

## What's New

We are so excited to announce that we have added a new member to our staff, Liz Garner. She will be taking on the role of Inside Account Manager on our sales and marketing team.



## May 2016



This monthly publication provided courtesy of Phillip Long, CEO of BIS Technology Group.

**Our Mission:** To deliver solutions to our clients to help them overcome challenges that threaten the health of their business.



In less than 60 seconds, you are about to learn 10 things that could save you days – or even weeks – of downtime, not to mention the undue stress on your company, and potentially thousands of dollars lost, due to a data disaster...

Use this article as your checklist in a conversation with your IT company to assure that your business has the right plan in place to get back up and running quickly if and when disaster strikes.

1. **Keep a written plan.** Simply thinking through in ADVANCE what needs to happen when things go south on you, and documenting it, can go a long way toward getting your network back up and running quickly if it gets hacked, flooded or compromised by human error or equipment failure.

Outline the types of disasters that could happen, and a step-by-step recovery process. Be sure to

# 10 Things You Must Do Now To Prevent A Costly Data Disaster

include a budget, what to do, who should do it and how. Store printed copies along with key contact information and login details for essential websites 1) in a fireproof safe, 2) off-site at your home, 3) at each key employee's home and 4) with your IT consultant.

2. **Hire a trusted professional to help you.** Trying to recover data after a disaster without professional help is business suicide. One misstep can result in weeks of downtime, or permanent data loss. To improve your odds of a quick recovery, work with a pro who has experience in both setting up your plan and helping you recover when a loss occurs.
3. **Have a communications plan.** What if your employees can't access your office, e-mail or phone system – how should they communicate with you? Make sure your plan details the alternatives, including MULTIPLE ways to stay in touch.

*continued on pg2*

1. **Automate your backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being doing something, it's a recipe for disaster. ALWAYS automate your backups so they run like clockwork.

2. **Keep an off-site backup copy of your data.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

6. **Be able to access and manage your network remotely.** You and your staff will be able to keep working if they can't get into your office. Your IT manager or consultant can quickly handle an emergency or routine maintenance. And you'll love the convenience!

7. **Image your server.** Storing your

*data* off-site is great – but bear in mind, if your *system* goes down, the software and architecture that handles all that data must be RESTORED for it to be of any use. Imaging your server creates a replica of the original, saving you an enormous amount of time and

*“It's critical to keep your network patched, secure and up-to-date.”*

8. **Document your network.** Network documentation is simply a blueprint of the software, data, systems and hardware that comprise your company's network. Let your IT manager or consultant create this for you. It'll save you time and money in the event your network needs to be restored.

It also speeds up everyday repairs and maintenance on your network when technicians don't have to

waste time figuring out where things are and how they're configured. Plus, it may help with insurance claims in the event of losses due to a disaster.

9. **Maintain your system.** While fires, flooding and other natural disasters are certainly a risk, it's ever more likely that you'll experience downtime due to a virus, worm or hacker attack. That's why it's critical to keep your network patched, secure and up-to-date. And don't forget: deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.

10. **Test, test, test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! Hire an IT pro to test monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

**Need help getting this implemented?** Contact us by May 31 at 251-410-7601 for a FREE Backup And Disaster Recovery Audit.

## Laptop, Tablet... Or 2-in-1?



Are you toting around two devices – a laptop to get serious work done and a tablet for a little Baldur's Gate or Facebook action? If you're in the market for a new laptop or tablet, it's time to consider getting a 2-in-1. Like an SUV or Swiss Army knife, 2-in-1's offer supreme versatility. Windows 10 was built for these machines, and with prices, power and battery life now falling in line with laptops, you can save time, money and weight with a 2-in-1. Unless you're a high-end gamer or graphics pro, you owe it to yourself to check out the latest versions of these new mobile gadgets.

-Laptop Mag

# Calculating the Cost of Downtime in Your Business

By: Phillip Long, CEO of BIS Technology Group



## Introduction

What would an hour of downtime cost your business? As a business owner, I've had many slick salespeople try to convince me of things using huge formulas and best case scenarios for their cause. This article really breaks down the reality of downtime, the necessity of uptime and how it can work for your business.

As it relates to potential problems that could cause IT downtime within a small to midsize business (SMBs), it makes financial sense for business owners to understand how much outages cost to them. Uptime for SMBs using the [Break/Fix IT Support Model](#) is between 96% and 98% during business hours. On the surface, it sounds pretty good. A 96 average is an A+ in school, right? Well, in the world of Information Technology, a 96 is a huge **FAIL**. A network that is **up** 96% of the time is **down** 83.2 hours per year. Many SMBs don't realize it, but the average small business loses more than \$55,000 in revenue due to IT

failures each year.<sup>1</sup>

Understanding the cost of downtime to your organization is a critical exercise in order to determine what kind of investment makes sense in implementing a [backup and disaster recovery plan](#). Having a ballpark number allows organizations to use cold, hard facts to weigh their economic tolerance for how much data and downtime they can afford to suffer. This number brings into balance the investment they will choose in mitigating the risks.

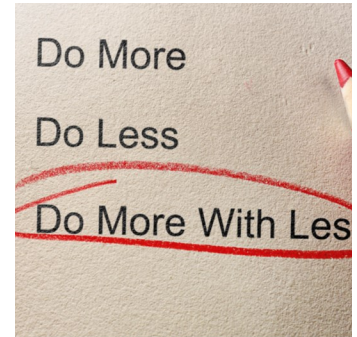
## Causes of Downtime

Before delving into cost, it is beneficial to understand the causes of downtime for a typical SMB. Most downtime falls into two categories: **Everyday Issues and Site-Wide Issues**.

[You can read the rest of the article here.](#)

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

## Shiny New Gadget Of The Month:



## All This... For Just Five Bucks???

If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just \$5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

1. **Steer clear of bad gigs** – Buying hundreds of backlinks for your website might sound cool... Then again, you might be in for a nasty surprise. If a gig *seems* fake, it just might be... Find another gig.
2. **Shop around** – Compare different sellers and use the "Favorites" feature to build a shopping list before you buy.
3. **Examine closely** – Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller *before* buying.
4. **Communicate clearly** – Save time by spelling out in exact detail what you want in your order.
5. **Accept nothing less than perfection** – Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set...go save a boatload on your first Fiverr gig!



## 6 LinkedIn Marketing Strategies to Attract More Clients Today

By: Taylor D'Amico, Digital Marketing Specialist at BIS Designs



Has your business been struggling to find new clients? Consider LinkedIn. This powerful professional networking site has proven to be very effective in generating qualified leads and prospective customers.

Maybe you've tried LinkedIn, but you're not getting the results you want. Well, you're not alone. Business owners often tell us they know they are not leveraging this platform's opportunities to yield the fullest result.

But...you can. What if I told you that if you spent a little bit of dedicated time on LinkedIn each week, you could start receiving a continuous flow of qualified leads? Well, that's just the case with these five basic

LinkedIn strategies that you can implement today to start seeing results immediately.

Strategy #1: Create a professional profile.

When we meet with our social media marketing clients, the first step is to understand their business goals, their target audience and their unique market differentiators. Once these are defined, we cater their business profile on LinkedIn to those target audience decision makers. Here are some helpful tips to assist in making your profile stand out:

- Make sure that your profile is professional, search-optimized, and most of all, client-focused and written to get the attention of the prospective decision maker.
- If you're the owner of your business, list your title as CEO,

President or something in that realm. Other CEOs often want to associate with CEOs, not "Business Development" people.

- Be specific. You must have it clearly spelled out who you are, who you help, and how you can help them to avoid confusion for those who land on your profile.

- Get to the point fast in your "Summary". Forget telling stories about how you used to play with computers when you were two. It's ok to tell an origin story, but do that after you tell me what you can do now.

- Try to throw in a little creativity and personality into your profile where appropriate to make it the least boring as possible.

[To read the rest of the strategies, you can read it here.](#)

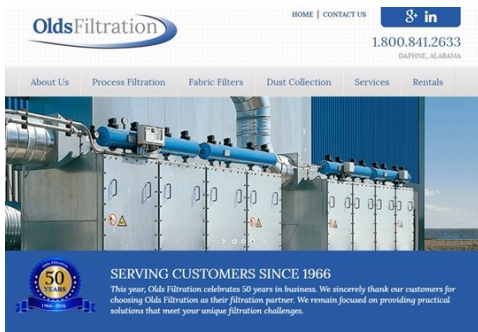
### Is Your Marketing On Track?

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

## Website of the Month

### Olds Filtration

By Liz Miller



Olds Filtration has been serving our area for over 50 years. These established professionals are absolute experts at what they do. Their new website describes their comprehensive menu of product options as well their respected industry partners.

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

**"Never let your ads write checks that your website can't cash."**

*-Avinash Kaushik*

## Access Your Gmail Emails & Calendars Directly from Your Printer's Touch Screen

Being able to print on the go is fast becoming a standard requisite for many businesses. With the Kyocera Google Connector app, employees are able to access their Google accounts right at the touch screen control panel of the MFP (multifunctional printer).

With companies making the move from physical storage to the cloud, cloud print environments are becoming a necessity to have integrated into the business workflow. That's why Kyocera Document Solutions, one of the world's leading document solutions companies, developed the Google Connector app. While at the printer, one can:

- View, compose, edit and search through Gmails
- Scan documents to store or use as attachments
- View and print calendars

Kyocera continues to look at the evolving climate in business workflow needs as does Google. With Gmail reportedly being used by nearly 50% of small business employees, Kyocera sought out how to connect with Google's cloud email service market to provide more integrated workflow opportunities. Through this Google partnership, Kyocera keeps the workforce mobile by enabling users to retrieve Gmail functionality on the individual MFPs without having to log in on a separate device.

The development of business applications such as this have been a priority for Kyocera for years. They previously developed the Kyocera Cloud Connect, Mobile Print, and the Microsoft Exchange and SharePoint Connectors for easy to use printing via the cloud from smartphones, tablets and PCs.

When it comes to the security of cloud printing, Kyocera developed the technology of linking an organization's Google cloud printing capabilities with leading print management solutions to ensure secure print release. Unique to Kyocera, the connection of a company's Google Cloud Print account to their print management account creates the ultimate document security. In addition, all print jobs can be set to hold until the user authenticates.

***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!***

### April's 'Ask the Expert'

Listen to Uncle Henry and the BIS Office Systems' team discuss cost-savings on your office equipment on this month's Ask the Expert.

**[Listen to it here.](#)**



## Conquering Connecting

By: Darren Hardy

*"Everyone looks so much better when they smile." – Jimmy Fallon, host of the legendary *The Tonight Show**

What a meteoric ride Jimmy Fallon has had to the top!

How did this son of an IBM machine repairman get to the chair once occupied by maybe the most legendary figure in comedy TV for 30 years straight, Johnny Carson?

### He did it through exceptional networking.

In the span of about five years, Jimmy went from a *Saturday Night Live* alum, unsuccessfully navigating Hollywood, to a late-night star and host of NBC's *The Tonight Show*, one of the most respected franchises in entertainment. This did not happen by accident...

Fallon's meteoric rise is partly due to his intense focus on developing relationships with people who could advance his career.

### Another key? Fallon worked his butt off.

While still a computer-science major at Albany's College of Saint Rose, he performed comedy at small clubs and obsessed about the comedy industry.

Through a connection with his former employer at a New York alternative newsweekly, his audition tape reached Hollywood agent Randi Siegel, who had ins with the crowd at *Saturday Night Live*.

Siegel found 21-year-old Fallon's performance to be charmingly amateur, but she could see that he was naturally talented. She gave him a call and was surprised to hear, after introducing herself, "Randi Siegel! I know who you are!"

Randi was so impressed by his knowledge of the comedy industry and enthusiasm that she agreed to take him on as a client. With Siegel's connections, Fallon was able to eventually get hired as a cast member with *SNL* in 1998.

### At *SNL* he developed the relationship that would define his career.

The show's creator, Lorne Michaels, is so powerful and respected in the industry that cast members are often intimidated by him.

As a rookie, Fallon was no different, but he wanted to befriend Michaels. So after every show, he went over to Michaels and thanked him for the show.

Michaels developed a rare friendship with Fallon. Following the drama of Conan O'Brien's short stint as host of *The Tonight Show*, Michaels decided that his trusted Fallon would take the renowned position.

Fallon made a point of connecting with former *Tonight Show* host Jay Leno and would ask for advice. Leno said, "Most people in show business think they know everything. They don't really listen to the other person. 'Respectful' is the best word I can use for Jimmy."

### His approach worked.

Since starting in February 2014, Fallon has attracted around 4 million viewers each night, with a much higher share of the 18-49 demographic than his predecessor.

What Fallon did is a) he worked hard (let's not forget that), and b) he networked brilliantly by asking questions of others, listening, acting on their advice, showing gratitude and being a genuinely good human being.

*So, who are three connections you dream of networking with in order to boost your success?*



Darren Hardy is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called "the modern day Think

and Grow Rich": *The Compound Effect—Jumpstart Your Income, Your Life, Your Success* ([www.TheCompoundEffect.com](http://www.TheCompoundEffect.com)) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book *The Entrepreneur Roller Coaster--Why Now is the Time to #JoinTheRide* ([www.RollerCoasterBook.com](http://www.RollerCoasterBook.com)). Access Darren: [www.DarrenHardy.com](http://www.DarrenHardy.com) and get free daily mentoring: [www.DarrenDaily.com](http://www.DarrenDaily.com)

## Hate Waiting for Pages to Load on Your Smartphone? There's an "AMP" for That!



And no, that's not a misspelling of "app" ...it's an acronym for *Accelerated Mobile Pages*. As you may have noticed, there's a little problem with the mobile web... You click a link on your smartphone, eager to consume the content... What shows up is a spastic jumble of jerky images, videos and ads as the page loads...

eventually...if you care to wait. (40% of people bail after three seconds.)

Google's new AMP Project aims to fix that. "AMPed" pages load almost instantly with a simple, easy-to-consume format. To see it for yourself, pull out your smartphone and visit [g.co/ampdemo](http://g.co/ampdemo).

-Copyblogger

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***Give us a call to schedule it... 251-410-7601!***



# 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.

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For more information, visit [www.askbis.com/referral](http://www.askbis.com/referral) or call 251.923.4015.



\*The BIS Division Only

*“If you want to go fast, go alone. If you want to go far, go together.”*

-African Proverb

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

Words provided by HubSpot



## Who Wants To Win A \$5 Starbucks Gift Card?

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 month’s quiz question was: **What popular company said they were buying the liberty be on April Fool’s Day?**

The correct answer was **B) Taco Bell**

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

**How many Wonders of the Ancient World were there?**

- a) 9
- b) 5
- c) 7

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

### Find the general email spam words to avoid:

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Acceptance | <input type="checkbox"/> Problem      |
| <input type="checkbox"/> Sample     | <input type="checkbox"/> Satisfaction |
| <input type="checkbox"/> Here       | <input type="checkbox"/> Success      |
| <input type="checkbox"/> Stop       | <input type="checkbox"/> Hidden       |
| <input type="checkbox"/> Maintained | <input type="checkbox"/> Passwords    |
| <input type="checkbox"/> Never      | <input type="checkbox"/> Solution     |



*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***

## **May Events**

May 19th from 11:30 AM

Wintzell's Oyster House | Fairhope, AL

### **Digital Marketing Luncheon (FREE!)**

Learn how to develop & implement a successful digital marketing plan to increase company revenue.

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

## **June Events**

June 9th at 11:30 AM

Wolf Bay Lodge | Foley, AL

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

Learn 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/seminar](http://www.askbis.com/seminar)

**To RSVP for any of these events,**

**call 251-923-4015 or visit**

**[www.bisuniversity.com](http://www.bisuniversity.com).**