

What's New

We are so excited to announce that we have added a new member to our help desk team, David Adams.



September 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.



Go Mobile - Without Killing Your Data

What if you could tap into the top talent in your industry, no matter where in the world they are? With the power of the mobile web, your all-star team is now - literally - at your fingertips.

Consider this: 83% of workers report that they prefer using cloud apps over those deployed on-premise. Millennials, who will make up almost 50% of the available workforce by 2020, are "digital natives." And don't forget how much money remote workers allow you to save on real estate and office equipment.

Yet there are risks. Spreading your network around the world on a variety of devices you don't control can expose your data in more ways than ever before. The key is to find the right balance between protection and productivity. Here, then, are five ways to effectively "mobilize" your workforce - *without* endangering your data:

Collaborate In The Cloud - A plethora of online collaboration tools have sprung up that make it easy for a geographically dispersed team to access and share the same files in real time. These tools not only make sharing easy and instantaneous, they help your team communicate quickly and effectively. Tools like Slack, HipChat, Asana, Podio and Trello - to mention just a few of the most popular options - are proving to make teams more productive. And that includes keeping critical data safe and secure.

Expand Elastically - In-house investments in IT hardware, software and staff can lock you into a rigid structure that can't easily adapt to changes in demand. A cloud-based mobile workforce is able to contract and expand more easily as needs arise, and with very little loss of capital. Bottom line: use a VPN (virtual private network) and cloud-based collaboration tools to remain agile, flexible and competitive.

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Cut Costs Dramatically – Physical work areas, equipment, software and on-site security expenses can add up. Instead of spending money on office space, equipment and infrastructure, invest it in innovation and refinement. Combine the power of the cloud with a well-designed workflow to reduce the number of people needed to get things done. That will free up your key players to focus on more important tasks – the ones that boost productivity and ROI.

Deal With BYOD – Let's face it, BYOD (bring your own device) can be your greatest IT security threat. Yet, like it or not, workers will use their own devices on the job. Foisting strict controls without buy-in will just backfire. Yet doing nothing simply makes you a sitting duck for a cyber-attack. Solution? First, audit how your employees use

their devices. Note the data they access and the apps they rely on. Group them by the levels of security and compliance they need to be governed by. A CEO, for example, may need to abide by financial regulations. An HR manager must deal with employment laws. Armed with information from your audit, you can roll out new policies as well as technical and process controls. Train your team in safe practices. And be sure to contact us for help in getting all this done securely and effectively.

Go Remote Without Risk – Whether you want to cut commuting time for your team, tap into the talents of experts outside your locale or simply accommodate a worker caring for family members, mobilizing your workforce can have big benefits. The trick is defending it

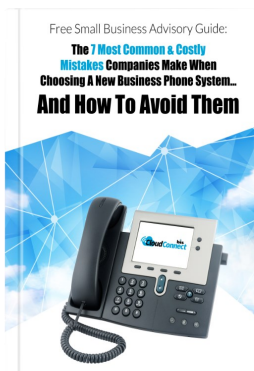
at all points. Make sure remote workers share files and communicate with other employees only via a secured network. Make sure they use adequate virus protection. And, if they are using WiFi, either at home or on the road, make sure they do it safely. For instance, ensure that their tablet isn't set to automatically connect to the default wireless network. That's often an easy access point for hackers.

Free Mobile Risk Assessment – Limited Time Only!

To help you manage a mobile workforce without endangering your data, we're giving away a Free Mobile Risk Assessment, normally valued at over \$300, to the first 10 companies who request it by September 30. Call me directly at 251-410-7601 to set yours up today. It's your best bet for keeping ahead of the competition – while keeping your company's data safe and secure.

“Doing nothing simply makes you a sitting duck for a cyber-attack.”

The 7 Most Common & Costly Mistakes Companies Make When Choosing A New Business Phone System... And How To Avoid Them



You will learn:

- 8 Critical questions you should ask any phone vendor before signing a contract.
- How to avoid getting talked into unnecessary bells and whistles and expensive maintenance contracts.

Claim Your FREE Copy Today at

www.askbis.com/choosing-a-phone-system

Have You Been Keeping Up With The News Lately? Maybe You've Heard About A New Kind Of Attack That's Causing A Lot Of Problems: Ransomware!

Ransomware's been in the news lately because criminals have been holding the computers and data of major institutions hostage, like hospitals and universities. These attacks have forced some victims to stop using their computers entirely. Other victims have given up and paid money to their attackers in the hopes that they can get back control of their computers and their information. Some got their data back, but others didn't: you can't trust criminals.

Ransomware is a particular kind of virus or malware. Like other viruses and malware, it's basically a malicious program that gets on your computer or device and runs. There are many ways ransomware can get on your computers or devices. The most common ways are by opening malicious attachments you get through email, or by browsing to sites that push the malware on to your system without you knowing it. What makes malware tricky is the emails can look real, and sometimes legitimate, trustworthy sites are compromised to deliver ransomware.

Once ransomware gets on your system, it locks up your files, such as documents and photos, by encrypting them with a key that only the attackers know. The encryption makes it pretty much impossible for you or anyone else to get to those files without a key and the only way to get the key is to pay the criminals that attacked you and did this to you. What's even worse is most Ransomware attackers will tell you there is a limited time to pay (typically three days) or else they'll destroy the key. Typically, the ransom they demand is high: US\$500 is about average for individuals (businesses are charged more).

Ransomware is a lot like a movie: the bad guy is standing there holding what's valuable to you hostage, threatening to destroy it and telling you "throw me the money and I'll throw you the key." It's different from other viruses and malware because it goes after the files most important to you and holds them hostage, trying to force you to pay a ransom. Criminals aren't interested in the files ransomware goes after: years of saved photos, important financial and work documents. But they know those files are important to you. Viruses and malware typically are a nuisance, but ransomware can impact your digital life the same way a fire can impact your real life.

So what can you do about this? It's best to prevent ransomware from attacking you in the first place.

These steps can help:

- Ensure you're running a modern supported operating system. Put another way: don't be running Windows XP.
- Confirm your operating system and all your programs are up-to-date. Use Windows Update; enable automatic updates on your devices and for all programs.
- Be careful when opening attachments. This is an old trick, but still works. Think of every attachment you get as unknown and potentially dangerous. Did your friend really send that? Do you have an account with that bank? Are you really expecting a package? When in doubt, check it out.
- Run modern security software like Trend Micro Worry Free Services. Security software is critical when it comes to ransomware because it can provide multiple layers of protection needed to prevent ransomware attacks. As tempting as free security packages might be, they're just not up to the fight when it comes to ransomware.

Ransomware is unlike any other virus or malware attack we've seen. So it's scary. But understanding what it is and what you can do about it can help make it less scary. It's something you need to take seriously. But there's no need to panic: just take some steps today and you can rest easier about the threat. In the following weeks, I'll share with you what you can do if you experience a ransomware attack. In the meantime, visit here to learn more.



TREND
M I C R O™

-Christopher Budd, Global Threat Communications

What's the Benefit of Switching to VoIP?

By: Taylor D'Amico, Digital Marketing Specialist

VoIP systems are a strategic move for businesses to see financial growth and have a competitive advantage. The major benefits include:

Cost savings

By using a single network to carry voice and data, there is an inherent reduction in overall business expenditures. Additionally, long distance calls are much cheaper when using VoIP systems.

Increased Flexibility

Mobile functionality. Internet telephony enables the user to take their phones anywhere there is a high-speed Internet connection. All you have to do is move your IP phone (or traditional phone with a VoIP adapter) to a different broadband network jack and plug it in. This is an incredible asset for those business employees that travel or work remotely.

Talking on your computer. The technology also provides the ability to receive and place calls directly from your computer or laptop using a headphone/microphone unit connected to your computer.

Call forwarding/routing. In the event that you need calls forwarded, whether it be a power outage or that you are simply away from the office, your VoIP phone number can be configured to automatically forward unanswered calls to a cell or landline number. The call flow can be configured to ring to your cell phone first for a few rings and then switch to ringing your home line, and then end up returning to your voice mail which can be simultaneously sent as an audio file to your email.

Virtual phone numbers. Your phone number can have assigned to it any available area code, not just the one assigned to your region. If your company does business in different states, this can be a highly sought after feature to provide a local number for those existing or prospective customers to call.

Improves Productivity

VoIP technology allows employees to have their phone numbers configured to simultaneously ring on multiple devices--such as your cell and landline phones--before going to voice mail.

The voicemails can also be configured to be received as an email so when you're away from your phone you will still have immediate access to your incoming messages.

In a recent survey conducted by [Sage Research](#), the increased productivity enabled by internet telephony added up to 3.9 hours per week, per employee.

[Business Information Solutions](#) has recently invested in a new BIS [VoIP phone system](#) ready to provide your business with the flexibility and features that can save your business a significant amount of money. It has been reported that small businesses who switch to a VoIP phone system can see a [reduction in costs](#) by up to 40%.

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

Shiny New Gadget Of The Month:



FitBark Keeps You And Your Dog Healthy

Do you know how well your dog slept last night? How much nutrition – or exercise – your dog really needs? Whether your pup is being well-cared for at doggy day care?

With FitBark you would know all this, and more, about your favorite canine pal.

Doggy health monitors are nothing new. But, according to hundreds of verified reviews on Amazon, Best Buy, App Store and Google Play, FitBark leads the pack.

FitBark attaches to your dog's collar and shares data with FitBark Explore, a dog health data bank that collaborates with over 20 leading universities and research institutions in North America and Europe to gain a better understanding of dog health.

You benefit from all this data by tapping into what FitBark calls truly unprecedented insights into canine health and data. All toward keeping Fido – and you – on the path to health and happiness.

\$59.95 at [Fitbark.com](#).

Be Real! The Importance of Personality Shining Through on Company Social Media Channels

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

As the name implies, “social media” is a platform for real time social exchange. This exchange takes place on a global scale, offering you unprecedented access to desirable demographics around the world.

But in order to succeed in this highly competitive social media arena, it's important to present yourself as more than a brand. You need to present yourself as a personality.

You can infuse your brand with personality in a number of ways. Whether you write a blog or create a carefully crafted ‘about us’ page on your website, you're putting your personality out there for the community to see. By posting informative, funny

and inspirational posts, a human side to your business comes out, which naturally instills a greater sense of trust for your organization, ultimately enhancing your networking efforts.

However you choose to do it, remember one thing: Be authentic.

Use your own voice. Be professional, but don't sound scripted, and avoid industry-specific terms and phrases. Try to strike a casual tone.

Share personal interests. These can be tangentially related to your business offerings, or as unrelated as a hobby. The goal is to flesh out who you are beyond

your brand.

Tell stories. We communicate a lot of day-to-day information in story form. Relatable anecdotes are easy to follow and –if told well—hard to forget. The more entertaining, the better.

Use humor. More specifically, use your sense of humor—so long as it's appropriate. Laughter is the easiest way to tear down any barriers separating you from future clients.

We often hear companies ask why social media is so important for their business. The answer is simple: businesses need a solid online presence if they expect to be successful.

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

Central Christian School

By Liz Miller



Central Christian School has been serving the youth of our community since 1970, imparting values and providing quality education. They needed a robust, multi-functional website that served as a true hub for parents, students and educators.

To visit their website, go to www.ccsaints.com.

“Don't use social media to impress people; use it to impact people.”

-Dave Willis

The Future Is Yours

I just did a program for a large multinational manufacturing company that has been in business for over 70 years. My client's theme for the conference was ... *The Future Is Yours*. In preparing for the program, I decided to do some research on great quotes and statements that have to do with our future.

I ran across a statement made by the esteemed economist Dr. Lowell Catlett that really surprised me. He said they did a study in 1960 and again in 2010 involving over 7,000 economists that rated their accuracy for forecasting future economic trends; their accuracy rate was 47%. He elaborated on that statement, saying, "What I just told you is, you can flip a coin and beat 7,000 economists by 3%." He concluded his point by adding, "You can't predict the future, but you sure can prepare for it."

So I thought I would share with you some thoughts/quotes on "Achieving Success in Your Future." I think these quotes will help to give you a productive perspective on addressing your success in the future.

"The future is unknown, but a somewhat predictable unknown. To look to the future we must first look upon the past. That is where the seeds of the future were planted."
- Albert Einstein

"Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined." - Anon

"I look to the future because that's where I'm going to spend the rest of my life." - George Burns

"The more you take responsibility for your past and present, the more you are able to create the future you seek." - Anon

"Your future is created by what you do today ... not tomorrow." - Anon

"The best way to predict the future is to create it." - Abraham Lincoln

If I had to pick my favorite quote of all of

them, it would be the second one: "Just because the past didn't turn out like you wanted it to ... doesn't mean your future can't be better than you imagined."

I don't care where you are in life, how low you have gotten or how bad it has been ... tomorrow you can start fresh, creating a better future. All great achievement begins with deciding what you want and then dedicating yourself to achieving it. So, my perspective on having future success is learning from our past. If we would just pay close attention to our *past*, it would ...

Prepare us for the future.
Awaken us to wiser ways.
Strengthen us with new skills.
Teach us new lessons.

If you don't apply the lessons you have learned from your past ... you will never improve your future. There is no rule that says your past is your destiny. You possess the power to create a great future; we all do. Remember, your future success is dependent on your present efforts ... so do something today that you will be happy you did tomorrow.

Let your regrets fuel your future ... so your future will have fewer regrets.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*.

Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Did You Know Your iPhone Could Do This?



Respond to texts without unlocking the phone. When you get a notification, swipe left on the message and a blue "Reply" button appears. Just tap it and text away! Take a photo with the volume button. For that ultimate, one-handed selfie, open the camera app and press the "+" button for volume on the side of your phone. Have Siri read your texts out loud. This is a great tool for when your hands aren't free or you're on the road. Press the volume button and hold it. When the beep sounds, tell Siri, "Read my texts." When done reading, she'll ask you what to do with the messages. You can have her reply or read them again.

-Entrepreneur

Get Your FREE Consultation!
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.

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!

For more information, visit www.askbis.com/referral or call 251.923.4015.



*The BIS Division Only

“There are no secrets to success. It is the result of preparation, hard work and learning from failure.”
-Colin Powell



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 trivia answer was a) Mercury—the planet named for Roman god of commerce, travel & thievery.

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

With what product did the term “brand name” originate?

- a) Cattle
- b) Whiskey
- c) Bread

Email us right now with your answer!
hvalentine@askbis.com

Are You Addicted to Your Work?



To find out, rate yourself 1 to 5 on the following statements. Give yourself a 5 for “often” and 1 for “rarely”: a) You think of how to free up more time to work. b) You spend more time working than initially intended. c) Your work helps you reduce feelings of guilt, anxiety, helplessness and depression. d) You get stressed when you can’t work. e) You set aside hobbies, leisure pursuits and exercise in favor of work. If you averaged 4 to 5, then you may be at least mildly addicted to your work. Is that a bad thing? Not necessarily. While your well-being requires a certain amount of balance, having the drive, enthusiasm and energy to achieve impossible goals marks many of the most successful entrepreneurs.

-Forbes



*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***

September Events

Sept. 22nd at 11:30 AM

The Fish House | Pensacola, FL

Digital Marketing Seminar (FREE!)

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

www.askbisdesigns.com/seminar

**To RSVP for any of these events,
call 251-923-4015 or visit
www.bisuniversity.com.**