

Triangle Tech Times



PALLADIUM
NETWORKS

There is no better way to
celebrate the new year
than growing our business

◆ ISSUE 1
◆ JAN
◆ 2015



"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"



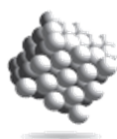
"As a business owner, I know you don't have time to waste on technical and operational issues. That's where **we shine!** Call us and put

an end to your IT problems finally and forever!"

—Rob Downs, Managed IT Solutions

A Peek Inside!

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MANAGED IT
Solutions

The new year is upon us — 2015 — A time to celebrate new beginnings, new aspirations and new successes. We hope all of our readers have had a wonderful and fulfilling holiday as well as some much deserved rest and relaxation. In the spirit of new beginnings, Palladium Networks is excited to announce its acquisition of the company Managed IT Solutions. While we will continue to embody the topnotch quality of service you've come to know, our CEO Rob Downs and hard working team will be adopting the new name of Managed IT Solutions. The current Managed IT Solutions company has extensive and well rounded experience in the IT industry and combined with our already exceptional managed services, you as a client will receive greater expertise and a wider range of service options. While taking on the new name of Managed IT Solutions, we will be able to hold a much stronger market presence in order to meet the needs of all who gain from our services.

Our dedication to our clients will remain steadfast. We'll continue to work closely with you and your company, as well as with our partners and employees to make this integration as smooth as possible. Please feel free to call us if you have any questions about how this may make a difference for your business. We can be reached at 919-386-1127. We are here to help you!



We wish you all an energized 2015!
Powering on for the future!

Get More Free Tips, Tools, and Services at www.managedits.com

Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't Until You Read This...



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.inserturl.com/cloudreport>

Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

- 1. Mention: Google Alerts for the social web.** [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
- 2. Buffer: Social media publishing plus powerful analytics.** [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
- 5. Zapier: Link favorite social services.** [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.
- 6. Bottlenose: Intelligence for social networks.** [Bottlenose](#) features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. [Followerwonk](#) breaks down your followers into demographics so you can understand them better.
- 8. Quintly: Social analytics for brands.** [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

Did you have a great experience in hiring us for your IT Solutions?
We want to hear about it!

Write us a personal testimonial and we will reward your time with a \$5 Starbucks gift card!



**Want to make \$25-\$500
In easy money?!**

Refer us to a company with 10 or more computers and you will get a \$25 VISA Gift Card after we have an appointment with them!

If your referral becomes a client, we will reward you with an additional \$50-\$500!

Call us today for more information!

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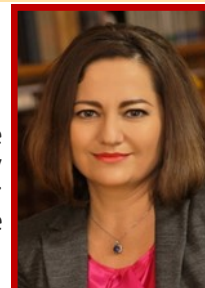


Bilingual Communications, Inc.

Bridging the gap to connect minds, ideas and culture between English and Spanish speakers

For over twenty years, Bilingual Communications has been providing Spanish to English language services for a growing international clientele. Based in Cary, North Carolina, the company specializes in the translation of written documents to English or Spanish, interpretation onsite or over the phone, and media services such as Spanish video voice-overs, radio ads, and online training programs.

Founded 1991, the company serves a broad range of markets including the legal industry, government, healthcare and service industries. Its founder, Jackie Metivier, a native of Puebla, Mexico, holds an advanced degree in communications from the Intercontinental University in Mexico City. She holds certifications from the American Translators Association, and is a state-certified Spanish to English court interpreter.



Jackie Metivier

From 2003-2006, the accomplished entrepreneur was president of the Carolina Association of Translators and Interpreters. "One of the most difficult challenges when I started was the ability to juggle family and work," Jackie confided. "My daughters were very young, and I was able to succeed thanks to Paul, my husband of 27 years, who continues to be supportive, and my sister, Yasmin, who assists me when I have simultaneous interpreting assignments."

When she's not buried in translations, Jackie devotes time to her family and enjoys yoga, travelling, and long walks with Hamlet, her Sheltie. She welcomes each day with a spring in her step. Her love for translating and interpreting allows her the opportunity to interact with people from all walks of life. Jackie learns something new every day, whether she's interpreting for a Safety Consultant and his Hispanic crew, or for a judge and a defendant in court.

Bilingual Communications has indeed come a long way. In 1990, Jackie began translating recipes for Golden Corral. "Two longtime clients I'm proud of are BB&T and Duke Energy," Jackie gushes. "We've translated everything from flyers and video scripts, to price guides and websites."

Is Your Old, Outdated Phone System Causing You More Problems Than It's Worth?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.

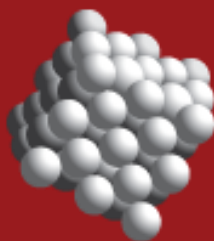
The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

1. **Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. **Eliminates expensive technician visits.** These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
3. **FREE voice mail, auto attendant, call processing, automatic call distribution.** New VoIP systems come with all features included. À la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

Learn more about our VoIP offers on page 4 of this Triangle Tech Times Newsletter

Did You Know That MITS Offers...



PALLADIUM VOICE

Whether your needs are hosted or on-site Voice Over Internet Protocol, we at Managed IT Solutions can accommodate.

A hosted VOIP system allows users to have fully functional business phones within their office area without the need for extra hardware other than the phones themselves. This is a great option for smaller companies that would rather not have the need for extra set-up onsite, potentially creating extra costs for supplies in excess of what is needed. A hosted system will leave all of the so-called “heavy lifting” to the off-site VOIP provider that will deliver the calls to your in office phones.

An on-site VOIP system on the other hand is a great option for larger companies that are in need of a greater amount of extensions or lines. This can cut costs that hosted services can charge for having the need for the additional lines. Having an on-site VOIP system allows the company its own IP based private branch for receiving and sending call data. This can have benefits of greater call clarity and allow for a higher volume of calls to be tended to at any one given point in time.

Would you like to know which system type would best fit in your office?

Schedule your FREE VoIP assessment and plan of action today by:

Visiting us at www.palladiumnetworks.com/services/voip/



If the hosted system meets your needs.

We offer hosted VOIP services through Cytracom.

Get a new advanced phone system with no hardware costs and less than \$25 per month per phone. This includes unlimited local and long distance calling.



If you find the on-site system is best for you.

We offer on premise VOIP services through 3CX.

The on-premise varies in price depending on the size requirements of your system. Sign up for your FREE VoIP assessment today and receive a no-obligation quote.

TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit www.mikemichalowicz.com

Shiny New Gadget Of The Month:



iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at www.SkyMall.com

The Lighter Side: Cake, Presents & Embezzlement



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons and presents stacked to the ceiling. No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval. The lavish party raised eyebrows and led to a review of the office manager's accounting practices. Turns out Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies. Next time, buy a card; it's much less suspicious.

Internet Vigilance

Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

What can you do? Stay vigilant.

Visit web sites you know and trust: This is the simplest and most effective way to keep safe.

Keep your web browser and computers up-to-date with the latest patches and security updates: While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates!

Know web sites you input personal information or credit card information into are secure: Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

Make web sites you visit more secure:

Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.



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