



3 “Gotchas” Most IT Pros Won’t Tell You When Selling You Their Cloud Solution

Are you using any cloud applications to store data? Then listen up! There are a few “gotchas” you need to know about 3rd-party cloud apps that most sales reps will NEVER tell you.

- 1. They aren’t responsible for keeping a backup of your data.** If you read the small print of your contract, you’ll see that in every way possible, your cloud provider is NOT responsible for data loss or backups – even if it’s their fault. In fact, Office 365 will only keep 3 days’ backup of your data; so if you delete or overwrite a file and don’t notice it until 4-5 days later, it’s GONE. If your data is important, you need to implement a backup solution that works with cloud applications.
- 2. What you see may NOT be what you get.** There’s nothing more frustrating than an incredibly slow application when you’re trying to work; and the salesperson demo’ing the application or platform is going to make sure you only see the BEST-case scenarios for performance. But there are a lot of things that can determine how fast your cloud applications run, such as the file size you’re working on, CPUs and RAM and storage, time of day, day of the week, your Internet connection and the number of users accessing the application. Make sure you get some verification of the speed in YOUR specific environment before spending a lot of money, time and aggravation moving to a new cloud application.
- 3. What if they cancel you?** Here’s a scary situation: what if your cloud provider decides to shut down your account because they go out of business or simply decide not to service you anymore? Or what if YOU want out? Make sure you have in writing what happens if YOU cancel your contract AND what your cloud provider can and cannot do if they go out of business, cancel your account or have any other issues that would cause service interruption. Moving a network from a cloud platform is NOT a simple task and you need to make sure you can get your data and that you’ll be given sufficient time to make the transition.

Need help interpreting any of these scenarios? Give us a call at 251-410-7601 and we’ll help you put in place a solid “Plan B” for any of the above issues.



“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 IT problems finally and forever!”
-Phillip Long, BIS

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Inside This Issue...

- [3 “Gotchas” Most IT Pros Won’t Tell You About Their Cloud Solutions.....Page 1](#)
- [Understanding Managed Services.....Page 2](#)
- [Shiny New Gadget of the Month.....Page 2](#)
- [What Traits Create a Lead Generating Website.....Page 3](#)
- [Website of the Month.....Page 3](#)
- [Want a \\$25 or \\$5 gift card?.....Page 4](#)
- [Customer Spotlights.....Page 5](#)



Understanding Managed Services

By: Phillip Long, CEO of BIS Technology Group

The IT Support buzzword of today is “Managed Services”. It’s a concept that’s picking up increasing traction and for a very good reason. Every day, more and more businesses are evolving from a reactive IT model to a proactive IT model to save money and run more efficient operations.

But what does the term “Managed Services” actually mean? And how can you tell if an IT Support company is truly offering Managed Services or just using the buzzword as a marketing tool? With all the options out there, it’s important to know the difference between actual Managed Services and flat rate services merely packaged as Managed Services.

By definition, [Managed Services](#) allow businesses to offload IT operations to an IT service provider, known as a Managed Services Provider. The Managed Services Provider assumes an ongoing responsibility for 24-hour security, network monitoring, management and problem resolution for the IT systems of a business within a given timeline. This timeline is often referred to as a Service Level Agreement. (SLA)

Managed Services vs. The Break-Fix Philosophy

The Break/Fix Model actually rewards the IT Provider. In that, they make money when the system fails! For this reason, you might find that they’re only treating the symptoms rather than solving the real problem. In the Managed Services model, however, it is in everyone’s best interest to never have an issue.

Managed Services also create a philosophical shift in the way a business deals with its technology. Instead of following the old-school tradition of Break/Fix, there’s a proactive focus on keeping systems running optimally and moving maintenance to after normal business hours, so employees and clients are not affected.

In today’s business environment, no business has the time or can take the risk of running the Break/Fix Model. The costs of downtime in relation to the full and actual loss of productivity is just too high. The full and actual loss shows itself in security risks, client embarrassment, low employee morale and many other negative potentialities. Businesses must realize they are technology dependent and work to become technology strategic.

The Real Benefits Of Managed Services

Put in simple terms, one of the biggest benefits of Managed Services is discovering and fixing problems before they can negatively impact your business.

Prevent Issues

A proactively-serviced computer network will always run better than the alternative. A “managed” network will make a tremendous impact in all aspects of operations. You will reap the benefits of fire prevention rather than constantly fighting them.

Reduced Costs

Businesses are better able to control and reduce their overall operating costs thanks to the flat-rate billing structure of the Managed Services model. By contrast, issues often go unreported and unresolved in the Break/Fix Model as companies attempt to avoid big bills. This usually results in issues growing worse and costing more to fix.



Phillip Long, CEO
BIS Technology Group

Help with Vendors

Managed Services Providers also manage all of your vendor relationships, issues with internet slowness/outages, printers, phones, cell phones, websites are dealt with directly with the vendor by the Managed Service provider. As a result of this “always-eyes-on” network monitoring 24 hours per day, businesses experience an additional level of comfort and security.

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

Shiny New Gadget Of The Month:



InfiniteUSB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at \$10, and will also come in varieties that support microUSB and Lightning connectors.

<http://getinfiniteusb.com/>

What Traits Create A Lead Generating Website?

By: Chad Hutchinson, Digital Marketing Specialist at BIS Designs

Quality Leads Come from a Quality Website

The internet and business are fused together more than ever. And in today's age of [online marketing](#), a business won't last long without an online presence. And the heart of every business and its digital presence, is a home website. However, with snap judgments from customers and users, if you want to generate quality leads from your website, you must present a quality product. If your website is hard to navigate, is of low quality, or doesn't engage your visitors, you can plan on missing your target audience. To help you ensure you have a website worth its weight in leads, follow these keys:

Who Are You Going to Call?

A contact number may seem like an obvious piece to your website. Or, if you sell a strictly digital product, it may seem pointless. However, you can't overlook the value in customer trust that a contact number provides. You'll quickly find that while customers won't often use this number, it does give them a higher level of trust in your company and your website, as they know that direct line of communication is there, should they need it.

Put Forms Front and Center

If you want lead generation from your website, give your visitors easy access to lead generating forms! Include forms on multiple pages, or even every page. Don't make the form the focus of the page, but keep it above the fold to ensure its visibility to the user. Also, don't be too greedy with information requested from your web visitors. Keep the initial info simple and not too personal, and be sure to try and include an incentive for them, such as a "Free Quote" or "Special Discount."

Promote Your Reputation

You always want to include testimonials with your website whenever possible. Show your potential customers that you have a quality reputation backed by satisfied customers. Try to be specific with your testimonials without getting too lengthy. Don't just have quotes that say "They are great" but try to point out what specific areas of doing business with you the customer enjoyed. Take this one step further by including a photo of the individuals giving the testimonial. This humanizes your company, while also creating a deeper level of trust from potential customers when they can attribute a testimonial with the actual person.

Avoid "Build It Yourself" Websites

If you want quality results, you need a quality website...bottom line. If your website doesn't have a professional look, feel and layout to it, you aren't going to get professional results. While your customers may not be professional web designers, they can still tell the difference between a professional website and a website built in your spare time. Think of it like a business card. If the business card looks like it was printed on a home computer with regular stock paper, you aren't likely to trust the person handing it to you.

[Want to know if your social media is working?](#)

[Give us a call now to set up your FREE social media assessment...251-410-7601!](#)

Everwood Treatment Co.

By Liz Miller, Content Specialist at BIS Designs



Everwood is a supplier of technologically advanced pressure treated wood. Additionally, they are a thought leader in their industry space. As such, their website offers informative blogs and white papers as well as information on their travel training program. They also invite consumers to take advantage of professional industry insight through their educational newsletter.

To visit their website, go to www.everwoodtreatment.com/

"Marketing without design is lifeless, and design without marketing is mute."

- Von R. Glitschka

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 or call 251.923.4015.



The Lighter Side:

Lost In Translation: Advertising Blunders

- Clairol introduced a new curling iron they called the "Mist Stick" to the German market, only to find out that "mist" is slang for manure in German. Not too many people had use for the "manure stick."
- When Gerber started selling baby food in Africa, they used the same packaging as in the US that featured the "Gerber baby" on the front. Later they learned that in Africa, companies put pictures of what's inside the package on the label since most people can't read, thereby causing African consumers to think there was pureed baby inside.
- Colgate introduced a toothpaste in France called "Cue," the name of a notorious porno magazine.
- Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.
- The Coca-Cola name in China was first read as "Ke-kou-ke-la," meaning "Bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "ko-kou-ko-le," translating into "happiness in the mouth."

"Excellence is never an accident; it is the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities." -Anonymous



Who Wants To Win A \$5 Starbucks Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Angela Pultz at Nephrology Associates of Mobile, P.A..

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

June was named after the Roman goddess Juno. She was the goddess of what?

- a) marriage and childbirth
- b) fruit and trees
- c) religion
- d) love and beauty

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

MARKETING SUCCESS STORY: Old Tyme Feed

If you're looking for feed, seed lawn or garden supplies, look no further! The team at BIS Designs recommends Old Tyme Feed, a family owned and operated business that's been serving the Mobile Bay area since 1987.

“We Know That It's Working! We Know That People Are Finding Us, Some For The Very First Time.”
Established Local Feed Store In Fairhope Gets Fresh,
New Website That Gets Them Found On The Web

Cecil Christenberry, Owner of Old Tyme Feed, was fed up with his old, stale website. Not only did it lack color within the design, but it was also hard to navigate. He knew, after dealing with his website for years, that Old Tyme Feed was ready for a much-needed website renovation. So, when Jay Friday presented him with some ideas for a new website, Cecil was ready to begin his new partnership with BIS Designs. “We started a relationship that day,” said Cecil “and I don't regret it one bit!”



With a completely renovated website by BIS Designs, Old Tyme Feed now has an online presence that's fresh, fun and can easily be changed. Along with a design that mimics the store front and its easy navigation, the website has helped contribute to Old Tyme Feed's fantastic Spring season as far as sales are concerned. “We know that it's working!” stated Cecil. “We know they are finding us, some for the very first time.”

The mobile website alone has brought more customers to the store. When users visit Old Tyme Feed's mobile website, they are presented with a coupon. “I'm surprised at how many people bring in that coupon,” said Cecil “It's just amazing to see that happen.”

[Watch June's Marketing Success Story Video Here!](#)



TECHNOLOGY TEAM UP: Frank Leon, P.C.

If you're looking for a Longshore Act Attorney, BIS recommends Frank Leon, P.C., a Mobile-based lawyer who represents injured workers. Give Frank Leon a call at 251-445-4400. *

“From My Standpoint As A Small Business Man, Every Minute Counts And I'm Not Losing Any Minutes With BIS!”

BIS Delivers Professional And Prompt Service To A Small Attorney's Office Whose Network Now Works Flawlessly And Never Has Downtime

When dealing with larger service providers, Mr. Frank Leon, owner and attorney at Frank Leon, P.C., was usually at the bottom of the totem pole. His frustrations only grew with the unbelievably slow response times he received from larger providers.

After meeting with Phillip Long, CEO of Business Information Solutions, he knew it was time to partner with BIS, a company that could manage both small and large businesses while still delivering quick response times. “There's no delay in response,” said Frank. “If we have a problem, I have someone on the phone who has a solution.”

Frank appreciated the fast response time, but it was also Phillip's business philosophy that convinced him to partner with BIS. As a business owner himself, Frank appreciates how Phillip expands his growth to meet customer needs. “He, unlike the other companies, grows his staff as his company grows instead of trying to bring in more profit at the expense of the customer.”

Since partnering with BIS, Frank is no longer frustrated by waiting for an engineer to show up or trying to get support over the phone. **“The immediacy and response time is extraordinary, stated Frank. “I can't imagine ever having dealt with any other vendor that has handled things so professionally and promptly.”** Not only has the decreased downtime improved employee productivity, but it has saved Frank Leon, P.C. money. “From my standpoint as a small business man, every minute counts and I'm not losing any minutes with BIS!” exclaimed Frank. As an attorney, much of his day is spent out of the office. BIS has been able to set up an “office without walls” for Frank which has allowed him to increase his own productivity. So whether Frank is in the office or on the road, BIS is always by his side.

[Watch June's Technology Team Up Video Here!](#)



Printer Pals:

SH Enterprises



BIS Office Systems recommends Meyer Vacation rentals if you are looking to go to the beach anytime soon!

“We've Lowered Our Total Copier Bill By About \$2,300 Per Month!”

BIS Office Systems Lowers Costs For Large Real Estate Company While Delivering Premium Service With Quick Response Time

Prior to partnering with BIS Office Systems, Wade Franklin, Director of Technology at SH Enterprises, was working with Tyran Colvin, President of BIS Office Systems, at a different office equipment company. Soon after Tyran left and started BIS Office Systems, the service that SH Enterprises was receiving from their current company drastically declined. Not only did they have issues getting a representative on the phone, but the technicians were slow to show up. So, when Tyran stopped by SH Enterprises, Wade welcomed the opportunity to do business with him again. “Tyran always had a good track record of being quick to service us,” said Wade. “He always stuck by his service guarantee.”

Now that BIS Office Systems manages SH Enterprises printers and copiers, it's one less responsibility that Wade has to shoulder. “We can make a simple phone call and tell them what's going on,” stated Wade. “And we can move on to the next fire knowing that BIS Office Systems will get it taken care of.”

Since going with BIS Office Systems, SH Enterprises has also seen a reduction in costs. “We've lowered our total copier bill by about \$2,300 per month!” said Wade. “We restructured our lease, got all new copiers and even reduced our bill by another few hundred dollars.”

As for the copier itself, the line of Copystar products have proven to be very durable for this high-paced real estate company. Currently, SH Enterprises doesn't see many breakdowns at all with the Copystar copiers and printers. And when they do, BIS Office Systems is able to get them back up and running in no time. “So, overall, the company just doesn't see the breakdowns that they used to see,” said Wade.

[Watch June's Printer Pals Video Here!](#)



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