

What's New

We are so excited to announce that we have added a new member to our help desk team, Alex Kelly.



August 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.



It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on *Toy Story 2* noticed that Woody's hat started disappearing. Then his boots... Then all of Woody - gone! Other characters started disappearing too.

Betting The Farm Your Backups Are Safe?

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, *Toy Story 2* was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to

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another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could handle their needs.

One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

“Everything had been tied into that one database. And no backup.”

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit

was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your Backups Are Safe? Our FREE Da-

ta Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until August 31st we're offering our complete audit, normally valued at \$297, free to companies here on the Gulf Coast.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our BIS Backup

Call 251-410-7601 TODAY and let's make sure your company isn't betting the farm on a flawed recovery system.

The Ultimate Guide to Understanding Managed Services



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- The difference between managed services and the break-fix philosophy and how you could be potentially gambling with your critical information
- Whether or not your company is a good fit for managed services
- What to look for in a managed services company so you don't get taken advantage of

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Should You Leave Your Computer On Or Off When Not In Use?

By: Taylor D'Amico, Digital Marketing Specialist



It's a common question we've all undoubtedly at some point wondered. Maybe you've heard arguments for both cases and still find yourself unclear on what is best for your computer. Although the question may sound like it would have a simple answer, I'm afraid it's not that cut and dry. Does it hurt the computer more to leave it on all the time or should you be turning it off every night?

Essentially, the answer depends on how you use your computer and how often. Let's start by looking at why some people say to leave your computer on all the time.

- It's quick and convenient. You don't have to wait for it to boot up.
 - Turning a computer on and off several times a day can shorten the computer's lifespan. Each time you boot up your computer, a small surge of power spins everything up, and with constant use, its mechanical components will inevitably wear down.
 - Software updates, [virus scans](#), and [backups](#) can regularly occur overnight when you're not using the computer. Those processes can slow down the performance of a computer so it's best to schedule those when you don't need to use it.
 - You may need the computer to

stay on regularly because you use it as a server for remote connection.

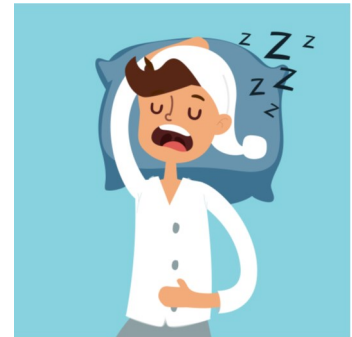
Now let's review the other side of the coin: *Why you shouldn't leave your computer on all the time.*

- Wastes power and can slightly increase your electricity bill.
- Less noisy. If you find the fan or hard drive distracting, you may be more comfortable with the computer turned off because it's simply quieter.
- Wears down the computer and its components, most of which are rated with a limited life cycle.
- Produces heat which is one of the biggest factors in reducing the life of hardware.
- When not turned on, your computer is protected from power surges. * To really be protected from power surges, make sure the computer is plugged into a UPS, a universal power supply which is a battery backed up surge protector.
- Computers benefit from the occasional reboot. It used to be the norm to regularly reboot, but modern operating systems can handle multiple processes running at the same time a lot better than they used to. However, as the first step in most troubleshooting issues, those little glitches and errors that sometimes creep up can usually be fixed by a quick reboot.

[You can read the rest of the article here.](#)

[Get Your FREE Network Evaluation!](#)
[Give us a call to schedule it... 251-410-7601!](#)

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at [hello.is](#) and other online retailers.

5 Strategies to Prevent Your Email Marketing from Going to SPAM

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

For years now, marketing strategists have pondered whether good old fashioned email marketing is going to fall by the wayside with all the various digital marketing options that currently exist. But never fear, emails are not going anywhere any time soon.

Email marketing has only just begun to tap the surface in discovering how savvy it can be.

A technology market research group has estimated that by the end of 2016, there will be:

- 4.6 billion email accounts
- 7% more emails landing in our inboxes

If email is still king, how can we

cut through the crowd? How can your emails be seen, heard and effectively resonate with your target audience?

Across the board, analysts are responding to that question with the main 'do it or die' strategies to combat getting lost in the shuffle.

The most common components to strengthen an email marketing campaign are:

1. Ensure you have a responsive email template in your email campaign.
2. Segment your email audience.
3. Content is king.
4. Test the open rates for what

resonates with each segmented email subscriber group.

5. Budget for it.

74% of surveyed marketers from 2015 said they still predict email communication to be one of the marketing channels that yields the highest return on investment.

It's been widely accepted that the ROI for email marketing is roughly about \$44 back for every \$1 spent. This healthy figure is mighty impressive, especially when you consider it's factoring in many low-performing email campaigns to get the average number.

[Read the rest here.](#)

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

The Colony Shop Boutique

By Liz Miller



Located in Fairhope, Alabama, The Colony Shop is known as the "South's Finest Fashion Specialty Shop." With a rich history in the area dating back to 1946, this boutique is a local gem with a range of styles to suit every need and whim.

To visit their website, go to www.thecolonyshopfairhope.com

"Stop interrupting what people are interested in... BECOME what people are interested in."

-Nick Davidge, ECD

Lower Your Business Expenses by Establishing a Print Policy

In today's world, businesses are trying to reduce unnecessary paper waste which affects the environment as well as their profitability. For businesses considering a print policy, the following serves as a good starting place for implementing one.

1. Printers must be used only for business purposes and not for personal documents.
2. The allowance or non-allowance of personal printers either in the office or on remote location should be outlined here.
3. The printer is not a copier. If you need multiple copies, print one good copy on the printer and use the photocopier to make additional copies.
4. Be responsible. If you print something, please claim it, and if you no longer want it, please recycle it appropriately.
5. Keep the area clean. If you see someone's unclaimed print job, stack it neatly in the designated area. Items will be disposed of after (enter determined time allowance).
6. Take advantage of duplex (two-sided) printing when available and other output options for presentations (i.e. printing four PowerPoint slides per page versus only one).
7. Limit toner usage by keeping the light toner and lower dpi settings set as the default print settings.
8. Avoid large print jobs. If necessary, discuss with your Office Manager or IT department so you can use the most appropriate (lower cost) printer and co-workers can be notified that there will be a wait.
9. Monitor your print job. If it's over 25 pages, be sure to be there to collect the pages so the tray does not overflow and spill onto the floor.
10. Avoid printing emails. Make use of your email application's folders and archiving abilities.
11. If you need special paper, please check with IT to determine if the paper is proper for the machine before using.
12. Print in black and white by default at every opportunity.
13. Printer paper can be found (list location here). Toner cartridges can be retrieved from (list place or person here).
14. If you notice a problem with the printer such as a paper jam or if it's out of ink, and you have not been taught how to fix the problem, please do not try. Report the problem to the Office Manager, IT department, or to a trained co-worker who may be able to help.
15. Report any unresolved or continual malfunctions of the office printing and copying equipment to the Office Manager.

[Read the rest of the article here.](#)

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!

Here Are 3 Ways LinkedIn Can Generate New Business

1) Above all, earn the ask. The more value you provide in the relationship, the more "right" you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn's search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.

-Inc.com

5 Ways to Build Raving Fans

By: Mike Michalowicz

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer. Now customers beg for an invitation to the Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business.

Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

Imagine Owning the Domain Rights to Google.com— Even for Just 60 Seconds



When Babson College MBA student Sanmay Ved happened to notice the google.com domain up for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn't take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they'd cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells "Google."
-DigitalTrends.com

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“If opportunity doesn’t knock, build a door.”
-Milton Berle



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 planet is named for the Roman god of commerce, travel and thievery?

- a) Mercury
- b) Neptune
- c) Venus

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

Is the IoT a “Clear And Present Danger”?



According to a U.S. government report, the “Internet of Things” could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn’t whether it’s good or not ... it’s how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com



*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

July 11th at 11:30 AM

Mary Mahoney's | Biloxi, MS

Office Efficiency Seminar (FREE!)

Learn how to create an efficient office to increase productivity, eliminate downtime and optimize workflow.

www.bisofficesystems.com/seminar

July 18th at 11:30 AM

The Fish House | Pensacola, FL

Cybersecurity Seminar (FREE!)

Learn the 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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www.bisuniversity.com.