bis TECHNOLOGY GROUP

Consulting | Marketing | Information Technology | Office Equipment

Do You Keep Your Server In A Closet?
If So, You Need To Read This Important Summertime Warning

Confusion. Dizziness. Fatigue. Muscle cramps. These are some of the first signs of heat exhaustion in humans. But did you know that your SERVER can also suffer from heat exhaustion and "meltdown," causing slowness, blue screens, random reboots and complete meltdowns? If you keep your server in a closed closet or other small, confined space, here are three things you need to address during hot summer months to avoid premature loss of your equipment and data.

Room Temperature. Server rooms should be kept between 68° and 72° Fahrenheit (20°-22° Celsius). If you keep your server in a closet with a closed door, the heat emitted will quickly elevate the temperature to levels that will damage hardware. Consider opening the door or putting in a good exhaust fan to pull the hot air out.

Ventilation. Good air flow is critical for maintaining a safe room temperature and reducing dust, the next culprit that causes damage to electronics.

Dust. Perhaps more dangerous than room temperature is dust. Dust acts as insulation, and traps the heat generated by your computer components. A regular maintenance routine to keep your components clean and dust-free is essential.

Computer hardware is expensive, and unexpected downtime is incredibly frustrating. If you want to extend the life of your equipment and avoid the sudden meltdown, make sure your server closet is set up correctly.

If you need help, give us a call for a FREE Summer Server Room Check at 251-410-7601. We'll be glad to do a free evaluation on your server closet or room and let you know if you're at risk of heat exhaustion and dust damage.

"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 technology problems finally and forever!"
-Phillip Long, BIS

August 2015

Inside This Issue…

How to Avoid Runaway IT Projects That Empty Your Wallet

In 2002, McDonald's decided to implement a system to provide their corporate executives with a bird's-eye view of their 30,000 stores, to track, measure and monitor everything from profitability to cooking-oil quality. The project, named "Innovate," was a massive five-year project with a billion-dollar budget. Two years into its implementation, McDonald's executives abandoned the project and wrote off the $170 million invested, saying they needed to reduce capital expenditures.

Even though YOUR business isn't a McDonald's with a billion-dollar IT budget, chances are you've had at least one failed IT project that derailed, emptying your wallet and leaving you with nothing other than a grudge. And if you haven't had that happen yet, chances are, as you grow, you will. So how do you avoid going down a rabbit hole of spending on an IT project? Here are five key strategies to keep you on track:

1. Begin with the end in mind. The clearer you are on what "success" is for the project, the more likely you are to achieve it. Take the time to sit down with your executive team and decide exactly what the new system LOOKS like (including the interface, if you're developing one), how it performs, what it does and how it works.

2. IT projects need to be driven by an executive who understands the business need and outcome, NOT the IT department. If you and your executive team aren't going to be heavily involved with the process, decisions and management of the project, don't start it.

3. Think in smaller, "bite-sized" projects. One of the problems with the McDonald's project was that it was so complex, affected multiple business systems and had such an enormous scope, it was almost guaranteed to fail. If you have a major system to build or overhaul, break it into smaller, manageable chunks so that problems are contained and costs controlled.

4. Manage the project hours. Scope creep is the biggest challenge to keeping your project on time and on budget. If your project starts to take on a life of its own and goes over your budgeted time frame and your budget by more than 10%, it's time to start re-evaluating what's going on. Excessive overtime is a red flag that the project was not thought through properly, that you have the wrong team working on it or that it's being grossly mismanaged. Don't ignore it.

5. Missed milestones are a red flag. While it's normal to miss a few milestones by a small margin, your IT team should not be allowed to consistently miss key milestones in the project. We recommend setting clearly defined milestones every two weeks or monthly versus monthly or quarterly. This allows you to keep a tighter control on the budget and deliverables.

Get Your FREE Network Health Check!
Give us a call to schedule it… 251-410-7601!

Social Analytics: Show Me the Money

By: Liz Miller, COO & Content Specialist at BIS Designs

The term *Business Intelligence* emerged in corporate language in 1989 to describe "a set of concepts and methods for improving decision making using fact-based support systems."[1] But even previous to this term (and modern access to technologies that provide analytic insight), successful enterprises have leveraged facts and data to make meaningful business decisions.
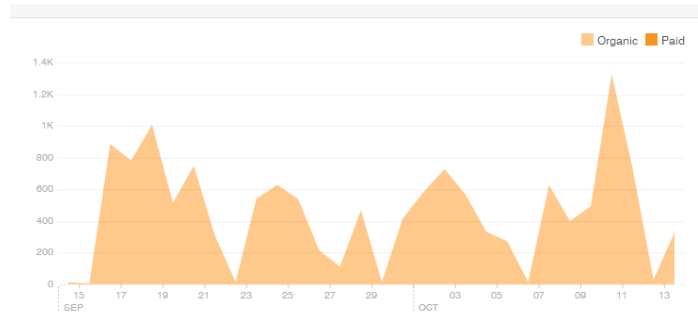
Chances are your company currently uses analytics, in some form, to make informed decisions regarding business operation. Performance metrics help us to understand our strengths and areas of opportunities. They provide the insights we need to determine if we're hitting our goals and/or if we need to adjust our focus.

"In God we trust, all others bring data."
Edward Deming

Since social media's abrupt explosion on to today's marketing and business scene, social analytics have only improved - providing increasingly accurate and usable data. A wealth of actionable information is available for creating tailored and data-driven social media campaigns.

Is your business currently using social analytics to drive decisions about your social media campaign? Here are a few questions to consider:

- **What kind of Facebook posts do your fans engage most often?**
- **What time of day are your followers on social media?**
- **How much growth has there been to your social platforms in the past 3 months?**
- **What demographic are you reaching: women over 40, men under 25?**
- **What are your traffic sources?**

Social campaigning is not mere guesswork. There is supportive data. By taking cues from researched analytics, BIS Designs attempts to make strategic choices to promote the success of our clients' social marketing campaigns.

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

Nephrology Associates of Mobile

By Liz Miller,, COO & Content Specialist at BIS Designs

Established as the only private nephrology practice in the area, Nephrology Associates of Mobile have been serving Mobile, Baldwin, Clark and Monroe Counties with compassionate care since 1972. Their patient-centric website offers helpful education material, doctor bios, a dialysis facility locator, a blog with announcements and updates as well as several other user-friendly features. **To visit their website, go to mykidneydoc.net/.**

"Don't build links. Build relationships."

- Rand Fishkin

8 Irresistible Reasons Why Print Management Is Better Than Buying A New Machine Outright

- **You don't have to outlay a bunch of cash to purchase the printer or copy machine of your dreams.** For a very small, flat monthly fee, you not only get a brand-new, state-of-the-art printer or copy machine, but you also get all the maintenance, supplies, repairs, support, and service you'll ever need – no small print, no catches, and at a guaranteed low rate!

- **You'll NEVER run out of toner or ink**. This machine automatically alerts us via the Internet when it's low on supplies. As soon as we get that alert, we'll ship the necessary supplies direct to your door – overnight – so you'll never have to make a last minute dash to buy ink and toner!

- **Guaranteed lowest prices on supplies**. With print management, you'll never pay too much for supplies because we eliminate the middle-man. Plus you are guaranteed to get the RIGHT supplies for your particular printer or copy machine so you'll never have to worry about returning incorrect supplies bought by accident.

- **How does FREE shipping sound**? Plus we don't require a purchase order number when ordering supplies! We'll conveniently bill your account.

- **FREE service calls to fix any problems with your printer or copy machine.** If there is ever a problem with your machine, your machine will automatically alert us and we'll dispatch a technician to come to your office within 24 hours (often the same day) to repair it at no charge to you. Quite often we'll know about and fix problems *before* you even see a service interruption giving you near-zero downtime.

- **Save money – AND the planet.** These machines are designed to run hyper-efficient and not waste ink on solid ink prints the way a traditional toner-based printers and copiers do. This means you can print in full-color, save money, AND be eco-friendly.

- **Use ANY paper you wish!** You don't have to purchase high-priced, special paper to work with this printer (unless you want to). Go anywhere and buy whatever paper you like and you're guaranteed top quality print jobs!

Want to know if your company could save money? *Give us a call right now to set up your FREE printer analysis... 251-410-7601!*

Product of the Month: Kyocera Duplex Printer

Get our Kyocera Duplex printer for only $49/month with 39 mo. contract! Includes:

- Toner
- 1,000 prints
- Service & support
- Monitoring
- Maintenance
- Cleaning

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

August Events

August 25th at 11:30 AM

Digital Marketing Luncheon at The Fish House (FREE!)

We'll be discussing all the digital marketing elements needed to generate more business both online and onsite.

www.askbisdesigns.com/register

August 26th at 2 PM

Mobile Device Security Webinar

Are your company devices protected from security threats? Find out how to protect your company information on mobile devices.

www.askbis.com/webinar

August 27th from Noon to 5 PM

Business Expo 2015 at the Mobile Convention Center

Stop by our booth at the annual Business Expo hosted by the Mobile Chamber of Commerce. You can't miss us as you walk in the door!

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

Get More Free Tips, Tools and Services At Our Web Site: www.bistechnologygroup.com

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

The Lighter Side:

Are You A Walking Dead Fan

Then you're going to LOVE this! There's a great way to prepare for the next zombie apocalypse while getting in shape and losing weight – it's called the Zombies, Run! app. This app combines gaming and audio adventures to make losing weight interesting. It works by giving you tasks and goals to reach in a zombified universe, like reaching humanity's last outpost or gathering supplies to live. Each mission is tied to a fitness goal, like running 5k in a session, so you're getting fit while you find out what happens next. Zombies, Run! is available to download on both iOS and Android.

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 the hottest place on earth?

**a) Wadi Halfa, Sudan
b) Death Valley, California
c) Tirat Tsvi, Israel
d) Timbuktu, Mali**

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

"Many of life's failures are people who did not realize how close they were to success when they gave up"
-Thomas Edison

MARKETING SUCCESS STORY:

Express Employment Professionals

If you're looking for employment services, look no further! The team at BIS Designs recommends Express Employment Professionals! Call them at (251) 476-8210!

"When You Search For Employment Services, We Come Out On Top!"
BIS Designs Helps Local Employment Agency Bring In More Clients And Recruits

When Chris Ashcraft, owner of Express Employment Professionals, first met with Jay Friday, his company wasn't even showing up on the first page of Google for employment services. He immediately knew something had to change to help his company generate more business, especially since some of his clients were from out of town. So, he enlisted BIS Designs to help get his company onto the first page of Google.

After 90 days, Express Employment Professionals not only made it to the first page, but it was number one for keywords like employment services, job placement agencies and local temp services. "When you search for employment services now," said Chris. "We come out on top!"

The placement created a lot of local exposure for Chris' company, but it really generated a significant amount of business from national markets. "When we asked our customers how they found us," said Chris "They told us they googled us and we were first."

Today, Chris works with Sean Williams, SEO & Online Marketing Specialist at BIS Designs, to keep his company at the top. "It's an inexpensive way to advertise," stated Chris. "And there's a tremendous benefit to being in the top search results."

[Watch August's Marketing Success Story Video Here!](#)

TECHNOLOGY TEAM UP: Bayshore Christian Academy

"Since Going with Business Information Solutions, We've Had No Crashes!"

Paige Walsh
Director of Admissions at Bayshore Christian Academy

"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 was not monitoring our system or us. Since going with them, we've had NO CRASHES."

Printer Pals:

Star Aviation

BIS Office Systems recommends Star Aviation, an aircraft engineering and certification consulting firm in Mobile.
Call them at (251) 650-0600!

"With BIS Office Systems Maintaining My Printers And Copiers, I Can Definitely Rest Easy At Night!
Busy Aircraft Engineering Firm Stays On Schedule With Help From BIS Office Systems

Prior to doing business with BIS Office Systems, Star Aviation, an aircraft engineering and certification consulting firm in Mobile, had an existing relationship with Tyran Colvin, owner of BIS Office Systems, through his previous employer. When Tyran started his own office equipment company, Michael Brown, IT Manager at Star Aviation, decided to continue to do business with him. "He took care of us then," said Brown, "And we fully expected him to take care of us when we moved over. And he has so far."

Now, Brown doesn't have the hassle and stress of maintaining his own printers. "The single biggest benefit from partnering with BIS Offices Systems has been the customer support," he said. He has Susan Malone, Customer Service Specialist at BIS Office Systems, and the rest of the Office Systems Team to help Star Aviation meet their important deadlines. "With BIS Office Systems maintaining my printers and copiers," said Brown. "I can definitely rest easy at night!"

[Watch August's Printer Pals Video Here!](#)