bis TECHNOLOGYGROUP

Consulting | Marketing | Information Technology | Office Equipment

Introducing...
BIS Technology Group

BIS Technology Group offers a complete technology solution for businesses that want to move from being dependent upon technology to utilizing technology strategically. We are the only company on the Mississippi, Alabama and Florida Gulf Coast that can **CONSULT**, **GROW**, **SECURE**, and **MANAGE** all of your technology needs.

We do this through 4 divisions:

VERITAS CONSULTING

1. **Veritas Consulting Group** specializes in IT security consulting.

bis designs...
MARKETING & WEB PROFESSIONALS

2. **BIS Designs** specializes in growing your business through response-based website development, strategic social media marketing and search engine optimization.

bis
BUSINESS INFORMATION SOLUTIONS
We Get **IT** Done!

3. **Business Information Solutions** securely manages your IT networks, disaster recovery, cloud offerings and VoIP and data solutions.

bis Office|Systems

4. **BIS Office Systems** provides integrated scan, print, fax and document management solutions.

"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

May 2015

Inside This Issue…

"Hey, no problem! I've always felt that a little sales resistance is a healthy thing!"

Network Security: Is It Really Important?

By: Phillip Long, CEO of BIS Technology Group

On a recent appointment, I met with a pediatrician to perform a network review. In our preliminary meeting, we discussed the issues they were having and I was certain I'd find a pretty sick network. My suspicions were correct.

It's our practice to schedule a follow up appointment after the report of findings has been written and risks weighed. During this meeting, the pediatrician told me about the struggle she having with unimmunized children coming into the practice. She was very concerned about how to care for these children without putting her staff and other patients at risk. The pediatrician was very passionate about this subject and demonstrated a thorough understanding of how these non-vaccinated children were at risk themselves and putting others at risk.

As the conversation turned towards her internal network and the issues that were plaguing the practice's technology, I realized there was a direct link between immunized children and properly secured networks. **When properly "vaccinated" both resulted in diminished breaches, health-wise and data-wise.**

With all of the security breaches in the news lately, I've been investing considerable time and energy in understanding HIPAA Compliance laws so that I can effectively secure our medical clients' networks. I'd also recently enlisted a HIPAA Security Firm to perform a Risk Assessment on our company. So, network security and privacy laws were close to my mind during this meeting.

This physician understood the risks of unvaccinated children and could easily articulate the danger inherent to the child and to those around him or her. Sadly, however, she did not see the importance of "vaccinating" her own network and diminishing the risk she was imposing on her practice, staff and patients.

I am aware of all of the added pains the new health care laws have put on the healthcare industry. This is of the primary reasons I wanted to fully understand the rules so that I can help employ practical solutions. Below is a list of some very practical solutions that will go along way in securing your network.

1. **Setup your network properly in the first place.** Install a Domain Controller on the network to manage your data in a central place, the access your users have two that data, and be able to set automated complex password changes every 90 days.

2. **Deploy a proper email solution.** Email is a small business' greatest risk. Only allow your corporate email to be checked from the office. Block all other types of email traffic. Also employee a good encryption on your email that has PII.

3. **Deploying a UTM (Unified Threat Management) Firewall that is managed by professionals.** A properly installed firewall will filter out Intrusions, Viruses, Spyware as well as control Web Access.

4. **Install Managed Desktop Security software.** Every device on the network needs to have a local Security Software that alerts if an infection happens.

5. **Encrypt all mobile devices.** All devices that leave the physical security of the network need to have some form of Mobile Device Management (MDM) Solution that will allow for data encryption, remote password change and ultimately remote wipe if necessary.

6. **Deploy a remote Management and Monitoring Software.** All computers need to have their Microsoft Security Updates run consistently as well as have all of their software monitored with alerting if new software is installed or uninstalled.

7. **Deploying a Managed Disaster Recovery System.** Patient data is one of the most valuable assets of a practice. Not only to continue the practice but also in order to give good care to patients. An encrypted off-site backup that is monitored for success and failure daily is necessary.

Although I was unable to educate this particular physician my hope is that this blog will help others. In one regard, just as it is our duty to vaccinate our children, it is also our duty to vaccinate our network. Failing to do so puts ourselves as well as others at risk.

Want to know if your network is secure?
Give me a call right now to set up your FREE security consultation… 251-923-4027!

Phillip Long, CEO
BIS Technology Group

Are You Promoting Website Traffic With Pinterest?

By: Chad Hutchinson, Digital Marketing Specialist at BIS Designs

Tactics for Driving Traffic

With more than 70 MILLION users, Pinterest can be more than just a great visual tool for promoting your products. When you properly optimize your Pinterest business page, boards and pins, you can effectively drive traffic from your Pinterest business page to your home webpage. Here are some tips to help you make it happen.

Add Your URL

The first and fastest path to driving traffic to your website is to simply add your website URL to your business/brand Pinterest page. This will make your website link easy for users to view and follow to get further information on your business, products and contact information. Take this even further by adding your website and even specific page URLs where your followers can get more information, pricing and ordering information on your products and services.

Create Your Categories

Be sure to specify what category your boards are associated with. Adding a category will allow your pins to show up on more searches and feeds of your users and the Pinterest community as a whole.

From Your Website to Their Boards

Be sure to have plenty of images to accompany your products and services on your home website. Furthermore, add the "Pin It" utility button to these images to allow for visitors to pin those images to their boards and share it with their friends and followers.

Details in the Design

When constructing the design of images for your Pinterest board, don't be afraid to include information for your business. Add a contact number and your website URL in the image itself to visually direct your followers on where to go for more information and to even purchase your product.
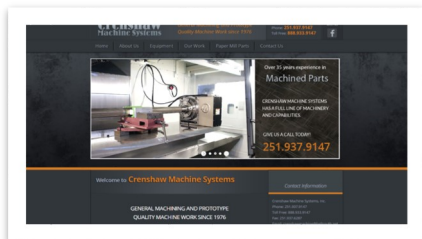
Want to know if your social media is working?
Give us a call now to set up your FREE social media assessment...251-623-4581!

Website of the Month: Crenshaw Machine Syst.

By Liz Miller, Content Specialist at BIS Designs

As a full-service machine shop, it was important to Crenshaw Machine Systems to command a website that showcased their range of capabilities. We assigned a professional photographer to their project to capture their equipment, parts and facility. The end product is a visually-rich website with industry-specific content and images that will help Crenshaw rank well for their market while also effectively communicating their services.

To visit their website, go to **crenshawmachinesystems.com**.

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves."

- Steve Jobs,
Former CEO of Apple

Help Us "Hook" Some More Client 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.

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!

What is a petaflop?

a) your dog after a long walk
b) the latest toy for kids
c) a measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations per second

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

The Lighter Side:
The First Computer Bug Was Actually A Moth?

- The first actual computer "bug" was a dead moth stuck in a Harvard Mark II computer in 1947.
- Big banks don't process checks and debit card charges to your account in the order they're received, but instead use a computer program that selects the biggest amounts first and charges them against your account, emptying your account faster and resulting in more overdraft fees (profit).
- In September 1956, IBM launched the 305 RAMAC, the first "SUPER" computer with a hard disk drive (HDD). The HDD weighed over a ton and stored 5 MB of data.
- A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.
- The first entirely computer-generated movie sequence in cinema history was the Genesis Device demonstration video in *Star Trek II: The Wrath of Khan*. The studio that made the scene would later become Pixar.
- CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart."
- MIT has developed computer software that can identify and distinguish a real smile from a smile of frustration.

"The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty."
—Winston Churchill

MARKETING SUCCESS STORY: CART DR.

If you're looking for a new, used or rental golf cart, look no further! The team at BIS Designs recommends Cart Dr., a family owned and operated golf cart dealer located in the heart of Mobile. Cart Dr. is the only new Yamaha golf cart dealer in Mobile.

"Are We More Stressed? Yes, Because We Have More Customers!"
Yamaha Golf Cart Dealer Grows Business with New Website, Search Engine Optimization and Social Media Marketing Managed by BIS Designs

No one had to talk Tricia or Darren Slack, owners of Cart Dr., into buying a website, search engine optimization or social media marketing because they already understood why it was important to their business. If they wanted to grow Cart Dr., they had to get their name out there; and, the best way to do that was through digital marketing. When Jay Friday, Senior Marketing Analyst at BIS Designs, walked through the door, Tricia knew her company needed what he was selling, but she wanted to make sure she was choosing the right digital marketing company. "When I heard it was a young, energetic team at BIS Designs, I thought 'okay, let's try it,'" said Tricia "We tried it and we were happy."

A brand-new, easy-to-use website was the very first task on the list. As soon as the website was completed, Cart Dr.'s phones were ringing off the hooks. "Absolutely, our website brought in sales," said Darren "It was worth every penny we spent." Not only did the website increase sales, but it also provided a modern and professional image to match their products.

Once their website was up and running, they knew it was time to invest in search engine optimization to get their lead-generating website in front of more customers. Since choosing BIS Designs to do their search engine optimization, they have been even more stressed, but in a good way. **"Do we have more stress?"** asked Darren **"Yes, because we have more customers."**

[Watch May's Technology Team Up Video Here!](#)

TECHNOLOGY TEAM UP: ROBERTSDALE DENTAL CARE

If you're looking for a local, full-service dental practice in Robertsdale, look no further! The team at BIS recommends Robertsdale Dental Care, a family dental practice that offers the latest technologies in sedation, emergency, preventive, implant and restorative dentistry.

"With The New Replacements, Prompt Service and Extraordinary Care BIS Has Given Us, We're Able To Focus More On Our Patients And Less On Computer Problems!"

Robertsdale Dental Office Sees Decrease in Downtime and Computer Errors Thanks to Business Information Solutions
Dr. Jason Northcutt, owner of Robertsdale Dental Care, wears many hats at his practice. Not only is he one of the dentists, he has also taken on the role of office manager. With all of those responsibilities, the last thing he wants to deal with is computer or network problems. "When I have a patient in the chair and I need to look at his or her x-ray, I don't have time for the computer to act up" said Dr. Northcutt. "I need to be able to access that x-ray immediately."

Robertsdale Dental Care has been a long-time client of BIS. Around 10 years ago, Dr. Northcutt's practice went digital and he knew it was time to hire an IT company who could manage and protect Robertsdale Dental Care's ever expanding database of clients as well as their network and computers.

Business Information Solutions recently partnered with Robertsdale Dental Care to upgrade some of their older machines to meet HIPAA requirements. Just by streamlining his network and replacing workstations, Dr. Northcutt has seen a decrease in downtime and computer errors thanks to BIS. **"With the new replacements, prompt service and extraordinary care BIS has given us,"** stated Dr. Northcutt **"We're able to focus more on our patients and less on computer problems."**

[Watch May's Technology Team Up Video Here!](#)

Printer Pals: Ashland General Agency

If you are looking for a multiline commercial insurance agency, look no more! The team at BIS Office Systems recommends Ashland General Agency, not only for their professional team, but also, because the company is run by two great owners.

"We really like working with Tyran. He isn't just someone we do business with, he's our friend."

— Greg Welch, Co-Owner of Ashland General Agency

If you are a current client of ours and would like to be featured as one of our success stories in our upcoming newsletter, please give Christi Kannapel a call at 251-923-4015.