

## What's New

BIS is hosting a FREE lunch-and-learn seminar on back up & disaster recovery called "How to Guarantee an Easy, Fast & Painless Recovery of Your Data After a Disaster."



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

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

# The Misnomer of Failure

So you think you're a failure, huh? Let me get one thing off my virtual chest right now: you're not. I realize you may be experiencing failure. You may have had a string of failures. You may have been told you are a failure. But it doesn't mean that's who you are. You are not a failure unless that's who you decide to be.

But before I prove you're not a failure, I want to share a personal story. Oh, and by the way, when I said "my virtual chest," I didn't say that because you are reading my article. I say it because my muscle definition is equivalent to Tweety Bird's. If that little yellow feathered turd and I got into a fight, he would own me.

## I Am A Failure

My little story. In years past, I was an entrepreneur in the traditional sense, starting businesses and growing them. Today I am an author, which, not so interestingly, is just like any other form of business. You need to sell what you do and do what you do, really well. The only difference is, instead of having 30 employees reporting to you, you have one part-time assistant... who is either in India or is a family member or both.

I have failed a lot. I have lost all my money. I have crashed more start-ups than I have grown. I have offended probably everyone (including myself a couple times). And now I am failing at my fastest rate ever. Why?

If you asked anyone on the street – I mean anyone, including my mother – how "prolific" I am, they would say, "Who's this asshole you're talking about?" (Note: My mom wouldn't call me

an asshole, she would call me a douche.) But here's the deal: failure is the ONLY way to success. Every day I take a shot at achieving my vision, and fail. And regardless of what your vision is, the only way you will get there is by failing your way to it.

## Find Purpose

If you want to stop being buried by failure, you need to define your life's purpose. And if you don't know what your life's purpose is... your life's purpose (at least for now) is to find your life's purpose. Constantly ask yourself, why am I here? What do I need to do? And be willing to listen to the answers that you present yourself.

When you find your purpose, you'll get into the groove – where your hidden talents reveal themselves and you lose all sense of time. You're living your purpose when you build energy as you do it. You're living your purpose when you experience failure and you see it as another step up the ladder.

## My Virtual Chest

In regards to my virtual chest situation, I am done with that bad failure, and am now a weight-room loyalist. Interestingly, I am now experiencing good failure constantly (those damn weights are heavy).

Tweety Bird can go suck it.

- MIKE MICHALOWICZ, CEO of Provendus Group

# Why Your Website Needs to Switch to HTTPS

This is the year for websites to become more secure. Since 2014, Google has given search engine [ranking boosts](#) to sites that use [https://](#), also known as SSL or Secure Socket Layer, for their web addresses instead of [http://](#) alone. As of this year, Google's [web browser Chrome](#) is taking huge strides towards making the internet a safer place by labeling all HTTP pages that take payment information or collect passwords as non-secure. This is part of Google's long term plan to eventually label all HTTP sites as non-secure. Other web browsers are said to soon follow suit.

SWITCHING TO ENCRYPTED SSL CERTIFICATES, MEANING SITES CHANGE TO HTTPS:// RATHER THAN [HTTP://](#), IS NOW MORE IMPORTANT THAN EVER.

## What is HTTPS?

HTTPS is the acronym for Hypertext Transfer Protocol Secure. It is a protocol used for secure communications over the internet. Communication over HTTPS is encrypted between the end user and the server so the data cannot be tampered with and listened in on.

## What is SSL?

SSL is the acronym for Secure Socket Layer and is another type of protocol that helps encrypt data transferred over a computer network. Through purchasing an SSL certificate, an encryption key is placed on the server to protect your com-

munication via your website.

## Why should you care about HTTPS and SSL?

This gets back to the main reasons why Google is calling for all websites to switch to HTTPS. The beginning of your URL ([www.example.com](#)) begins with either HTTP or HTTPS. By remaining on the unsecured HTTP, the data transferred between the web server and the browser on your computer or smartphone can be compromised.

Even if your website is not an eCommerce site or doesn't have login capabilities, it is still at risk. User behavior has become a very hot commodity for cyber criminals. The best course of action is to get a fully encrypted SSL certificate on your website so you can continue business as usual without feeling any ramifications from being viewed as an untrusted website. Implementing SSL on your website is definitely a direction all websites should be headed in as it helps keep everyone a little safer.

It no longer suffices to make certain pages [https://](#) and not others. Your website has to be fully encrypted or it will lose search engine placement, and anyone who views it will soon see a warning sign that they may not understand. This might deter them from ever visiting your site again.

## *Is Your Marketing On Track?*

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



## Free Digital Marketing Plan

Every business must implement this plan to increase sales. Our free digital marketing plan will provide you with a strategy to increase social media followers, drive website traffic and ultimately, convert leads into customers.

**To download your free digital marketing plan, go to [www.askbisdesigns.com/marketing-plan](http://www.askbisdesigns.com/marketing-plan).**



## 7 Ways to Dodge a Data Disaster

**Y**ou stride into the office early one Monday morning. You grab a cup of coffee, flip on your computer and start checking e-mail...

A note pops up that rivets your attention: *"Your files have been encrypted. Send \$5,000 within five days or they will all be destroyed."*

You start sweating as your throat constricts and your chest tightens. Sure enough, every time you try to open a document, the same message appears. Your phone rings. It's Bob in accounting, and he's having the same problem. All files across your entire network have been encrypted. You contact the local police.

They suggest you call the FBI. The FBI says they can't help you. What do you do next?

- a) You pay the five grand, desperately hoping you'll get your data back, or...
- b) You calmly call your IT pro, who says, "No problem, your backups are all current. No files were lost. Everything will be restored by noon, if not sooner."

If your answer is "b," you breathe a sigh of relief and get back to work as your backup plan kicks in... Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations. According to Time magazine, cybersecurity experts estimate that several million attacks occur in the US alone every year. And that figure is climbing. So how can you make sure you never have to sweat a ransomware attack or other data disaster? One sure solution is having a solid backup plan in place. When all your data and applications can

be duplicated, you have plenty of options in the event of an attack. Here then are seven ways to make sure you're in good shape, no matter what happens to your current data:

**Insist on regular, remote and redundant processes.** A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations and backed up at least once per day.

**Don't cheap out on disk drives.** Less expensive arrays that save money can leave your data at risk. Get features like a redundant power supply and hot spare disks.

**Guard against human error.** Make sure people doing backups know exactly what to do. Take people out of the loop and automate wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

**Check backup software settings routinely.** When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups, or backups that fail. Do the people who maintain your backups include this on their regular to-do list?



### 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 winner was Lauren!

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

**Which type of meat is traditionally popular in Spring?**

- a) Beef
- b) Lamb
- c) Chicken

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

## Shiny New Gadget Of The Month:



### Thought Oculus Was King? Think Again

Once upon a time, Oculus Rift ruled the world...

The virtual reality (VR) world, anyway. Not so much anymore. Now that VR heavyweights Sony, HTC and Samsung have entered the ring, there's a whole new reality in, well...VR.

Sony's PlayStation VR was recently crowned "Editor's Choice" by PC Mag. And, if you happen to own a compatible Samsung Galaxy smartphone, such as the S7 or S7 Edge, you can get "untethered" VR for just \$100. You'll pay four times that for the Rift, HTC's Vive or Sony's PlayStation VR – all tethered sets, requiring a clunky cable from headset to hardware.

Vive has the most advanced technology, but Rift is nearly as sophisticated and sells for \$200 less. You could shell out that much for the Rift's hand controllers, but, according to PC Mag, they're well worth it. So while Oculus may not be king, it's still a serious contender.

**Make sure critical files aren't getting left out.** As resources are added and priorities shift, documents and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

**Address network issues immediately.** Any component in your network that isn't working properly can introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.

**Ask for help with your data backup and recovery system.** You cannot be expected to be an

expert in all things. Yet data is the backbone of your business – its protection and recovery should not be left to chance. Leverage the knowledge, skill and experience of an expert who stays current with all the latest IT issues.

### Data Recovery Review Reveals Backup System Vulnerabilities

Don't let *your* company become yet another statistic. Just one ransomware attack can result in a serious financial blow if you're not prepared. Call 251-410-7601 by April 30 for a FREE Data Recovery Review, ordinarily a \$300 service. We'll provide you with a complete on-site assessment of your current backup system to check for and safeguard against any gaps that could prove financially lethal to your business.



## Dinner & a Movie Anyone?

We've decided to start a special rewards program for the clients we value the most. When someone you refer to us becomes a client, we'll give you a gift card to enjoy dinner and a movie on us!

**For more information, visit**

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

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