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What's New

We are so excited to announce that we have added a new member to our staff, Taylor D'Amico. She will be taking on the role of Digital Marketing Specialist in our web design & digital marketing division.

April 2016

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

Our Mission: To deliver solutions to our clients to help them overcome challenges that threaten the health of their business.

Which Flavor Of The Cloud Is Right For You

Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

Three "Flavors" Of The Cloud

Not all cloud models are the same. A cloud environment that works for a dental practice with a half dozen locations may not be entirely suitable for a new law firm with just a single office.

In determining what the best cloud model is for your organization, it's important to know how cloud services are structured.

Basically, there are three types of cloud: public, private and hybrid.

Public Cloud Services Offer

Flexibility And Lower Cost

A public cloud comprises a collection of data storage and software services that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps.

Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

Private Clouds Support Highly Specialized Apps

A private cloud resides within an

organization's firewall, and is typically owned, managed and supported by that business. IT resources are available to members of the organization from their own data center.

Private clouds can support highly specialized and/or privacy-restricted applications, like medical-records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you're not paying for ongoing shared services.

Hybrid Clouds: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility and cost-effectiveness for some organizations.

"Each type of cloud has its own pros and cons."

So Which "Flavor" Is Right For You?

There is no perfect solution – each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

> Public cloud solutions are best suited to the flexibility and budget requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

A private cloud, managed and supported by an in-house IT team, may be ideal for your organization if control and privacy are of paramount concern.

A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn't as sensitive.

How To Get The Best Professional Help

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it's critical to work with a professional who has depth of experience in all types of cloud environments.

We've helped dozens of companies set up and run cost-effective, powerful and secure cloud networks. **For a Free Cloud Readiness Assessment, contact us at (251) 410-7601 or sales@askbis.com today.**

Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This…

INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: http://www.askbis.com/cloudreport

The Anatomy of a Crypto/Ransomware Attack & How to Prevent Them

Almost every day there is a big corporation that is getting hit by one of the variance of the Crypto – Ransomware malware. For every big case that makes the news there are thousands of others that are being affected. These attacks are not going away anytime soon. More and more devices are connected daily. Tablets, wearable devices, the Internet of Things (iOT), the overall global public cloud market size; to name a few. This is one of the biggest threats to business today. It affects businesses in the following ways:

- **Inability to service their clients**
- **Reputation Damage**
- **Massive loss of revenue**

If the large corporations with large IT budgets are not able to secure their networks, how is the standard small and midsize company ever going to be protected? That is the question that I have spent many hours trying to confidently answer. The good news is we are finding success with a particular security formula.

To begin I think it is important that we understand the anatomy of a Crypto – Ransomware attack. Below is a standard model for how these attacks take place. Note there are other ways that are taking place but this is by far the most common.

Installation. The victim's computer gets infected. Usually this takes place via some form of phishing email link. These types of attacks are often targeted to certain individuals based on their position with the company or through hacking of someone else's account that the individual might trust. These are referred to as "targeted phishing attacks". Next, the malicious code installs itself, and sets keys in the Windows Registry to start automatically every time the computer boots up.

Contacting Headquarters. Before the Crypto – Ransomware code can execute, it contacts the criminal's server via the Internet. This is referred to as the malware "phoning home".

Handshake and Keys. The Ransomware client and server identify each other through a carefully arranged "handshake" and the server generates to cryptographic keys. One key is kept on your computer; the second key is stored securely on the criminal server.

Encryption. With the cryptographic keys established, the Ransomware on your computer starts encrypting every file that it finds with any of dozens common file extensions. From Microsoft Office documents to Adobe PDF documents to image files and more.

Extortion. The Ransomware displays the screen giving you a time limit to pay the criminals before the criminals destroy the key that will decrypt your files. At this point, you are at the mercy of these criminals. They type of encryption is the industry standard and even with the fastest computer would take 10,000 years to crack.

Disruption of the Crypto - Ransomware Attack

The solution to this problem requires a multi-layered security approach. There are approximately 82,000 new Malware threats created every day. The list of threats is so long and so complex that no one security solution has them all covered. Below is a listing of what we feel like is the security formula needed to protect small to midsize businesses.

Read the rest of the article here.

Get Your FREE Network Evaluation!
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What Do You Need to Know About Voice Search?

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

As of 2016, there are almost 3 billion smartphone users across the globe. And research expects a whopping 6.1 billion smartphone users by 2020.

That's a huge number… Think of 10 of your friends, family members or colleagues that have a flip phone or brick phone… Now, how many people could you actually think of? Probably not many. That's because we are living in a tech savvy age. Statistics illuminate the vast amount of technology the average consumer is using. As of May 2013, 63% of U.S. adults use their smart phones to go online. Whether it is through a search engine, email, or app, smartphone users access the internet on their phone constantly.

Here's one last statistic for you: As of October 2014, approximately 55% of U.S. teenagers and 41% of U.S. adults were using voice search on their smart phones. Whether it is Apple iPhone's Siri, Microsoft's Cortana, or Google Now, almost all smartphones come with an option for voice search now.

Voice search enables the user to perform searches quickly and easily with the press of the button. The answers to their search queries are fast and reliable. This is extremely helpful in situations like driving a car or multi-tasking or when you're on the go. Since it is a popular feature and useful tool, what do

businesses need to know about voice search?

Well, it all comes down to SEO, or search engine optimization. SEO ranks websites and businesses on keywords, backlinks and a plethora of other factors. The end result is your website coming up at the top of a search engine query.

For example, say you searched for "clothing boutique, Mobile, Alabama" using voice search on your smartphone. Well that would bring up a list of boutiques in the area that rank high in SEO or are using Google's local business feature. If you're a boutique in Mobile, Alabama and your website does *not* come up in the listings or on the map, you probably need to work on your SEO a little bit, and register your company on Google My Business.

How voice search effects SEO is a little unknown currently. There are suggestions that phrases used in voice search differ from typed search queries. This means that people are speaking differently than they are writing when they search for a topic, which makes sense if you think about it. Most people don't talk the same way they type something out, or else it would sound robotic and strange.

SEO for written search queries is dominated

by keywords, so keyword optimization for companies just contained the keywords and not the sentence structure that accompanies those keywords. In contrast, Voice-Search SEO uses more sentence-like, conversational phrases with keywords to mimic what someone would ask during a voice search.

Example: Voice Search SEO: "What are good restaurants to eat at in Gulf Shores, Alabama?"

Typed SEO: good restaurants gulf shores, al

See the difference? Google has recently launched a new SEO update called Hummingbird that incorporates voice search into their new SEO algorithm. This Google updates makes it easier for searchers to find what they are looking for without having to use short, terse keyword search phrases.

With the shift from searching using awkward keyword phrases such as, "Subaru Spanish Fort," and instead using a conversational tone like, "Subaru dealerships in Spanish, Fort," you can expect the SEO landscape to change with it. Though currently not many SEO experts are investing too much time key wording for Voice Search yet, it won't be too long until it will becomes a larger player in the SEO realm.

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Website of the Month
The Beach House Boutique
By Liz Miller

Shop The Beach Life!
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We are excited to launch The Beach House Boutique's newly designed website. The Beach House Boutique specializes in trendy, chic resort-wear.

To visit their website, go to shopthebeachlife.com.

"You can't sell anything if you can't tell anything."

-Beth Comstock

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

How to Be Efficient in the Workplace with Your Copier/Printer

In today's business world, printing and copying documents for meetings, presentations, filing and general office use is ingrained in the everyday workflow of an office. what would you do without an office printer and copier? that's tough to imagine.

That's why office equipment companies, such as Kyocera, have built their business around making your business more efficient and productive. **With the latest technologies, your office printer and copiers can make print-related tasks simpler and easier for all employees.** Just recently, Kyocera launched copier and printer apps that let users easily scan and print documents straight from their mobile devices to their office printer.

Mobile print is the newest technology that gives you a number of functions to help you print and copy wirelessly on any mobile device. You can also scan documents and upload them straight to your mobile device as well. If you don't have Mobile Print installed on your copier and phone, you're making your work life harder than it needs to be.

But Mobile Print isn't the only way you can be efficient at work with your copier and printer. As a Total Document Solutions Provider, **BIS Office Systems** helps businesses lower costs with their office equipment, maximizes printer and copying tasks by providing quality and efficient equipment, makes sure your office equipment is secure and safe so outside hackers cannot access private files, and much more.

BIS Office Systems provides document and printer management solutions, so you can get power over the document flow process in your office rather than let it overpower you. As a Print Management Solution provider, we also give your business customer tailored printer services that best fit your company's need. This means less expense and more time being productive.

Many businesses overprint and spend way too much money on printing in general. **Did you know that 90% of business currently don't track what they are spending on printing? And the average office spends 1 – 3% of total revenue just on printing per year.*** Many times, print jobs are unnecessary or too much paper has been used. That's why having a Managed Print Service is important to your business.

We assess your current printing usage and create a plan of attack to eliminate unneeded printing and copying. We also make it easy to refill your toners by shipping new toner cartridges automatically to your office when your printers show 15 – 20% of toner is left. Thus, this helps eliminate trips to the store and sudden printer outages when you were not expecting the toner to run out.

It's the little things many businesses don't think about that put stress and time restraints on office productivity. That's why BIS Office Systems make it our business to help identify and eliminate those issues to help your business work seamlessly and efficiently. Our experts are trained specifically in office systems management to help advise your business in the best solutions.

We encourage you to give us a call to set up a *free* PrintSmart Evaluation on your office printers and copiers. Our experts can then determine the best option for your business and create a personalized plan of action concerning your copier, printers. **We also offer IT support to keep your documents and business information secure online.** Call us today! 251.476.3113

Want to know if your company could save money? Give us a call right now to set up your FREE PrintSmart Evaluation… 251-476-3113!

March's 'Ask the Expert'

Listen to business partners, Tyran Colvin and Phillip Long, along with Tyran's daughter, Teryn Colvin, and warehouse manager, Bill Bulman, discuss data and document security on 'Ask the Expert,' a segment of the Uncle Henry radio show!

Listen to it here.

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Forget Something?

By: Robert Stevenson, author

A while back I did a huge favor for someone and never heard anything from them… Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice…but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, *disappointed* is a very powerful and scary word. You see, *disappointed* can turn into other "dis" words, such as *disgruntled*, *discouraged*, *disenthralled*, *disillusioned*, *disheartened* and possibly even *dissatisfied* with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words *reciprocation* or *gratitude* don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you…that they didn't have to do…can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help
you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked…but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy."
– Anonymous

Your Tech: Productive…or distracting?
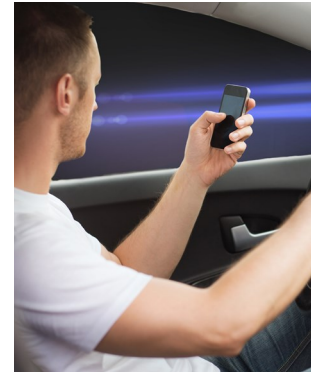
With constantly evolving technologies, it's getting harder to know where your time is best spent. To help you stay on track, here are three questions to ask about any situation in your business where technology is involved. 1) *Who's the right person to handle this?* For example, let your IT partners help employees with tech support questions. 2) *Will this save us time and money?* Cloud-based productivity solutions, for example, can give your firm access to the resources of big IT without the need to build it yourself. 3) *Is this making your job easier or harder?* Syncing devices, for instance, could free you and your sales force from the desk to meet with customers.
-*Entrepreneur*

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*The BIS Division Only

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 quiz question was: **Where was St. Patrick born?**

a) Great Britain b) Ireland c) Sweden

The correct answer was **a) Great Britain**

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

What popular company said they were buying the liberty be on April Fool's Day?

**a) KFC
b) Taco Bell
c) McDonald's**

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

"Teamwork: Simply stated, it is less me and more we."
-Anonymous

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Y N O M R A H L E S S M E
B K Z L X J E U Z Y R C C
R M Q X S G L D N F L J N
W Z L P Q Q P C F I S Z A
J O I N T E F F O R T L I
S Y N E R G Y A P N S Y L
R E H T E G O T K R O W L
P I H S R E N T R A P Z A
Q W M Q T E A M I N G G Q
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Find the teamwork terms:

- ☐ Partnership
- ☐ Synergy
- ☐ Unity
- ☐ Alliance
- ☐ Harmony
- ☐ Help
- ☐ We
- ☐ Team
- ☐ Joint Effort
- ☐ Teaming
- ☐ Work Together
- ☐ Less Me

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April Events

April 8th from 11 AM to 2 PM
BIS Office Systems' Grand Opening (FREE!)
Open to the business community! Free food, music and door prizes
including Yeti coolers, restaurant gift cards, tablets and a multi-functional copier.
RSVP at 251-410-7601

April 14th at 11:30 AM
Mary Mahoney's | Biloxi, MS
Cybersecurity Luncheon (FREE!)
Learn 6 critical IT security protections every business must have
in place now to avoid cyber attacks, data breach lawsuits,
bank fraud and compliance penalties.
www.askbis.com/seminar

**To RSVP for any of these events,
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