



## Are You Paying 80% Of Your Employees To “Cyberloaf” On The Internet, Watching Cat Videos, Searching For A Better Job Or Accidentally Downloading A Virus On Your Network?



“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we shine! Call us and put an end to your technology problems finally and forever!”  
 -Phillip Long, BIS

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours – and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that between 60 and 80 percent of people’s time on the Internet at work has nothing to do with work!

What makes this situation so dangerous is that the majority of business owners don’t even realize that it’s going on until it’s too late. By then they have found themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus.

In other cases, the owner NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online – and you’re footing the bill.

And age of the employee doesn’t affect an employee’s ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

### A Company Internet Policy Is NOT Enough

A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity, as many employees don’t think it’s wrong to surf the web and a policy was not going to change their minds. Unfortunately, the only way to curb this activity is not only to threaten consequences, but to actually take action and reprimand employees.

Our Free Internet and E-mail Usage Audit gives you the answers to whether you have a problem on your hands. **Schedule your Internet and E-mail Usage Audit today by calling our office at 251-410-7601.**

July 2015

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## The 5 Most Dangerous Pieces of Information To Give In An E-mail

In the book *Spam Nation*, investigative journalist and cybersecurity expert Brian Krebs revealed the single most effective (and relied upon) way cybercrime rings gain access to your bank account, credit cards and identity. Ready for it? E-mail.

Whether it's opening an attachment infected by a virus, or a phishing scam where you unknowingly give up your login to a critical web site, e-mail still remains the most popular and reliable way digital thieves can rob you blind, steal your identity and wreak havoc on your network. Worst of all? You're INVITING them in! While there are a number of things you need to do to protect yourself, here are five pieces of information you (and your team) should NEVER put in an e-mail.

1. **Your social security number.** Think of this as your "bank account" number with the government. You should never e-mail this to anyone because it can be used to open credit cards and steal your identity.
2. **Banking information.** Your bank account numbers, routing number and online banking login credentials should never be e-mailed. Further, avoid sending a voided, blank check as an attachment to an e-mail.
3. **Your credit and/or debit card information.** NEVER update a credit card via an e-mail! If you need to update a card with a vendor, there are two safe ways to do this. The first is to log in to your vendor's secured site by going to the URL and logging in. Do NOT click on a link in an e-mail to go to any web site to update your account password or credit card! Hackers are masters at creating VERY legit-looking e-mails designed to fool you into logging in to their spoof site, which LOOKS very similar to a trusted web site, to enter your username, password and other financial details, thereby gaining access. Another way to update your account is to simply CALL the vendor direct.
4. **Login credentials and passwords.** You should never share your passwords or answers to security questions with anyone for any site, period.
5. **Financial documents.** An ATTACHMENT that includes any of the above is just as dangerous to e-mail as typing it in. Never e-mail any type of financial documents (or scans of documents) to your CPA, financial advisor, bank, etc.

Remember: Banks, credit card companies and the government will never ask you to click a link to provide them with any of the five items above. If you get an e-mail requesting you to update any of the above information, there's a good chance it's a phishing e-mail from a hacker. Don't be fooled!

[Want to know if your email is secure?  
Give me a call right now to set up your FREE  
security consultation... 251-410-7601!](#)

### Shiny New Gadget Of The Month:



### Navdy

Many of us realize how dangerous it is to check e-mail or text messages while we're driving, but we don't feel like we can afford to ignore our phone. Brand-new product Navdy to the rescue!

Navdy is a transparent Head-Up Display (HUD) that projects information as if it's floating six feet in front of you. It's very similar to what commercial airline pilots use. Navdy works with any car, and with all iPhones and Androids.

Using the apps you already have on your phone, and with no service plans required, Navdy allows you to focus on the road and not on your phone.

As a phone call comes in, Navdy's built-in camera allows you to simply swipe in midair to answer calls (or dismiss them), so you no longer have to fumble with buttons or touch screens. Plus, Navdy's voice recognition uses the voice commands you're already familiar with, whether you use Google Now or Siri.

Any notification on your phone (such as text messages or social media) can be played, read aloud or disabled, based on your preferences. Navdy even allows you to keep your teenagers safe by giving you parental controls.

The product is rumored to retail at \$499, but is available now for pre-order for \$299. Just visit their web site at: [www.navdy.com](http://www.navdy.com)

## Why Is a Mobile Website a Must?

By: Chad Hutchinson, Digital Marketing Specialist at BIS Designs

### The Mobile Necessity

In today's world of smartphones, internet browser usage is now dominated by mobile devices and not the desktop. With more and more individuals surfing the web on their smartphone, the requirement of having a mobile friendly website has reached the point to where [Google](#) is now strongly influencing [website rankings](#) based on whether or not a site is mobile friendly. Here are few more key points on why a mobile friendly website is so crucial:

#### Always Accessible

Consumers carry their smartphones everywhere, and are able to make instant decisions and follow up those decisions with purchases. Thus making it crucial for you to make your business, services and products accessible to consumers anytime and anywhere.

#### What They Want to Know

Consumers often access your mobile website for quick information access. They want a contact number, email for to fill out a form for further information. Your mobile website gives them quick and easy access to all the information they want to know about your business.

#### Consumer Friendly Content

If your website is not a mobile version, your customers and visitors will quickly become annoyed with having to zoom in and out and scroll around the page to find the information and products they are looking for. Your mobile website is already built for their smartphone browser, and makes navigating your content and your website a breeze.

#### Keeping Up with Competition

If your competitors have a mobile presence, you can't afford to fall behind. If a potential customer is stuck between a mobile website and non-mobile site, it could quickly become the deciding factor on whether or not you gain a customer or lose one.



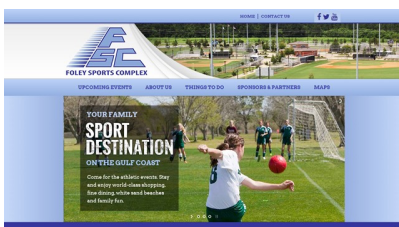
## *Is Your Website Optimized For Mobile?*

*Give us a call now to set up your FREE website & mobile website assessment...251-410-7601!*

## Website of the Month

### Foley Sports Complex

By Liz Miller, Content Specialist at BIS Designs



The team behind the Foley Sports Complex are sports enthusiasts who want to make the Gulf Coast a national hub for youth competitive events. Their newly revamped website offers event information for families as well as tourism info for visitors to the area.

*"If you cannot sum up your entire brand in one Tweet, it's too long."*

*- Anonymous*

To visit their website, go to <http://foleysports.com/>.

## Do Managed Printing Services Save Money for Small Businesses?

In a struggling economy, business owners look for new ways to reduce their expenses to save money and resources in order to remain competitive. Could managed printing services offer financial and time savings for a small business?

### What are Managed Printing Services?

Managed Print Service providers (MPS) monitor your printers and copiers actively from a remote location. They can predict where problems may occur and often prevent it from happening. They work with small businesses to implement plans to identify excessive spending in printers, copiers, and supplies, and to increase productivity by setting up a plan for which type of documents go to which printers in your organization.

Managed printing service providers will also make sure you always have the right amount of ink and paper supplies on hand, which means you will no longer have a closet full of supplies that are never used or run out of the paper you need in the middle of a printing project.

### Advantages of Managed Printing Services

In addition to the financial savings gained by small business owners utilizing managed printing services, there are additional advantages of convenience and control. As a small business owner, your time is spent operating and managing the daily activities of your business – there is a good chance that you are unaware how much time and money is wasted on printer or copier related activities. Activities like troubleshooting printers that aren't working properly; using double the amount of paper necessary because you haven't learned to use the "print on both sides" option of the printers; and the time spent ordering and processing purchase orders and invoices for toner and paper supplies.

If you upgrade to more efficient and productive printers and copiers, you can also factor in energy efficiency costs of the newer equipment compared to your current, older equipment, and see the cost savings skyrocket.

When you have an MPS provider handling your printing and copying needs, you won't lose one of your key employees (or yourself!) hours on the phone trying to troubleshoot problems – this is most likely your biggest area of savings in both financial resources and time.

The convenience associated with having an expert handling your business printer and copier needs also means no one on your staff needs to worry about ordering supplies. If there are equipment problems or malfunctions, an expert will fix them for you because it is the responsibility of a managed print services provider.

Cost will be inevitably cut with all of those changes listed above when you let the experts handle these things for you. The end result will be an efficient office when you cut expenses on paper, ink or toner, lower your electricity use and improve employee productivity.

You can reduce your overhead expenses with a managed printing services provider, as well as take back some of your time resources and increase productivity.

***Want to know if your company could save money? Give me a call right now to set up your FREE printer analysis... 251-410-7601!***

A V S C A N N E R S B F A X E S D O N Q  
 E Q U I P M E N T M A C H I N E S J F Z  
 E C I F F O P R I N T E R S R E I P O C  
 L X W O B W I D E F O R M A T D U O L C

Cloud	Equipment	Faxes	Office	Scanners
Copiers	Wide Format	Machines	Printers	

## Help Us "Hook" Some More Client 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 choosing 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 Lighter Side: Great Starting Salary

Fresh out of business school, the young man answered a want ad for an accountant. Now he was being interviewed by a highly agitated, arrogant little man who ran a small business that he had started from scratch.

"I need someone with an accounting degree," the man said. "But mainly, I'm looking for someone to do my worrying for me."

"How's that?" the would-be accountant asked.

"I worry about a lot of things," the man said. "But I don't want to have to worry about money. Your job will be to take all the money worries off my back."

"I see," the accountant said. "And how much will my position pay?"

"I'll start you at 85,000," responded the owner decisively.

"Eighty-five thousand dollars!" the accountant exclaimed. "How can such a small business afford a sum like that?"

"That," the owner said, "is your first worry. Now get to work."

***"The only place SUCCESS comes before WORK is in the dictionary" -Vince Lombardi***



### 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!

Which kind of animal did Florence Nightingale often carry around in her pocket?

- a) Kitten
- b) Puppy
- c) Owl
- d) Snake

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

## MARKETING SUCCESS STORY: Southern Exposure

If you're looking for promotional products for your business or organization, look no further! The team at BIS Designs recommends Southern Exposure Promotional Products. Give them a call at 251-424-5525!

**“It’s Definitely Increase Sales And Profits Because It’s Given Us A Broader Reach!”**

Local Promotional Products Company Increases Sales Through Social Media and Email Marketing Thanks to BIS Designs

Donna Sue Jordan, Director of Operations, constantly stayed busy by running Southern Exposure Promotional Products’ day-to-day business operations. In addition to her demanding position, she was also responsible for managing all of the social media channels and sending out emails. “It became pretty overwhelming because it’s a full time venture,” said Donna Sue. Once it became impossible to do both jobs, Donna Sue decided it was time to call in the experts. She chose a local digital marketing company, BIS Designs, because of their staff of experts.

Since BIS Designs started managing Southern Exposure’s social channels and sending out monthly newsletters, Donna Sue has seen an increase in both sales and employee productivity. “It’s definitely increased sales and profits because it’s given us a broader reach,” stated Donna Sue.

Social media and email marketing didn’t just increase sales, it has also helped improve company operations. It became a reminder for existing customers to reorder their promotional products and to not wait till the last minute. In turn, this has decreased the amount of extra costs for both Southern Exposure and its clients, not to mention, the amount of stress from rushing to meet a difficult deadline.

[Watch July’s Marketing Success Story Video Here!](#)



## TECHNOLOGY TEAM UP: Gulf Shores Title Co., Inc.



**“Less Downtime Allows Us To Be More Productive!”**

Successful Title Company Saves Money With BIS Monitoring Their Network

Jim Owen, owner of Gulf Shores Title Co., Inc., has been a longtime client of Business Information Solutions. Before BIS took over managing his network, Jim was constantly having issues with his technology. There would be long periods of downtime that affected his employees’ productivity.

Since Business Information Solutions has stepped in, all the headaches Jim had in the past are no longer there. “BIS takes care of the problem before it ever arises,” he said. Since there’s no more problems, there’s no more downtime. “Less downtime allows us to be more productive,” stated the busy business owner.

Along with helping the business, Business Information Solutions has also taken a load off of Jim. As an owner of a successful company, he just doesn’t have the time to worry about his technology working. “All the stress of having to deal with the network and IT issues is off of me because I have full confidence in BIS,” said Jim.

[Watch July’s Technology Team Up Video Here!](#)



## Printer Pals:

### The Jim Owen Studios



BIS Office Systems recommends Jim Owen Studios, a locally owned photography studio that specializes in making you look your best for whatever occasion! Give them a call at 251-476-1596!

**“BIS Office Systems Is ALWAYS There When We Need Them!”**

BIS Office Systems Increases Employee Efficiency For Busy Photography Studio With Their Prompt Service

Jim Owen, owner of The Jim Owen Studios, has been a long time client of BIS Office Systems and has worked with their sales manager, Rick Lose, for a number of years. “Rick has always given my company great service!” he exclaimed.

Running a company can be stressful enough as it is, but throw in non-working machines and you’ve got yourself a nightmare. Fortunately for Jim, the stress of worrying about his printers and copiers has decreased tremendously. “I’m a whole lot less stressed with BIS Office Systems,” he said.

Since BIS Office Systems has taken over the maintenance of his machines, Jim has saved money and increased employee productivity. “BIS Office Systems is always there when we need them,” said Jim. “If a machine breaks, they are there immediately and they get the machine fixed quickly.”

[Watch July’s Printer Pals Video Here!](#)





*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***

## **July Events**

July 21st at 5:30 PM

### **After-Hours HIPAA Security Seminar (FREE!)**

Phillip Long and Art Gross, nationally known for HIPAA risk assessments, will be discussing how to prepare for the 2015 Office of Civil Rights (OCR) HIPAA audits, common causes of HIPAA-related breaches as well as steps organizations can take to prevent those breaches. This event will be held at The Original Oyster House on the causeway. Dinner and cocktails included.

[www.askbis.com/register](http://www.askbis.com/register)

July 29th at 2 PM

### **“How to Turn ‘Likes’ into Dollars” Social Media Webinar**

Jay Friday and Christi Kannapel will be teaching you how to create social media campaigns that not only increase your social engagement, but also increase your sales.

[www.askbisdesigns.com/webinar](http://www.askbisdesigns.com/webinar)

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