATIONS.

Starbucks has spent millions of dollars creating courses that TRAIN their people on not just the steps of the process, but more importantly, on how to **maintain the self-discipline to "do it"** every time. One acronym Starbucks uses to help their people is **LATTE**. It stands for **Listen** to the customer, **Acknowledge** their complaint, **Take Action** by solving the problem, **Thank** them, and then **Explain** why the problem occurred. Starbucks has developed numerous routines for their employees to follow to help them during stressful situations. By developing these routines, they are helping their people create the **RIGHT HABITS** to serve their customers. **When an employee is PREPARED, EQUIPPED, and ARMED with the RIGHT HABITS to address almost any situation, delivering exceptional customer service becomes easy.**

### Is Your Current Phone System Eating Up Your Profits And Causing You More More Problems Than It's Worth?

How Our New Star 2 Star PBX Phone System will Save You Thousands  
On Your Phone Bill And Give You MORE Features And Flexibility  
– And I'll Bet You A Steak Dinner To Prove It!

If your phone bill is over \$400.00 dollars a month give me a call!  
If I cannot save you at least \$1000.00 I'll buy you a \$75 Steak Dinner!  
Call me, Jon Parks 901-328-9400

## The Lighter Side: April Showers Bring...Laughter!



Q. What season is it when you are on a trampoline?

A. Spring-time!

Q. When do monkeys fall from the sky?

A. During Ape-ril showers!

Q. Can February March?

A. No, but April May!

Q. What flowers grow on faces?

A. Tulips (Two-lips)!

Q. Why is the letter A like a flower?

A. A bee (B) comes after it!!

Q. What's the best day for monkey business?

A. The first of Ape-ril!

Q. Do you know all about April 1st?

A. Yes, I'm fooly aware of it!

Q. Why is everyone so tired on April 1?

A. Because they've just finished a long, 31 day March!

Knock, knock!

Who's there?

Noah.

Noah who?

Noah body . . . April Fool's!

## Is Microsoft's New Cloud Based Office Licensing Model Going To Affect Your Business?

Microsoft announced earlier this year that they are going to place all of their Microsoft Office desktop and cloud-based Office 365 software applications under one umbrella in a renewed effort to push their cloud-based subscription model.

Microsoft will still sell their existing desktop versions, but these will not be as "fully featured" as the upcoming cloud-based versions (note that any Microsoft software that ends in 365 is their cloud based software). It's becoming very apparent that whether you're a home user or a large company, Microsoft wants you to buy the cloud version of their products going forward. If you don't want the cloud version on a monthly subscription, you'll have to settle for a dumbed down version of the product instead.

Here's what this potentially means for you:

- The new "Office" family covers all different editions of Microsoft Office, from Student and Home Editions to the most powerful tools that Microsoft offers.
- You will never have to worry about buying CALs for Office 365.
- You will now be able to shift your budget dollars from one time or annual license purchases to an ongoing monthly operating expense, thus evening out cash flow.
- Things should be getting easier for you to manage. Whether you are starting from scratch or updating software licenses for your office, you'll be able to get everyone running on Office, Exchange, Sharepoint, Lync, Word, Excel and even Skype under one single license.
- Microsoft is also preparing a half-dozen bundles for Office and Office 365, many aimed at small business.

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### Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Sharon Rodges!** She was the first person to correctly answer my quiz question from last month: **Which of the following inventions was patented March 7, 1876?**

The correct answer was b) Telephone. **Now, here's this month's trivia question. The winner will receive a gift card to Sekisui.**

**April is named after the Greek goddess, Aphrodite. She is the goddess of:** a) Fire b) Light c) Love d) Spring

***Email Melissa right now with your answer!  
mmessick@pcdoctorit.com***