

## What's New

We are so excited to announce that we have added a new member to our staff, Mike Dunbar. He will be taking on the role of Senior Marketing Analyst on the BIS Designs team.

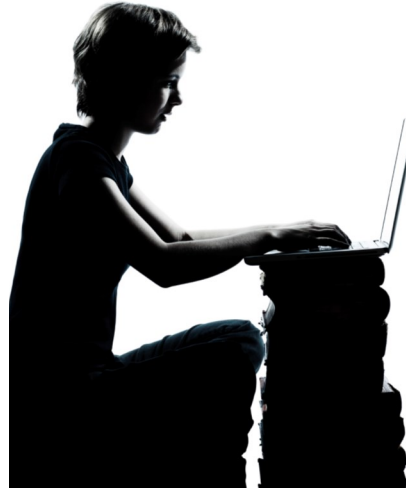


**June 2016**



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.



**I**t's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

## Shadow IT: Ignore At Your Own Risk

**The hidden dangers of shadow IT**

When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

**Bringing your shadow IT out into the light.**

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your

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productivity and innovation.

### Bringing your shadow IT out into the light.

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#### Cut loose the "control" mentality.

It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they may start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

#### Recognize the delicate balance between risk and performance.

Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

**Foster open communication.** Get employees involved in creating

intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

#### Develop a fully tested plan.

Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution,

and keep an otherwise manageable event from turning into a full-blown business crisis.

#### Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

BIS can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection. Contact us today at 251-4107601 or [jpartin@askbis.com](mailto:jpartin@askbis.com) to take advantage of this offer (normally \$297), FREE through the end of June, and put an end to Shadow IT in your organization finally and forever.

*"Take control of high-risk situations and keep an eye on the rest."*

## Facebook Wants to Help You Blow Up Your Business



The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

## 12 Tips for Your Data Security Plan

By: Taylor D'Amico, Digital Marketing Specialist



**Did you know that 90% of the 5,500 small, medium and large companies surveyed in 2015 experienced at least one security incident? Having a data security plan in place is of utmost importance to every business.**

With all the personal and corporate data provided by clients, customers, and employees, it is of crucial importance that businesses have security measures in place to protect this sensitive information.

**Here are 12 tips to implement in your data security plan for prevention and protection:**

1. **Designate a Security Officer** – New standards and regulations for several industries require this.
2. **Perform a Security Audit/Risk Assessment:** Are passwords strong and changed often? How are physical documents secured? Are file cabinets locked that keep sensitive data? Are shredders utilized fully for sensitive paper documents? Are laptops and mobile devices protected and locked up when not in use? Is sensitive information available on such devices and if so is it encrypted? Are public Wi-Fi hot spots used when out on location or can the laptop be tethered to the smart phone to act as a modem for a more secure connection? Have third party vendors been evaluated for how they address data security?
3. **Establish a Privacy Policy** (for further research on this topic, The [Federal Trade Commission's "Protecting Personal Information" Guide](#) is an excellent resource for security and privacy information.)
4. **Create an Acceptable Use Policy for all users**
5. **Define how often the risks are to be reassessed**
6. **Outline how you will respond to security threats: An Incident Handling Guide**
7. **Incorporate your virus protection software policy for all work stations, mobile devices and cloud components**
8. **Detail your Business Continuity Plan for man-made or natural disasters**
9. **Protect your passwords**
10. **Educate employees to have security awareness and provide resources**
11. **Hold employees accountable Consider hiring a qualified managed security service** to make sure your business is safe and secure. This will allow your in house IT department to concentrate on the business.

[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:



### What If Your Smartphone Had Wings

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at [xcraft.io/phone-drone](http://xcraft.io/phone-drone).



# ReTargeting Ads: A Quick Explanation & Its Top 2 Benefits

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



Retargeting levels the playing field for small business owners to be able to reach their target audience on a much larger scale than ever before. When used in conjunction with search engine optimization (SEO), retargeting can:

- *Drive traffic to your website through increased brand recognition.*
- *Maximize a company's return on investment (ROI).*

In a nutshell, retargeting is the process of targeting and serving ads to people who've previously visited your website, used your mobile app, or in some cases, visited and bought something from a physical retail location.

You've seen it before: you search online

for 'shoe stores Mobile, AL.' You visit the first website that pops out and you browse around for a while, but then something else needs your attention so you leave the site. The next time you go online, whether it's watching a YouTube video or scrolling through Facebook, you see an ad for that same shoe store company showcasing the exact pair of shoes you were last looking at earlier.

Many people have mixed feelings about this, and numerous blogs have been written about the overall ethics involved in this type of marketing. Needless to say, it's here to stay, and over the years marketers have refined the practice to include better targeting and less intrusive messaging to avoid creeping people out. As a side note, web users always have a way of opting out from being marketed to through retargeting by regularly erasing what cookies have been enabled in their browser history.

Studies have shown that close to 98% of website visitors leave a website without completing some form of conversion (i.e. finishing a purchase, submitting a form, or downloading something being offered).

Therefore, it is not uncommon for a web user to take numerous steps before being ready to seal the deal. If a company's brand name is not well established, users won't be searching specifically for a company's brand name and associated branded keywords. That's when companies often invest in [SEO](#) or [Pay-Per-Click](#) (PPC) marketing to help drive traffic to their website or store. In time, they may see their website out rank their competitors on the search engines, and typically see a healthy influx of website clicks. However, if there is no brand recognition to go along with such prominent placement on search engines, users often forget what site they visited once they have left.

Retargeting can successfully bridge that gap, especially when combined with SEO. Through building your brand's familiarity with your target audience, you are increasing the opportunity for specific company branded terms to be entered into a Google search or an organic site visit.

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

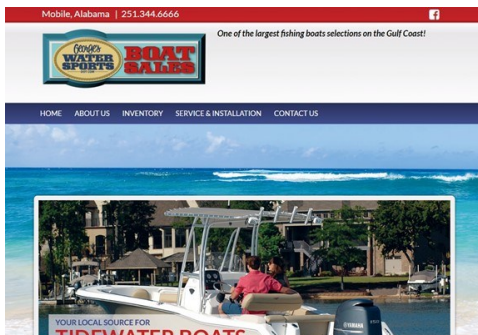
## Is Your Marketing On Track?

**Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!**

## Website of the Month

### George's Water Sports

By Liz Miller



We had an amazing time partnering with George's Water Sports, a company with one of the largest fishing boat selections on the Gulf Coast. Their new site just might inspire your next boat purchase. You can browse their new and used inventory as well as their current specials.

To visit their website, go to [georgeswatersports.com](http://georgeswatersports.com).

***"Ignoring online marketing is like opening a business but not telling anyone."***

*-Anonymous*

## 12 Unusual & Historical Facts on Printing

In today's busy, often hectic world, discovering interesting trivia can often be the respite you need to push on through your work day. We hope you find these unusual printing tid-bits amusing if not educational! These intriguing, historical facts will definitely show you how the printing industry is leaving its mark.

1. **World's Smallest Printed Book.** Measuring in at .0291 x .0295 inches, a 22 page Japanese book containing pictures of the flowers of the four seasons holds a Guinness World Book of Records entry for being the world's smallest printed book.
2. **The Renaissance.** Because of the increased ability to disseminate information on various printed materials, the devout followers of the new philosophy known as Humanism utilized this medium to their advantage. Today, we commonly recognize the advancement of the printing press as largely contributing to the monumental cultural shift of human intelligence known as the Renaissance period.
3. **Largest Number of Books Issued In One Publishing Run.** J.K. Rowling wrote the Harry Potter series and as it saw great popularity throughout the years, the seventh and final novel that received the most critical acclaim was Harry Potter and the Deathly Hallows. It sold 15 million copies in the first 24 hours following its release, and had an initial print run of 12 million copies, making it the largest initial print run ever .
4. **Largest Printed Catalog.** Remember how much excitement used to surround the publishing of the large department store catalogs? IKEA still thrills many of its loyal customers, but their large door-stoppers don't compare to the behemoth released by Aviall Services Inc. in 2005. Their 'Aviall Product and Catalog Book' released on January 3, 2005, had 2,656 pages, and weighed in at 7.4 lb. and is 2.8 in. thick.
5. **Oldest Printing Publishing House.** If you think most publishing houses like Random House and Penguin Group, have only been around for a couple of hundred years, think again. Cambridge University Press, the oldest printing and publishing house, has been around since 1534 and was started through a charter granted by the infamous Henry VIII. It's been operating non-stop since the first book was printed in 1584, publishing over 2,000 books and 150 journals a year across 200 countries around the globe.
6. **Oldest Surviving Printed Book.** The first mechanically printed book is arguably, but generally accepted to be, the Gutenberg Bible, printed in Germany around 1455. It was printed with moveable type. Through using carved wood plates and simple presses, the Chinese cultures were printing book like structures hundreds of years prior. The Buddhist "Diamond Sutra" dates back to 868 AD.

[You can 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!***

### April's 'Ask the Expert'

Listen to Uncle Henry and the BIS Office Systems' team discuss cost-savings on your office equipment on this month's Ask the Expert.

[Listen to it here.](#)



## Separating Yourself From The Star-up Pack

By: Andy Bailey

Many of America's favorite companies began as a small start-up.

Ben & Jerry's sold ice cream out of an old gas station when they first opened in 1979. Mark Zuckerberg created Facebook in his college dorm room. Starbucks started with just one location in Seattle, Washington.

The ability to scale up is a defining trait among businesses that want to move ahead of the start-up pack. To do that, companies must learn how to lose the start-up mentality and focus on a few key areas.

### Building A Great Team

Nancy McCord, chief talent officer at Netflix, said, "The best thing you can do for employees – a perk better than foosball or free sushi – is hire only 'A' players to work alongside them."

Top talent likes to work with other top talent. Create a culture where team members challenge each other, learn together and propel the company forward. If your top talent is too busy managing disengaged, subpar workers, the work will get old very quickly. No one wants to go to work and babysit fellow team members.

To create a team of top-tier talent, focus your energy on engaging current members and improving the hiring process. Create a company scorecard for job candidates. Outline the type of person who excels in the position and the character traits they must possess. If an applicant doesn't meet the criteria, politely decline to pursue them further.

### Choosing The Right Strategy

Your company's strategy is the roadmap that tells you how to get from where you are to where you want to be. It's the defined path that your start-up will take in order to grow and become a leader in your industry. You should live, breathe and make decisions based on this strategy.

This requires more than just vague goal-setting. What matters most to your organization? What's your mission? All of

these should be taken into consideration before you pick a strategy. Once this strategy is established, your senior leadership should meet weekly to discuss its progress.

Include your entire team in the execution of the strategy and educate them on the "why" behind it. Each employee should have a solid knowledge of the company values, foundation and proposed direction of the company. This transparency will also aid in retaining the top talent you worked hard to recruit.

### Improving Your Cash Flow

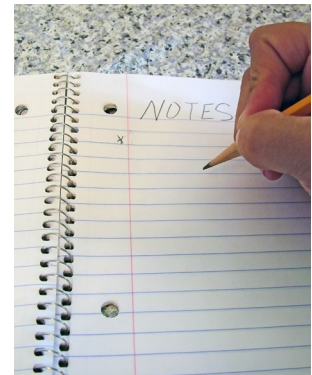
Your cash conversion cycle (CCC), or the amount of time it takes for a dollar spent to make its way back into your bank account, is one of the most important metrics to watch while scaling your business up. Growth requires money, and the faster you scale up, the more money you need. Learn how cash flows through your organization.

Scaling up is possible, but it takes focus and dedication to these three areas. Every industry-leading company started somewhere, and there's no reason why your organization can't be next.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

## Which App Best Helps You Takes Notes On the Go—Google Keep or Evernote?



Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

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



## 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](http://www.askbis.com/referral) or call 251.923.4015.



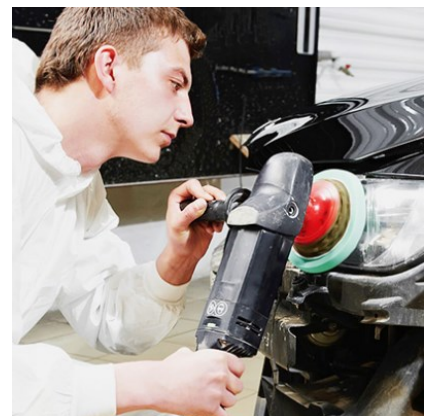
\*The BIS Division Only

*“True leaders don’t create followers.  
They create more leaders  
-Anonymous*

### Client Spotlight: Auto Craft Collision Center

If you’re looking for quality vehicle repairs, we recommend Auto Craft Collision Center, a family-owned company built on values that have continued to guide their company for three generations. Give them a call at 251-928-7296!

“BIS is only a phone call away and a true blessing. It’s freed up my time so I can focus on my business. Not to mention, we’ve saved 40-50 hours per month on inside labor since we no longer have to figure out the problem and learn how to fix it. Financial monthly output and soft costs like downtime have decreased thanks to BIS. When you’ve found the right IT company, it just works. Now, we can focus on repairing vehicles instead of our computer system.” - Chad Chupek, Owner



### 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:  
**How many Wonders of the Ancient World were there?**  
The correct answer was  
B) 7

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

**In what key, do most American car-horns honk?**

- a) F
- b) G
- c) C

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

## **June Events**

June 9th at 11:30 AM

Wolf Bay Lodge | Foley, AL

### **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](http://www.askbis.com/seminar)

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**To RSVP for any of these events,  
call 251-923-4015 or visit  
[www.bisuniversity.com](http://www.bisuniversity.com).**