

## What's New

BIS Designs launches new premium website hosting packages to assist clients with website edits. This will allow businesses the option of having the BIS Designs team make necessary updates to their website as needed.



## January 2017



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.



# 3 “Must-Do” IT Resolutions For 2017

Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today.” That’s what *The Evolution of Ransomware*, a study by Mountain View, California-based cybersecurity firm Symantec, reported recently.

If you have any illusions that your company is safe from cyber-attack in 2017, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Every second, 12 people online become a victim of cybercrime, totalling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.
- Ransomware attacks rose more than an astonishing 300% in 2016.

- The world’s cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US has declared a national emergency to deal with the cyberthreat.
- There is no effective law enforcement for financial cybercrime today.

Clearly, your company’s information and financial well-being are at greater risk than ever in 2017. And you cannot count on the federal or state government or local police to protect your interests. That’s why I STRONGLY SUGGEST that you implement the following resolutions starting TODAY.

**Resolution #1: Tune up your backup and recovery system.** The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business

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is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn't expand likewise, expect trouble.

**Resolution #2: Harness the power of the cloud—but watch your back.**

Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it's a double-edged sword. Any oversight in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

- *Determine which data matters.* Some data sets are more crucial to your business than others. Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and regulatory requirements in mind.
- *Select cloud providers carefully.* Cloud vendors know that data security

is vital to your business and promote that fact. Yet not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

**Resolution #3: Set and enforce a strict Mobile Device Policy.**

As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses. Don't

“Not all cloud vendors are the same.”

miss any of these three crucial steps:

- *Require that users agree with acceptable use terms before connecting to your network.* Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be “wiped” and auto-locking after periods of inactivity.
- *Install a Mobile Device Management System on all connected devices.* A good system creates a virtual wall between personal and company data. It lets you impose security

measures, and it protects user privacy by limiting company access to work data only.

- *Establish a strong protocol for when a connected device is lost or stolen.*

Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

**Free Network And Security Audit Resolves Your Biggest Data Security Problems and Makes Your Systems Run Like A Fancy Swiss Watch**

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned.

**Call us right now at 251.410.7601 and we'll send one of our top network security experts over for a FREE Network and Security Audit.** It's your best first step to a safe and prosperous 2017.



**PC and Device Encryption: You've Been Told You Need It, Now Know Why**

**You will learn:**

- About data breaches that could hurt your company
- How to keep criminals away from your data
- The “nuts and bolts” of encryption
- When encryption is necessary to meet compliance regulations

**Claim Your FREE Copy Today at [www.askbis.com/encryption](http://www.askbis.com/encryption).**

## How to Create a Disaster Recovery Plan

By: Taylor D'Amico, Digital Marketing Specialist

Did you know that two of the most common disasters that can bring a small business to its knees are power outages and hardware failures?

When these unpredictable and unavoidable situations impact a business's network, the cost can be huge, and without a backup recovery plan in place, irrecoverable.

Clients commonly tell us that a Disaster or Backup Recovery Plan is not necessary or that the cost is too high, preferring instead to take a risk and basically play Russian Roulette with their networks. True, a lot of people take the same risk with collision coverage on their car insurance, but operating a profitable business is different.

Again and again, research has proven that when a small company's networking system goes down, the average dollar amount associated with the lost downtime costs a shocking \$8,000 per hour. That price tag jumps up to \$700,000 an hour for large enterprises.

### Sobering statistics:

- 99% of 400 businesses evaluated by data protection firm StorageCraft experienced a crippling hardware failure.
- More than 80% of businesses that experience a major natural disaster go out of business within three years, according to recent studies.
- 40% that experience a critical IT failure shut down within one year.
- 30% of businesses never reopen their doors after they've been closed by a natural disaster.

Natural disasters and hardware failures aside, the threat of a disruption to a business's network operations can be completely halted by a number of other incidents, such as:

- Cyber-attacks, which can result in permanent data deletion
- Viruses and/or software corruption
- Disgruntled former employees

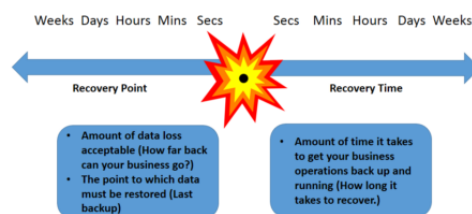
- Stolen or dropped laptops

Understanding the potential threat and associated costs is vitally important for a business's survival. The next step is to make sure you have a disaster and backup recovery plan in place in case a disaster does strike.

Backing up your data is an insurance plan against loss. Think of it like any insurance you must have for your business. To make sure the downtime is minimal, your reputation is preserved, and you don't lose any business to your competitors, we offer our Data Guard business continuity software.

The most important key metrics to be aware of when developing a business continuity plan are RTO and RPO. RTO stands for Recovery Time Objective, and this refers to the target time it will take for your business to resume regular business activities after a disaster strikes. By determining this factor, you can identify how quickly your business will need to recover, which can prompt a thorough discussion about the preparations and budget needed in your disaster recovery plan.

### RPO VS. RTO



Let's say, for example, you determine that your business needs to be up and running within 4 hours. This would entail a significant amount of preparation and consequently a higher budget.

Recovery Point Objective, or RPO, determines how often your data backups need to occur depending on your business's tolerance for loss.

### Shiny New Gadget Of The Month:



## New Nintendo Classic Rules Them All!

For anyone in their late 20s to early 40s, chances are nothing shaped your life more than Nintendo. If it was your first "gadget," it may even have been love at first sight.

And now, for Nintendo lovers, the Nintendo Entertainment System is back and better than ever with the NES Classic Edition. It's tiny, but designed to look just like the original NES. Setup is a snap. Just plug it into your TV's USB port. Hit the power button and you're greeted with a screen where you can browse games and options. You can even select a CRT filter that replicates the lines and look of an old TV.

The color is sharp, the timing dead on and each pixel is a perfect square so you see the games exactly as designed. At 60 bucks, it's a great gift for your favorite millennial (maybe even YOU!).

**Get Your FREE Network Evaluation!**

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



# Intro to Video Marketing for Your Business

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

By now, you've probably heard that video marketing is all the rage. It's evidently more impactful and can engage many more people on social media networks than a post with an image alone could. You may be saying, "Yeah, that sounds great, but I don't have the time and the resources to make a video!" Well, don't throw the idea away just yet.

What if we told you that within just a few hours, you could have enough video content for almost a whole year to dole out each month? There are many styles of videos for marketing and some will take much longer to make. However, a simple Q&A style video can be done relatively quickly and provides numerous beneficial results to your marketing.

Before you take your first stab at making a video, keep in mind the following pointers to get the most out of your work:

1. **Grab attention early.** Ideally within 1st 10 seconds or less, appeal to the viewers' emotions by addressing particular pain points, concerns, or other impassioned viewpoints.
2. **Establish a clear Call-to-Action (CTA).** Determine what your
3. **Don't forget about the post text.** What you write about in the text for the video post is very important and should be used as the bait & hook to the video. Be sure to not spam it with hashtags.
4. **Set it to autoplay with subtitles.** One study found that [85% of Facebook videos are watched without sound](#). The video needs to be able to attract attention without sound, meaning an aesthetically pleasing background and camera quality is important, but so is the need for subtitles. Facebook offers this as an option now. Contact us if you want more specifics!
5. **Know how to measure your success.** Depending on the platform the video is posted on, make sure you know how to read the metrics, i.e. the number of shares, the amount of engagement, and the number of
6. **Follow the golden rules.** Make sure you have a good audio (lavaliere wireless microphone), a clear and aesthetically pleasing, but not distracting background, and that you're discussing something that you are passionate about.
7. **Upload the video individually into the social networks rather than sharing a YouTube link.** While it would certainly be easier to share the same link across all channels, Facebook's algorithm favors videos placed directly onto their platform more than links. Doing it this way will create greater organic reach, especially on Facebook.
8. **Optimize for search.** The text you include in your post about the video won't be searchable, but the headline and descriptions you post with your video will. Try to include those keywords or phrases you think viewers would be searching for to help them find your content, and include a couple relevant hashtags on platforms like Twitter and Instagram to boost search results.

## 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

### Mobile Ob-Gyn



Mobile Ob-Gyn has been providing women with healthcare services since 1953. In order to maintain quality and trust, the clinic needed a safe, secure website that could be easily accessed by its patients. Its website offers access to patient portals, along with the ability to schedule appointments, receive test results and make payments online.

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

*"Don't use social media to impress people; use it to impact people."*

*-Dave Willis*

## Smart Closing Technique, Step 1



It's one thing to help a client identify a problem. It's another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision.

I counsel my teammates on three simple closing techniques for smart people. I want to share them with you because I've seen what a dramatic positive difference they can make for your customers as well as your colleagues. In this issue we'll explore the first one.

### Summarize the underlying need.

I was in the office of a greatly admired billionaire CEO. He had asked my colleague and me to come strategize for 90 minutes with him on how to identify and solve his top leadership challenges. His story was very animated, very passionate, and the details swirled around like a hurricane. I appreciated the candor and the urgency of the issues on the mind of the CEO. He talked about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stopped talking. He took a sip of water. I thought this was a perfect time for my colleague to summarize the underlying need the client has (that he is fearful that his company's spectacular stock performance won't continue and he will feel like a failure, unless he makes some big changes to his strategic priorities, shakes up his leadership team and resets the cadence of communication and accountability).

Instead, my colleague asked the client, "What do you think next steps should be?" The client

was like, "Well, I don't know, I was hoping you might tell me." The closing conversation should have looked like this:

"So that's what's on my mind." (The CEO says, panting to catch his breath after giving us a lot of content for 60 minutes.)

"Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about."

"Yes."

"But you fear you don't have the organization to make it happen."

"Definitely."

"And if you don't make some big changes to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you'll look like a failure."

"Exactly."

See how good that is for the client?

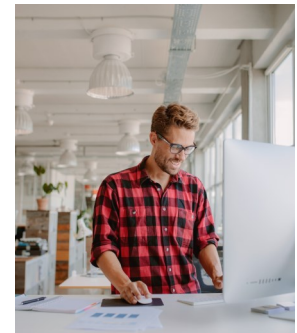
Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It's so real, so visceral. Once you "touch" the emotion behind all of the formality, your client will trust you to propose a plan. You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.



Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders*

(*Like You*) into Government. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from North-western University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

### If You Work at a Standing Desk, You'll Love This.



Ergonomic experts agree that "your best position is your next position." In other words, your body is meant to move. And constant motion reduces fatigue as well as back and joint pain. Enter the Wurf Board, an inflatable platform for working at a standing desk. As you stand on it, your body constantly adjusts, keeping you in a subtle state of constant motion. Benefits include greater energy, focus and calorie burn. While anti-fatigue mats make standing comfortable for an hour or so, the Wurf Board lets you stand easily for hours at a time. Priced at \$199-\$269 and available in three sizes, it lets you work out while you work.

-TheBalance.com

***Get Your FREE Consultation!***

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

## Dinner & a Movie Anyone?



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

### Here's the deal...

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) or call 251.923.4015.

*"Great things in business are never done by one person. They're done by a team of people."*

*- Steve Jobs*

## Imagine Your Team, Smarter & Faster in 2017



First, realize how a loss of Internet access messes with people's heads. When you can't connect with people online, your primal brain feels isolated because it sees inclusion as key to survival. Then there's that little endorphin rush you start missing when you can't check a task as complete. Add to all that a fear of missing out (FOMO) when you lose touch with friends on Twitter, Facebook or e-mail, and you have a formula for widespread panic among the troops. Instead, keep your cool and carry on with these four activities: 1) Call a meeting, or do training. 2) Complete your "later" list. 3) Compose drafts. 4) Hit the streets and do some face-to-face marketing.

*-Inc.com*



### 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.

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

The name January is derived from the Roman god Janus. What is he the god of?

- a) Gates and doors
- b) Babies and childbirth
- c) Clocks and calendars

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