



## Last Chance To Save Up To \$25,000 In Taxes On IT Software, Equipment And Services

While many tax incentives for small business have been shot down in recent years, Section 179 of the IRS tax code remains one legal “loophole” worth looking into.

This year (unless Congress changes it at the last minute, which they have done in the past several years) Section 179 allows you to purchase up to \$200,000 of qualified equipment and software. With that purchase, you can write off up to \$25,000 as a Section 179 deduction.

That’s less than in previous years, but the good news is, you can still triple your savings. Here’s how:

- 1. Save on taxes.** If your business could use new software, equipment or services, but the expense is just a little beyond your reach, the tax savings you’ll gain from a Section 179 deduction might just tip the balance in your favor.
- 2. Take advantage of year-end price reductions.** Manufacturers and service providers need to look good to their investors at year’s end. It’s a great time of year to bargain for the best deal.
- 3. Leverage your savings with smart financing.** Taking advantage of an equipment lease or equipment finance agreement could turn out to be the most profitable business decision you’ll make this year. How? By combining a properly structured equipment lease or equipment financing agreement with a full Section 179 deduction, your cash outlay for the year will very likely be less than your deduction.

Plus, your business can start profiting immediately from the new equipment, software or services you invest in.

AND, in the spirit of saving you money, we’ll GIVE YOU A FREE CYBERSECURITY EVALUATION when you upgrade your network with us.

Call us today at (251) 410-7601 to get started.

Just remember – these savings for 2015 evaporate at midnight on December 31. Call us today at (251) 410-7601 to get started.

*Disclaimer: Everyone’s tax situation is different. Consult with your own tax professionals for specific advice.*



“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 technology problems finally and forever!”  
-Phillip Long, BIS

November 2015

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## How Safe Is Your Password Really?

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

**Imagine this:** You're setting up your login information for your email, or maybe it's your Cloud database account. Upon entering your password, the program prompts you to include a capitalized letter, number and possibly a symbol in your password. *You wonder, "Is this really necessary? Who's going to be THAT determined to break into my accounts?"* Well to answer that question: hackers.

**Hackers are going to great lengths to recover your account login credentials.** And as hackers develop more ways to steal your identity, you must become more vigilant in securing your accounts.

**Phishing scams are one of the most prominent ways to steal your information.** *This type of scam comes in the form of a fraudulent email that appears to come from a credible website or company.* The email requests that you follow the link and enter your private information, such as credit card numbers, passwords and other sensitive information into a form of some sort. Many times these emails will appear urgent and prompt the reader into making a quick decision to enter their information.

**Re-thinking how strong your password is yet?** Hackers have almost endless ways to crack your password. Even if it has five numbers, six punctuation marks and your great-grandmother's name in it. But if they crack one of your passwords and all your other account passwords have the same password then your whole internet security has now been compromised.

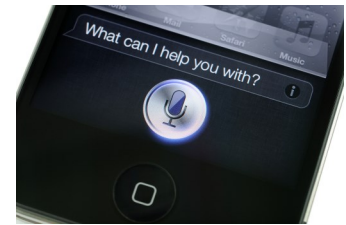
So what can you do?

**Well here are four tips to create a safer password:**

- **Change your password for every account you create.** Yes, it may be annoying to remember all your passwords, but if you keep a written record of them somewhere safe (that is not on your computer), that takes a lot of the hassle out of having to remember all of them.
- **Make it relatively lengthy.** Usually eight characters or more suffices.
- **Have a complex password that includes numbers, punctuation marks, and non-letter symbols.** This makes it much harder to crack than a simple "Doglover12."
- **Use words or names that have nothing to do with your personal life, then try to convert that word in symbols.** Example: Sk8te1\*!45

**[Get Your FREE Cyber Security Evaluation!](#)**  
[Give us a call to schedule it... 251-410-7601!](#)

### Shiny New Gadget Of The Month:



## THE AMAZON ECHO: LIKE SIRI FOR YOUR HOME

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

## 2016 Marketing Trends

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

### Without further ado, here are the predicted marketing trends we should expect to see in 2016:

1. **Social media is becoming the main resource for articles and information.** Facebook and Twitter particularly have seen a big increase in users reading articles and watching videos on their platforms as opposed to reading articles and videos on the actual publisher's website. This means social media marketing will become even more important for your brand. If users are getting a brand's information straight off social media and rarely going to its website, that means you need to be active in social media if you want to be heard. The more social-media centered our society gets, the more people will be looking for brands on social media to get their information from.

Note: This does NOT mean you should not have a website. Websites should be a mandatory tool for a company. Websites help in SEO rankings as well as provide necessary information to customers that you just can't put on a social media channel.

We all know social media is key to creating two-way communication with your customers, as well as creating meaningful relationships with them. A.k.a. not just spitting advertisements and promotional material in their faces. **Refresher: social media should be used to engage and entertain your customers and potential customers, not directly promote your brand:** Think that more PR and less marketing.

2. **Desktops are being left behind.** Mobile usage has gained rapid popularity and will only gain more traction in the future. In fact, it's looking like the desktop may never go back to what it once was. As of this year, roughly 2,000,000,000 global internet users get online on a mobile device, which has surpassed the number of global users that use a desktop computer. Google even decided that in order for a company to be ranked in SEO, the company has to have a mobile-friendly website, but doesn't have to have a desktop-compatible website necessarily. Put simply, if your company's website is not responsive to different devices, then expect to be hidden from a majority of your potential customers.
3. **Video Advertisements will grow.** You've seen them in many places already- on websites, before your video on YouTube and in social media, but in 2016 video has the chance to become a mainstream digital advertising component. Currently, Google Search is testing out video advertisements. So instead of just those sponsored ads you see at the top of the search results page, embedded ad videos will live there too.

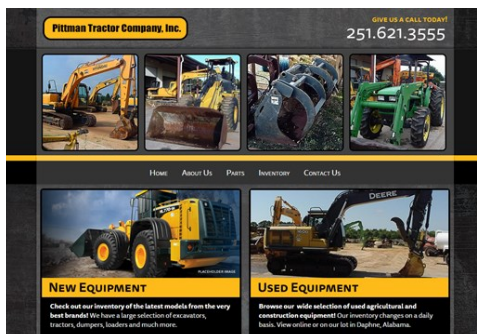
### Is Your Marketing On Track?

Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!

## Website of the Month

### Pittman Tractor

By Liz Miller



Pittman Tractor Company offers a wide variety of construction and agricultural equipment. Their new, easy-to-maintain website showcases their constantly changing inventory of new and used machines.

To visit their website, go to [pittmantractor.com](http://pittmantractor.com).

*"Inspiration is the most important part of our digital strategy."*

*- Paull Young ,  
Inbound 2013*

## Copier Apps! There's An App For That!

**In today's technology, apps are front and center in the industry.** Most people know about phone apps, and *1.2 billion people use apps on their phone worldwide*. With that number in mind, companies are creating apps for a variety of uses- from productivity to engagement to efficiency, there are so many ways apps can be used to help a customer.

**But did you know that even printer companies, such as Kyocera, are using apps to help their customers?** Their latest products have an interface that has a built-in browser and touch-screen, allowing the user to customize their preferences to make is easier to use and more accessible.

Kyocera copiers and printers have added over 30 apps for its products. Now, if you are thinking, “**why do printers and copiers need apps?**” I will tell you. With these apps, the end goal is to create easier and more productive office technology for the customer. **Kyocera has apps that let you scan documents and sent them to your iPad or iPhone as an image, use your Android device to print images and documents straight from your phone, attach and send e-mail files, print webpages from the built-in browser on the printer's interface, and much more.**

With this kind of technology at your fingertips, how can you not start using it? Make your office more productive- work smarter, not harder! Having the capability to print and scan documents from your phone or browse files and images on the internet directly on Kyocera's copier screen makes office operations smooth sailing.

Applications like these are one of many ways to increase office productivity though. **At BIS Office Systems, we work hard to give your business the edge it needs to become more efficient in its office technology.** From supplying companies with office equipment that has the latest technologies, such as with Kyocera's copier apps, to offering Total Document Solutions, our mission is to make your business more productive!

***Want to know if your company could save money? Give us a call right now to set up your FREE PrintSmart Evaluation... 251-476-3113!***

### Product of the Month: Kyocera Color Copier

**Get Our Kyocera Color Copier for Only \$99/Month!** \*with contract

The Copystar CS 3551 ci brings maximum productivity, plus exceptional color and black & white output to document imaging. Flexible configurations, advanced finishing and seamlessly integrated business applications power workflow. And, when combined with award-winning ultra-reliability and unique long-life technology, ensure superior performance and maximum efficiency. When it comes to document imaging innovation and quality you can rely on, the CS 3551ci delivers.

**Call 251-476-3113 to get yours today!**



# Help Us “Hook” Some More Clients Like You & Get Rewarded!

We’ve decided to start a special rewards program for the clients we value the most.

## Here’s the deal...

Refer clients to us and receive a \$50 gift card to any place of your choosin’ when your referral becomes a BIS client. Earn a \$100 gift card when 3 or more of your referrals do business with BIS!



## Who Wants To Win A \$5 Starbucks

Every week, we will have a Grand-Prize Winner for our Monthly Trivia Challenge Quiz! He or she has to be the first person to correctly answer my quiz question.

Last week’s quiz question was:  
**What were the first featured menu items at McDonald’s? a) Hamburgers b) Hot Dogs c) Grilled Cheese Sandwiches d) Tacos**

The correct answer was **b) Hot Dogs**

Now, here’s this month’s trivia question. The winner will receive a \$5 gift card to Starbucks!

At the end of the Pixar Movie Toy Story 3, who owns Woody?

- a) Hannah
- b) Sid
- c) Andy
- d) Bonnie

[Email us right now with your answer!](mailto:hvalentine@askbis.com)  
[hvalentine@askbis.com](mailto:hvalentine@askbis.com)

*“If opportunity doesn’t knock, build a door.”*  
 -Milton Berle

S U C C E S S E N I A G E L  
 T N E M H S I L P M O C C A  
 Q Q T N E M E V E I H C A N  
 H P M U I R T G L Y J S R I  
 H Y C X P R O F I T D Q E W  
 E S S E N I P P A H F K L W  
 B A N I T I F E N E B A X Y  
 X P Z P R O G R E S S M M L  
 X R D H L Y R O T C I V F E

## Find the “success” synonyms:

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Accomplishment | <input type="checkbox"/> Progress |
| <input type="checkbox"/> Achievement    | <input type="checkbox"/> Success  |
| <input type="checkbox"/> Benefit        | <input type="checkbox"/> Triumph  |
| <input type="checkbox"/> Fame           | <input type="checkbox"/> Victory  |
| <input type="checkbox"/> Gain           | <input type="checkbox"/> Win      |
| <input type="checkbox"/> Happiness      |                                   |
| <input type="checkbox"/> Profit         |                                   |



## Marketing Success Story: Sign Pro

When you need quality signage, you can count on Sign Pro. As Mobile's Sign Professionals, they've been providing quality signage since 1994. Call 251-476-7776 or visit [www.signpromobile.com](http://www.signpromobile.com).

### **"I'm #1 On Google In Our Market When You Search For Signs!"**

Busy Owner Gets Marketing Results And  
More Time To Dedicate To His Business

Brian Vailes, owner of Sign Pro, was unhappy with his current website that Yellow Pages had designed for him. The website was old, outdated and hard to update. On top of that, the Yellow Pages team was not helpful at all. When a BIS Designs sales representative stopped in to talk to him about his website, he knew it was time to move forward with a new site. "BIS Designs had a professional portfolio of websites they had designed previously," said Vailes. "All of the sites were clean and crisp."

Vailes' new website allows him to portray the professionalism of his business both locally and nationally. Since his site displays all of his company's work, it's given him an advantage over his competitors.

Before Vailes hired BIS Designs to manage his social channels, he was trying to do all of the work himself while running his business. Needless to say, it was unsuccessful. He stated, "I'm a lot less stressed now. I have more time on my hands to take care of my business." Now that BIS Designs is managing their social media, it's increased Sign Pro's online and social media presence and gotten their name out in the community.

BIS Designs also does search engine optimization for Sign Pro. "I'm #1 on Google in our market when you search for signs!" exclaimed Vailes.

[Watch the video here!](#)

## Marketing Tips:

### Lead Generating Websites

The Internet and business are fused together more than ever. And in today's age of online marketing, a business won't last long without an online presence. And the heart of every business and its digital presence is a home website.

However, with snap judgments from customers and users, if you want to generate quality leads from your website, you must present a quality product. If your website is hard to navigate, is of low quality, or doesn't engage your visitors, you can plan on missing your target audience.

### 5 Traits of a Lead Generating Website

- 1) Don't make people hunt for your phone number!
- 2) Put forms front & center to capture leads.
- 3) Promote your reputation with client testimonials.
- 4) Avoid "build it yourself" websites.
- 5) Create an effective call-to-action to get your visitor to carryout an action on your website.



### Printer Pals: Barnett Millworks, Inc.

Barnett Millworks, Inc. is a family owned and operated company that manufactures high quality millworks products. For more information, call 800-443-3015 or visit [www.barnettmillworks.com](http://www.barnettmillworks.com).

### “Our Productivity Has Increased Because We Have Less Management of Individual Machines!”

Busy IT Director Sees Reduction in Man Hours, Machine & Costs

Chris Allen, IT Director at Barnett Millworks, made the decision to partner with BIS Office Systems to manage their office equipment because they had worked with Tyran Colvin, President and Owner of BIS Office Systems, in the past. At his previous place of employment, Colvin had formed a lasting relationship with Allen and his team at Barnett Millworks. Since Colvin was in tune with the company, Allen knew it would allow for a more personal experience. “Tyran offered a personal service that we valued,” said Allen.

Since hiring BIS Office Systems, Allen has seen a reduction in man hours, machines and costs all the while increasing employee productivity. “Productivity has increased because we have less management of individual devices,” he stated. When an issue arises, it’s handled promptly and efficiently by the BIS Office Systems team. Allen went on to say, “Since I don’t have to mess with these office equipment issues, it’s been a weight off my back. And the less I have to deal with in that arena, the less stressed I am.”

[Watch the video here!](#)

## On A Side Note... Could Your Laptop Battery Revolutionize The Way We Drive?



If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that’s putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford’s Model T did over a century ago.



*The **ONLY** business educational program on the Gulf Coast that's **FREE** and will educate your company on **business best practices**, **information technology**, **office equipment**, **web design** and **digital marketing***

## **December Events**

December 3rd at 11:30 AM

Wintzell's Oyster House | Fairhope, AL

### **Cybersecurity Luncheon (FREE!)**

Learn the 6 critical IT security protections EVERY business must have in place NOW to avoid cyber attacks, data breach lawsuits, bank fraud and compliance penalties.

[www.askbis.com/seminar3](http://www.askbis.com/seminar3)

December 10th at 11:30 AM

Tillman's Corner Community Center | Catered By: Dick Russell's Bar-B-Q

### **Digital Marketing Luncheon on Generating More Business (FREE!)**

Learn about top secret digital marketing strategies that are guaranteed to increase followers, generate leads and drive sales.

[www.askbisdesigns.com/seminar](http://www.askbisdesigns.com/seminar)

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**To RSVP for any of these events,  
call 251-923-4015 or visit  
[www.bisuniversity.com](http://www.bisuniversity.com).**