

What's New

We are so excited to announce that we have added a new member to our staff, Maria Porras. She will be taking on the role of IT Service Manager in our Service Delivery department.



March 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.



Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. - 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity,

Relying On A Good Luck Charm?

pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security - not to mention employee productivity - in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no

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access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire intranet to infections. And that's

why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering

Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint –

your employee's device – carries a pre-defined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and

elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at (251) 410-7601 or sales@askbis.com for a customized Web Content Filtering Review and Analytical Report on your system.

“Any employee can carry an infected machine into and out of your company's building and network on any given day.”

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”



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's 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>

Why You Should Avoid Using a Debit Card When Shopping Online



If you shop online (and these days, who doesn't?), you'll want to make sure you use a credit card instead of a debit card to protect yourself from online scams and rip offs. The biggest advantage credit cards offer is a buffer for payment. By law, your maximum loss if your credit card number is stolen is \$50, and most credit card companies and banks will cover the entire cost.

When you use a debit card, the funds come directly out of your bank account, which means you might have trouble disputing the charge if you get scammed or if you are not happy with the product or service you purchased.

Here are some other tips to make shopping online safer:

- Research your merchant before buying. The Federal Trade Commission maintains a web site (www.consumer.gov) that provides many buyers' guides, lists of tips, and links to helpful resources.
- Make sure you are on a secure web site before you give your name, address or credit card details. Look for a padlock or a key symbol in the

bottom corner of your screen.

- Never send your credit card number in an e-mail because it can easily be stolen.
- Frequently check your credit card statements for suspicious entries. If you spot anything strange, contact your credit card company immediately to question the charge.
- Call the company before placing an order. See if a real person answers the phone and how difficult it is to get someone live. Ask for their return policy for damaged or inadequate goods, expected delivery dates, shipping and handling fees, and after-purchase support.
- Think before you buy. If the online advertisement or junk e-mail offer sounds too good to be true, it probably is! If you have any reason to be suspicious, you are better to err on the side of NOT buying.
- Watch for hidden extras added on at checkout such as postage and packing costs, and handling fees. VAT and Customs charges for goods from overseas can add greatly to the final cost.
- Read the company's privacy policy carefully. Make sure you uncheck any boxes giving the vendor permission to sell or share your information with other vendors.

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

Shiny New Gadget Of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance.

Learn more at Concur.com.



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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.
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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!

Effective Campaigns to Gain Emails & Capture Leads

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

If you're a business, big or small, you need to have a running list of email contacts for marketing purposes. This means collecting your current customers' emails along with potential customers' email addresses. Having a running list of emails from your customers and prospects provides valuable ways to marketing your target audience and keep them informed.

Whether you are sending an email blast out about the latest updates and news within your company, promoting a new service or product, or notifying customers about an issue or update that could affect their business, it's important to communicate with your target public via email.

But for many businesses, particularly small businesses, it's tough to collect emails, especially if you don't have a strong [email marketing game plan](#). Even if you do, your current email list will shrink by the end of 2016, [specifically by about 22.5%](#). Email addresses change, get deleted, people leave companies for

new ones, and people opt-out of your email marketing. It's just a fact of email marketing, but you need to have a strategy to tackle that shrinking list.

We use a strong email marketing strategy at BIS Designs, Inc. It's essential to keep our customers informed and to reach out to prospects and qualified leads. Obviously, we keep an active list of all our current customers and that list is not hard to retrieve, but for generating new emails we use a couple different methods. We also have great advice for B2C businesses, as B2B and B2C marketing can differ.

1) Run online contests and giveaways. This is one of the easiest ways to gain emails. If your business is active on social media (which it should be), run a contest or giveaway that people will want to enter and have participants sign up using their email address. Make sure you specify in the contest or giveaway rules that they are agreeing to be opted-in to your company's email marketing campaigns.

If you're going to promote on social media, make sure you *always* create a landing page or form on your website as well. This will direct traffic to your site and make it easy to submit their information.

2) Create valuable, meaningful content. The saying, "Content is king" really rings true here. People sign up or get added to email lists and then get spammed with irrelevant or badly-written content. Provide value to the reader. This in turn can encourage them to share the email with their friends or colleagues- make sure you have social shares buttons and "email to a friend" buttons on all your emails to make it easy for them to share.

3) Make sure you create specific email lists for your groups. Not everyone in your email list will want to receive an email about a specific product or service. Make sure you send specific emails to specific groups who will be most interested in what you have to say— or else you will have opt-outs and unsubscribes.

[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

Strawberry Festival

By Liz Miller



View the Strawberry Festival's brand new site promoting the 29th Annual event in Loxley, Alabama .

To visit their website, go to baldwincountystrawberryfestival.org.

*"If opportunity
doesn't knock,
build a door."*

- Milton Berle

Print From Your Phone With The Kyocera App!

How nice would it be to find a webpage or a file on your print, hit a “print” button and then that document gets printed from a connected copier or printer? Life would be so easy!

Well, fortunately for you, that is actually possible. [Kyocera](#), a Total Documents Provider for offices, has recently introduced a [cloud-printing service](#) that lets users print files, images, web pages and more straight from their mobile device to the printer.

In today’s business world, the need for business services to reflect the “on the go” attitude many industries and employees encompass is crucial. With more employees working from home, traveling and in different locations, printing from mobile devices is practically required in today’s workplace. Being tied down by a print server can hinder work productivity and efficiency, that’s why Kyocera has developed an app specifically to print from your cell phone, tablet or laptop.

The app works for both iOS and Android devices, and it very simple to set up. You just need to be connected wirelessly to your Kyocera copier or printer that has app technology installed. The best part is the app is free!

Not only can you *print* photos and documents from your mobile device, but you can also scan documents on your copier and effortlessly save them to your mobile device. The options are almost endless. The Mobile Print app isn’t the only app Kyocera offers either. Kyocera has you covered with its Cloud Connect, Google Connector, AirPrint, Cortado, Mobile Print for *Students*, and EFI Print Me applications. View all of these [Kyocera apps here](#).

And as of late 2015, Kyocera has added [Google Cloud Print](#) services that will make it even easier to print on the go and support your office’s printing needs. This enables you to print documents from remote locations and have total access to files and documents wherever you are.

Whether you are transferring a file from your phone to computer to the app, printing an email attachment, browsing the internet on the copier’s touch-screen interface, importing files, or adding bookmarks and favorites to print later, mobile printing is an important tool to help your retrieve important documents and files wirelessly.

Don’t be tied down by your desktop computer, invest in the technology that will give your team tools for success—no matter where they are.

For more information and FAQ’s on [Kyocera Mobile Print](#), we recommend visiting their [FAQ page](#).

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 Philip 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.](#)



5 Traits of an Effective Leader

By: Phillip Long, CEO of BIS Technology Group

I have often heard it said that there are three types of leaders; those who make things happen, those who watch things happen and those who wonder what happened. In working with hundreds of small to midsize businesses as CEO of [Business Information Solutions](#) over the past 15 years I would have to concur. Sadly, many of those are in the latter category of wondering what happened in most situations. This failure in leadership costs companies countless dollars each year in revenue, huge missed opportunities, droves of unsatisfied clients and multitudes of unhappy employees.

What is it that these leaders lack that keeps them from performing to their potential?

The Gallup Organization and Hay Group did a study that showed that 50% to 70% of how employees perceive their organization's climate can be traced to the actions of their leaders. The study found the more positive the overall mood of the leaders, the better the company's results. Another 25-year Gallop study based on interviews with 12 million workers at 7000 companies found that the relationship with the leader largely determine the length of an employee's stay.

This data is challenging to myself and quite frankly not usually how the conversation goes when I speak with leaders about their team. Most leaders I speak with today are struggling with finding quality team members. So how is it that leadership can find better followship?

Below are five traits of an effective leader that will improve company culture, increase client satisfaction, add big numbers to the bottom line while creating a lasting organization.

1. **An effective leader has a vision and communicates that vision clearly.** A strategic decision maker focuses on long-term strategies that will carry out the vision. It is important that everyone on the team knows where we are going, why we are going there, how we're going to get there and most importantly how we'll work together in order to get there. This requires an endless amount of communication; even to the point where

the team pokes fun at the leader for repeating the same things over and over.

2. **An effective leader realizes the "right" people are the most important assets – Talent Wins, Hire the Best!** This starts with the marketing of top talent. It continues with strategic interviewing, [personality profiling](#), and meticulous onboarding. The new employee must understand the vision, mission, goals and core values of the company before moving on to understanding their responsibilities. If new team members understand the why completely the what will flow naturally. Conversely, if they are only focused on the what they will likely never understand the why.

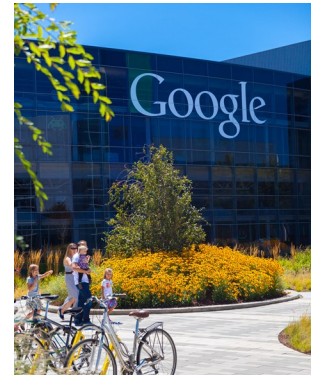
3. **An effective leader understands leadership is not power, but rather influence.** Organizational goals must always come before personal goals. A great leader is most effective when they have developed a team that understands why they do what they do and what needs to be done and then simply clears the way.

4. **An effective leader must know what people want.** Managers think employees want good wages, job security, promotions and interesting work. Although these are all good things they often miss the mark. Studies have shown that employees really want appreciation, being part of the solution, proper training, good wages and a leader that is concerned with and willing to help with the employee's challenges.

5. **The most effective leaders don't just create followers – They create more leaders!** A great leader must nurture the growth and development of other leaders at every level of the organization. In order for a company to perform over the long haul and must have a solid foundation of leaders being developed at every level. This enables a company to not only survive but thrive.

As a leader and entrepreneur it is of utmost importance to realize there is really not a shortage of good employees; but rather there is a shortage of inspirational leaders and inspiring places to work. Our goal must be to create these types of environments.

Is Google Siphoning Off Worker Productivity?



Your employees *may* be doing work-related searches online. Or they may be checking out a hot new vacation package, or the next episode of their favorite TV show. It's tempting to think of personal browsing on company time as stealing from the company. Yet cracking down can backfire on you. Instead, focus on personal work outcomes. If employees get all their work done on schedule in spite of wasting half the day, it may be time to add more duties to their job descriptions. On the other hand, if productivity is in the pits, a focus on discipline rather than policing minute-by-minute activities will likely yield a greater payoff. *-Inc.com*

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*The BIS Division Only

“Tough times don’t last. Tough teams do.”

-Anonymous

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 D O G T V O L Q O A R S S
 O S N A D B L H A L O S P
 M S I R U I A A I W W X C
 A E H U E P W C B A S X O
 I C S O D V E D K R E F O
 N O I T P Y R C N E R E K
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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: **What state has hosted the most Super Bowls?** a) FL b) LA c) CA

The correct answer was a) FL

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

Where was St. Patrick born?

- a) Great Britain
- b) Ireland
- c) Sweden

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

Find the technology terms:

- Back-end
- Bandwidth
- Browser
- Cookie
- Domain
- Encryption
- Firewall
- Malware
- Phishing
- Processor
- Server
- Wi-Fi



*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***

March Events

March 10th at 2 PM

BACKUP & DISASTER RECOVERY WEBINAR (FREE!)

What every business owner must have in place now to guarantee a fast, easy and painless recovery of their data after a disaster.

www.askbis.com/webinar

March 24th at 11:30 AM

Wolf Bay Lodge | Foley, AL

DIGITAL MARKETING LUNCHEON (FREE!)

How to develop and implement a successful digital marketing plan to increase company revenue.

www.askbisdesigns.com/seminar

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