bis TECHNOLOGYGROUP

Consulting | Marketing | Information Technology | Office Equipment

What's New

We are so excited to announce that we have added a new position to our staff, a Client Concierge. Lila Adams, who accepted the role, will be a customer liaison to facilitate clients' business needs.

February 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.

A Backup Plan You're Sure To Fall In Love With

In today's fast-paced, data-driven world, backups are mission critical to your company's survival and success.

Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all-guns silver bullet, there are some general principles to be aware of.

Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop.

If the hard drive on any device in

the network goes kablooey and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way they were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn't designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

Archive Backups

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't reboot from an archive, but if you've accidentally deleted a file, you can retrieve it from an archive. If any device on the network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.

Cloud Backup Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files. Should the abso-lute worst happen, the cloud back-up image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up. Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

"Should the absolute worst happen, the cloud backup image can be 'spun up'."

A Fail-Safe System So, can you rest assured that your company's backup system is built to minimize downtime in the event of data loss or equipment failure?

If you're 100% certain you can answer yes, congratulations – you are one of the few! If not, NOW is the time to take action – rather than after you wish you had.

Not only is our BIS Backup Pro highly affordable, it continuously backs up your entire server – including open files so you'll never lose a whole day's work. Then, every night, it automatically backs up a snapshot of your entire server to an off-site military-grade data center where it's held safe and secure until you need it.

Don't put this off another minute! Contact us right now through the end of February to claim your free Backup System Audit. Let us make sure your backup system never lets you down. We can fix broken computers but a broken heart is another thing entirely… Call TODAY!

Free Report: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK
"What Every Business Owner Must Know About Protecting and Preserving Their Network"

Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at www.askbis.com/protect or call our office at (251) 410-7601.

10 Easy Ways to Eliminate E-mail Overload

E-mail driving you crazy? Every time you delete one, do five more show up? Are you finding it impossible to answer every e-mail you receive? If you answered "yes" to any of these questions, you're not alone! Some people are even declaring e-mail bankruptcy — they dump every e-mail in their inbox and start over. If that's not an option for you, then here are 10 tips to reduce e-mail overload.

1. **Get a good spam filter**. Even if it saves you just 10 minutes a day, that adds up to over 59 hours a year.

2. **Cancel subscriptions to unwanted mailing lists, and opt-out of LEGITIMATE e-zines**. But be careful! Trying to opt-out of spam e-mails will only alert the sender that they have a LIVE address. Also, make sure you are careful to check the "unsubscribe" or "opt-out" box when purchasing items online.

3. **Ask your friends to remove you from joke groups or chain messages.** Simply explain your situation and, if they are good friends, they'll take you out of their message group.

4. **Don't post or publish your e-mail on web sites.** Spammers will steal it and put it on their lists.

5. **Don't respond to every e-mail you receive**. Yes, it's okay NOT to respond to some e-mails. If it's a group e-mail, don't respond with "okay" or ":)" — it's not necessary unless the sender is specifically asking you a question or requesting a response.

6. **Be succinct**. Restrict your messages to a few sentences. If you can't, pick up the phone or talk in person. This will avoid the back-and-forth of e-mail conversation.

7. **Take advantage of subject lines**. If possible, put your question in the subject line, or your message. If that's not possible, make your subject line very descriptive so the recipient knows what your message is about. Here's another tip; create a set of codes with your coworkers and place them in the subject line to help them process and prioritize messages. For example, use "FYI" for informational messages. Use "AR" for action required and "URG" 1. for urgent messages.

8. **Block time to answer your e-mail and fight the temptation to check your e-mail every few minutes**. You will save yourself a lot of time and be far more productive.

9. **Respond to messages when you open them so you only read them once**. If the e-mail requires an action step, schedule the action step and delete it from your inbox.

10. **Set time aside in the morning and the evening to process your inbox**. Shoot for a completely empty inbox. File messages you need to keep and set reminders for messages that require you to follow up.

Now, here are some tips to keep from adding to the e-mail overload of others…

1. Be courteous when forwarding an e-mail: summarize the thread and why you are sending it at the top of the e-mail.

2. Don't copy someone on a message unless it is necessary. And explain why you're copying them. Recipients won't need to guess your intentions. This means less back and forth messages.

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

Shiny New Gadget Of The Month:

Keeps You In Touch, Could Save Your Life

If you fly often for business, a satellite messenger may be just the thing to stay in the cloud when you're above the clouds. And if your travels for fun take you into the wild, it could literally be a lifesaver.

Just ask retired Houston firefighter Michael Herrara. After breaking three ribs and his collarbone in a hard fall from his dual-sport bike in a remote area in Alabama, he hit the SOS button on his messenger. Within 40 minutes an ATV was on hand to transport him to a trauma center.

Features to look for in a satellite messenger include data speed, battery life, coverage areas, size, weight and ease of use.

And, of course, an SOS button.

This Summer…

treat your business to the power of professional digital marketing help. Invest in a campaign strategy. Get results in the peak selling season. End the year on a revenue high.

With our Summer Social Special you get:

Strategy Session	Consult with our Digital Marketing Specialist to plan an optimally effective blitz strategy that supports your end-of-year business goals.
Holiday Branding	Receive professional graphic design with cohesive and custom holiday branding on your website and social channels.
Content Marketing	Benefit from 20 strategic social media posts developed to promote store events and raise shoppers' brand awareness.
2 Free Boosted Posts	Get two free boosted posts to achieve higher visibility on your ad messaging to a targeted audience.
1 Free Facebook Ad	Increase your audience and spur in-store/online traffic with a free Facebook ad to shoppers in your community.
2 E-blasts	Make sure everyone knows who you are and what your business is up to this season with a two email newsletters announcing store events, specials and more.

Call Us Today at 251-410-7601 to Get Started!

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

4 Ways to Use Facebook Advertising to Drive New Business

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

If you're marketing your business digitally, which you should be in this day and age, you probably have a nicely designed website, maybe some SEO integrated into your site and a company Facebook page. It doesn't take a huge budget or hours of labor to get your business seen online. Actually, some digital marketing tactics are pretty downright *inexpensive*.

Compared to traditional advertising via print or TV and radio spots, digital marketing puts less strain on your wallet and can be seen by *thousands* of people daily. But it really depends on how far you want to go to market your company online. Don't be surprised if a "barely there" presence is not generating the amount of traffic to your website as you hoped.

But many small business owners ask, **"What do I do to help grow my business online?"** Well, there are many avenues to go down when it comes to digital marketing, some complex and some simple, but there is *one specific* tactic we want to highlight: **Facebook advertising.**

We are firm believers in using social media to help grow a business. Social media creates exposure, two-way communication with your audience and helps expand your business. There are organic ways to do that such as creating valuable content, establishing dialogues with your page fans, posting consistently and sharing interesting, cool articles and knowledge. But there are also *paid* tactics to grow your business on social media.

Facebook advertising is one of those tactics.

Facebook offers businesses a way to promote, grow and drive website traffic through "sponsored" posts. These advertisements show up on your target audience's newsfeed and have a strong call to action that prompts viewers to:

1. **Click to your website**
2. **Like your page**
3. **Engage with a post**
4. **Enter a contest or apply for an exclusive offer.**

The list extends further than just those four CTA's too. It really depends on what you want your Facebook advertising to do.

The best part about Facebook advertising is that you can place your ad in front of the people who truly matter to your business.

You can select very specific demographics that you want to target and Facebook does the rest. For example, say you were a local clothing boutique who catered to women aged 16 – 32 that lived in Baldwin County and are interested in shopping and fashion. You can enter that information and Facebook will find users that match those specifications and put your message in their newsfeed.

But how does this directly translate into new sales?

Read the rest of the article 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
Cleverdon Farms
By Liz Miller

Cleverdon Farms has been farming Baldwin County since 1930. The family-run business is the area's premier growers and distributors of high quality, locally grown turf grasses. Their new website showcases their products and includes behind-the-scenes farm photos and videos. An easy side link makes it easy for users to make an immediate purchase online.

To visit their website, go to cleverdonfarms.com.

"Marketing is telling the world you're a rock star. Content marketing is showing the world you are one."

- Robert Rose

What Is the Best Brand of Copiers?

Copier and printer brands may seem irrelevant to most people. As long as the copier or printer does its job, it's not a big deal what the make is. But that is where this thought process is flawed. Office equipment brands can be considerably different from one another, ranging from varied models of copiers, the type of ink used, the efficiency of the copier, the speed of printing, cost-effectiveness, and the overall reliability of the copier itself.

The well-known saying, "You get what you pay for" rings true in today's office equipment market place. With so many options to choose from, choosing the *best* choice is important, especially for your business' productivity and efficiency. There are many well-known brands out there: Kyocera, Canon, Muratec, Konica Minolta… But what makes any of these different?

Well at BIS Office Systems, it's our job to find the perfect copier or printer for your business. Though we carry multiple copier brands, our brand of recommendation is Kyocera and Copystar, a division of Kyocera.

Why? Well Kyocera has been in the office equipment business for more than 50 years and has been a leader in advancing technology for office equipment and making quality, high-end copiers since its early beginnings. We trust Kyocera and Copystar to deliver exceptional copiers and office equipment to our customers.

Kyocera delivers a diverse range of equipment from advanced materials, parts and components, devices, equipment, network engineering and many other services. Providing these services helps their customers maximize their productivity and work processes. One of our favorite aspects of Kyocera is their constant research to identify and address emerging trends and technologies in order to keep pushing the envelope for how office equipment can best work for a business.

One of Kyocera and Copystar's latest technologies is the use of applications, or "apps," in their copiers. With these apps, users can conveniently print files, web pages, and images straight from their smart phone or tablet. How amazing is that? Kyocera recognized the need for efficient printing and copying while business people are on the go, traveling or working from home. Mobile usage is skyrocketing for business people, and Kyocera is here to deliver copiers and printers than can handle that change.

If you're searching for a quality copier and printer brand that will meet and exceed your business' needs, Kyocera and Copystar is our recommended choice. Talk with one of our consultants for more details on how to get a Kyocera copier in your workplace.

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!

February's 'Ask the Expert'

Listen to business partners, Tyran Colvin and Phillip Long, along with Tyran's daughter, Teryn Colvin, discuss BIS Technology Group on 'Ask the Expert,' a segment of the Uncle Henry radio show!

[Watch it here.](#)

The Theory of Constraints

By: Phillip Long, CEO of BIS Technology Group

In a recent weekly leadership team meeting we were discussing the topic we felt would be most beneficial for our next quarterly off-site meeting. The goals of these quarterly offsite meetings are to drill deep on the issues that are constraining our companies, come closer together as a team and have a little fun. The deliverables from these meetings are then made into assignments that are given to specific people to solve the issues. I brought up the topic of The Theory of Constraints because I'm currently listening to the book The Goal by Eliyahu M. Goldratt. Although the concept is very easy to understand, "a chain (or system) is only as strong as its weakest link," the upside of being able to clearly identify the weakest link and then, put actions in place to strengthen that link, is enormous.

Therefore, this blog is designed to further explain The Theory of Constraints and define some of the processes and applications for discovering and solving the constraints. Because I am primarily in the technology business, most of my examples and focus will be in this category, but this process can be applied to any system.

In fact, in Goldratt's book, he is primarily dealing with the manufacturing process, but also, a relationship between the main character, Alex and his wife. Much of the approach is the Socratic Method which uses probing questions to bring about thought. This is a must read for anyone who is interested in building teams and developing processes in order to scale an organization.

The Theory of Constraints

The Goal. The process begins with a question – What is the goal of the company? Every company is built to achieve a specific purpose. It is important that the members of the team have a full understanding of what the purpose is in order to determine the goal. So the first two steps must be determining the "what" and then the "who" is responsible for these decisions; and therefore, the actions required to actually set the goal. Let's use the example that the goal is to build a profitable company that can withstand the test of time, or in other words, **"A Profitable Company That is Built to Last."** In order to do that, here are some necessary conditions to fulfill that goal.

- **Competitive Advantage – Unique Selling Proposition**
- **Satisfied Employees**
- **Highly Trained Employees**
- **Highly Documented Processes**
- **Technology Leadership**
- **Clear Vision-to-Business Landscape Positive Cash Flow**

The Measurements. In addition to the goal, we need a set of measurements that will enable us to judge the impact of a local decision on the global goal. The goal is ultimately reached by the fulfillment of the *necessary conditions*. So the best way to ensure the goal is to measure the necessary conditions.

For example, surveys can be taken to determine the satisfaction of employees. 90 Day – 360 Degree Evaluations of employees and leadership can gauge the effectiveness of the leadership. One last example would be to track the profitability month over month.

These measurements are important to be done weekly or monthly so as corrections can be made along the way rather than having to make a decision well after you are far from the mark.

You can read the rest of the article here.

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

Pain Relief Gets a New Look

A new wearable electronic device named Quell is designed to relieve pain without popping pills. Yet it doesn't look like a medical device. Resembling an athletic band, it's worn on the leg, just below the knee. It connects to your smartphone so you can track therapy sessions, control features, monitor quality of sleep and store data to the Quell HealthCloud. 67% of Quell users report a reduction in their use of pain medication. Some users experience relief in as little as 15 minutes. Tapping into your body's natural pain-control system, it can block pain signals, providing widespread pain relief. Just bear in mind, it doesn't work for everyone – your results may vary.

−*MedGadget 08.17.15*

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

"Individually we are one drop but together, we are an ocean."
-Ryunosuke Satoro

Who Wants To Win A $5 Starbucks

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: **Who played Meg Ryan's husband in 'Top Gun'? a) Anthony Edwards b) Val Kilmer c) Whip Hubley**

The correct answer was **b) Anthony Edwards**

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

What state has hosted the most Super Bowls?

a) FL
b) LA
c) CA

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

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M A N A G E M E N T C E T
C O P I E R K G I N O D O
N X N G K Y R E P A P R N
T A M R O F E D I W Y E E
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K A E P C H G F M D T N W
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Find the printer & copier terms:

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☐ Printer
☐ Management
☐ Apps

☐ Ink
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☐ Paper
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☐ Muratec

Printer Pals: St. Luke's Episcopal School

St. Luke's Episcopal School is an independent, private Christian school focused on prepping students for college all the while developing their faith and character. For more information, call 251-666-2991 or visit stlukesmobile.com.

"I'm Much Less Stressed Because I Don't Have Problems Coming to Me Anymore!"
BIS Office Systems Helps Private School With Cost-Saving Efforts

Mike Notaro, Headmaster at St. Luke's Episcopal School, was not looking to change office equipment companies. However, when a representative from BIS Office Systems presented him with the opportunity to reduce costs and increase productivity, he couldn't turn it down. "We felt like BIS was very personable, professional, and they were on time in everything they did," Mr. Notaro said. "They did a great job of projecting out future cost-saving efforts."

BIS Office Systems has worked with St. Luke's Episcopal School to save them both time and money. By providing purchased copier cards for every student, the school will be able to see a reduction in costs. In fact, the printers will pay for themselves. As for time, teachers and staff have increased productivity. For teachers, the real time saver comes with the Teaching Assistant testing tool which is an app that is similar to Scantron. The staff has seen less machine breakdowns. In the rare chance of one, all they have to do is give BIS Office Systems a call and they're instantly connected to a human being, not a recording or robot, who can usually help solve the problem over the phone. "I'm much less stressed," stated Mr. Notaro. "Because I don't have problems coming to me anymore that I was having in the past."

Watch the video here!

Microsoft Outlook for iOS & Android—Worth a Try?

The new Outlook for iOS and Android connects e-mail accounts, calendars and files all in one place. So what's the verdict from users? It gets mixed reviews, for an average of 3.5 out of 5 stars on Google Play. On the plus side, it's got a lean, easy-to-use UI. It sorts incoming e-mail by "Focus" and "Other" with an easy-to-use swipe gesture to move between the two. The scheduler uses color-coding and grays out info you don't need. On the minus side, some users report syncing and sign-in errors and incompatibility with certain systems. Still, once the bugs are worked out, it's certainly worth a test drive.
-*Computer World, 10.29.15*

Marketing Success Story: Away at the Bay

Away at the Bay is Fairhope's oldest bed & breakfast.. They've earned a reputation for hospitality and beautiful accommodations. If you're looking to get away for an evening, call 251.928.9725 or visit www.awayatthebay.com.

"I'm Proud to Say That Our Revenue Has Increased 12%!"
Beautiful Bed & Breakfast Increases
Revenue with the Help of BIS Designs

Glenda Gravlee, owner of Away at the Bay, already knew about BIS Designs and the work they produced. Really pleased with the website they had created for The Exceptional Foundation, Glenda already had it to on her to-do list to reach out to BIS Designs, but one of their sales members, Jay Friday, beat her to the punch. One afternoon around sunset, Jay met Glenda and her husband, Joe, on the front porch of their inn to discuss their partnership with BIS Designs. From that point on, Glenda knew instantly why she shouldn't go with another company to aid her marketing efforts.

With their new user-friendly website and strategic social media marketing, Away at the Bay is able to depict the true beauty of their bed and breakfast to both tourists and locals which has resulted in direct sales. "I'm proud to say that our revenue has increased 12%," stated Glenda. "I really attribute it to the web page and social media."

Prior to hiring BIS Designs, Glenda had never worked with a web design and digital marketing firm. To her, it's been an enlightening and positive experience. "I'm very pleased with the work they've been doing," she said. "Now, I turn on my computer in the morning to see if there have been any online bookings and every morning there usually is."

Watch the video here!

Star Wars BB-8 Droid Tie-in: The Story and the Tech Behind the Hit Toy

Talk about your dream contract! It was just the second day of Disney's inaugural tech-development Accelerator. Sphero CEO Paul Berberian and the company's two founders were invited to chat with Disney CEO Bob Iger in his office. When it's their time to meet, Iger pulls out his iPhone and shows them dailies from the new Star Wars film, *The Force Awakens*, then in production – stuff nobody but folks directly involved in making the movie had seen. Iger pointed to the rolling droid, BB-8, and asked Berberian if he and his team could build it. The rest, as they say, is history.

-Wired, 09.03.15

*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***

February Events

February 17th at 11:30 AM

Red Lobster | Airport Blvd in Mobile, AL

CYBERSECURITY LUNCHEON (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/seminar1

February 25th at 2:30 PM

EMAIL MARKETING WEBINAR (FREE!)

Learn how to build a successful campaign to grow your email list.

www.askbisdesigns.com/webinar

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

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