

Business Information Solutions

Getting *IT* Done!

Here's A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes While Updating Outdated Computer Equipment, But You Have To Act FAST...



Please forgive me for the headline if it seems a bit “sensational,” but I really needed a way to get your attention about a perfectly legal way to save quite a bit of money on taxes while updating outdated computer equipment that is going to quickly pass you by if you don’t act soon.

Thanks to the **recently updated** tax deduction titled “Section 179 election” (see www.section179.org for details), the Federal Government allows you to buy **up to \$25,000** in machinery, computers, software, office furniture, vehicles or other tangible goods and take the full expense deduction in the current year, thereby **REDUCING** your taxable income on your **current year’s tax return**.

It’s important to note that this is significantly less than the 2013 deduction allowances, but is still real money in your pocket! But you have to act now, as once the clock strikes midnight on December 31st, Section 179 can’t help your 2014 profits anymore.

But Here’s How I’m Going To “Sweeten The Pot” And Help You Save Even MORE Money

In the spirit of saving you money, I’ve decided to “sweeten the pot” and make the following offer to anyone looking to take advantage of this end-of-year deduction. Call us before December 15, 2014, to discuss potential hardware purchases in your business, and not only will we provide you with a full action plan to implement your new technology before December 31st, we will also send you a FREE copy of the book *Everything You Must Know About Choosing An IT Company...But Your IT Guy Will*



“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!”

- Phillip Long, BIS

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Robertsdale, Alabama

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Hang Up The Landline For VoIP

Considering the switch to a VoIP phone system? Not sure what advantages it will give you over a traditional land-line? Well, you're not alone. A large number of business owners are making the switch from land-lines to VoIP phone systems for their business.

1. **Don't Break the Bank.** What's the number one reason for switching to a VoIP phone system? Cost! VoIP systems are a surefire way to reduce the costs of phone services, especially if you are operating a business that has a large number of long distance or international class for business purposes.
2. **Keep Your Local Digits.** There was a time when VoIP phone systems didn't guarantee that you would be able to have a local phone number. That time has come and gone. There are numerous services now available that allow you to not just enjoy the cost friendly services of VoIP, but also allow you to keep a local phone number for it.
3. **The Phone Will Ring No Matter Where You Are.** VoIP also allows you the advantage of taking your phone service with you anywhere. When you leave the office, your calls and messages don't have to stay behind. VoIP allows your IP phone to travel with you when you are traveling for business meetings, sales meetings or even vacation, although we don't recommend taking too many calls during that last one.

For more information on VoIP, give us a call at 251-979-7905.

Customer Care Tip From BIS Tech Expert:

Pop-Ups

By Andrew Weber

Have you ever been surfing the web when one of those extremely annoying "pop-ups" takes you by surprise? Then, to make matters worse, you accidentally click on it? It can send you to sites full of security threats. Nowadays, sneaky advertisers are developing all sorts of different variations of the pop-up ad. Learn the different pop up variations and how you can avoid them.

1. **Pop-under.** If you navigate through a lot of websites during your day, this one can be very annoying. It doesn't pop up on top of your other windows. Instead, it pops up underneath them. Pop-underers can be hiding there and floating in your window stack without you even noticing they are there.
2. **Over-and-under.** This combination of pop-ups can cause someone to click an unwanted link.

Beware! Advertisers are developing pop-ups to appear at all dimensions of your computer screens.

Refer Our Services And Enjoy Dinner On Us! For Each Referral Who Signs Up , We'll Send You A \$500 Check.

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 start a special rewards program for the clients we

If you give us the names and contact information of three of your professional colleagues from three different companies, we will treat you to dinner with a \$40 gift card from one of five chosen restaurants.



Shiny New Gadget



Sony Xperia Z3

Every fall a batch of cool new phones from nearly every major manufacturer hits the market. People are clamoring for the new, larger Apple iPhone or the new Google Nexus phone. This October saw the release of a rather interesting new Android phone from Sony called the Xperia Z3 Compact. What makes Sony's phone remarkable?

Have you noticed how big phones have gotten lately? Not only that, but these big phones require quite a bit of battery power. The Z3 Compact is a premium phone that returns to a more palm-friendly size, with a 4.6-inch display. It also boasts a battery that lasts two days (or more, in some cases) with average use. That's basically unheard of anymore. It also runs the latest version of Android, and it's water-resistant. That's right! The Z3 Compact is certified water-

Think Through Social Media Actions In A Heated Moment

1. **If you wouldn't say it to your grandmother, don't write it on Twitter.** The oldest test in the book is the grandma test. It still holds today. If she would be appalled, odds are that others will be too. It feels good to blast an opponent, but such outburst can easily be used against you.
2. **Remember that everything you say or do on the web is archived.** Even if the NSA happens to miss it, odds are that Twitter, Facebook, Google and/or other platforms have a way of archiving the information. Consider everything you write these days on the Internet to be permanent. Trolls may delete their comments but they still leave a trail.
3. **Still debating saying it? Sleep on it.** This is familiar but often good advice. If you really feel the need to say something that might be taken the wrong way, consider sitting on it overnight. Waiting until the next day will rarely hurt your point, and it may save huge amounts of embarrassment.
4. **If you do say it...**make sure you feel that you could defend it in a court of law. Falsely accusing someone of something is a big deal and the repercussions could amplify beyond your original intentions.
5. **Remember that your reputation is cumulative.** How you respond to the unfair and uncivil will either enhance or detract from your reputation. Don't let others bait you into ruining your reputation.

How do I react when I am targeted on social media?

1. **Grab screenshots.** If someone truly is going after you, the first move is to gather evidence. Make sure you have copies. Odds are that they will quickly realize what they have done and will try to erase their trail, so the best thing you can do is make sure you have a copy on hand.
2. **Report them.** Twitter, LinkedIn, Facebook and most other platforms have safeguards against those who harass others. Don't hesitate to put in a report—that's why it's there!
3. **Try not to react.** This goes back to my above points about guarding yourself. As hard as it is, try to remember that once integrity is lost it is extremely hard to recover. The more reaction, the more fuel you pour on the fire.
4. **Remember that the truth is the best defense.** As someone who has been egregiously accused of something I did not do, I took solace in the fact that I was innocent and as such the accusation cruelly asserted could never be proven.



Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international best-selling author and noted authority on leadership, team-building, customer service and change. Mark is the author of 8 books, including the best seller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold more than 1.6 million copies internationally. Learn more about Mark at

We live in a world where unscrupulous people have migrated to online communities and live

Calendar of Events

Call 251-923-4015 to register!

December	
Dec. 10: Bring-Your-Own-Device Webinar	Jan. 8: Marketing for the Tourism Industry Lunch & Learn in Pensacola
Dec. 17: Social Media Advertising Webinar	Jan. 15: Employee 101 Lunch & Learn
	Jan. 22: Marketing for the Tourism Industry Lunch & Learn in Gulf Shores
January	
Jan. 7: Structuring Your IT Network to Meet Goals & Increase Revenue in 2015 Webinar	Jan. 28: Marketing for the Tourism Industry Webinar

Simple Ways to Use E-mail More Efficiently

There used to be a time when e-mail was supposed to increase productivity. Yet, that is often not the case. Many users don't use e-mail as productively as they could, and you may be one of them! Consider these tips to improve the way you use e-mail:

Skip attachments. Find alternate methods of sharing documents, such as Google Drive or Dropbox. It makes organization and collaboration more efficient, and it's easier to track who has what. Plus, many e-mail clients, such as Gmail, are notorious for marking e-mails with attachments and links as spam.

Watch your replies. When you reply to an e-mail, it's too easy to write and send, not realizing who might end up with your message. If you receive a CC'd e-mail with several names attached, be sure to reply only to the sender and not the group, unless it's 100% relevant. It creates useless in-box clutter for others and wastes time.

Use the subject line effectively. When a subject line is vague or difficult to understand, it's frustrating for the recipient. They might not even bother with it. Be clear and concise, while also being descriptive. The recipient should know what the e-mail pertains to before they open it.

Not everything needs a reply. Replying to every e-mail you get, or even a majority of them, wastes your time and the time of the recipient, especially if your reply doesn't say anything meaningful

Customer Spotlight:

"It's true, you get what you pay for. We used another company before we contracted with Business Information Solutions and we were NOT treated with any sense of urgency nor did the company bother to get to know us. With BIS, we know they actually appreciate our business. I don't know where we would be if Business Information Solutions wasn't monitoring our system or us. Since going with them, we've had NO CRASHES."

Paige Walsh, Director of Admissions
Bayshore Christian School

Bayshore Christian School is an educational ministry with 160 students in kindergarten through tenth grade.



The Lighter Side:

Glowing Clouds Above Los Angeles



In the early 1990s, southern California was hit by a major power outage. During the outage, a number of people in Los Angeles called 911 to report very strange, glowing clouds in the night sky. It was something the worried callers had never seen. With the acid-rain scare still in many people's minds, their concern was understandable.

Of course, anyone who has lived outside of a city or has gone camping knows what those strange clouds in the Los Angeles sky were. No glowing acid rain here—it was the Milky Way! They were seeing an incredible flowing band of stars, gas and dust stretching across the entire sky for the first time in their lives.

When you see that band of stars, it's clear why we call our galaxy the Milky Way. Many other cultures have their own names for it, including "The Way the Dog Ran Away" (Cherokee), "Ganges River of Heaven" (Hindi), "The