

TECHSAGE TECH TALK

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

TechSage Solutions
Has Partnered
With MaaS360



In the belief of securing your network, TechSage felt it would be a good partnership.

MaaS360 is a mobility management platform that protects secure sensitive information on mobile devices.

August 2016



This Monthly Publication provided courtesy of John Hill, President of TechSage Solutions.

We are Business Consultants with a Technology Focus and have Leveraged Technology to Propel Our Clients Toward Competitive Success in the San Antonio area for sixteen years. Our goal is to Simplify the use of Information Technology for our Clients so that they can focus on managing and growing their businesses.



Betting The Farm Your Backups Are Safe?

It's only natural that when you hear of a disaster you think it couldn't happen to you.

That's why, even though we're told constantly that we should diligently maintain a working backup recovery system because all our company's data could be lost in an instant, we tend to brush off the advice.

Yet disasters do happen when you least expect them, and they can happen to anyone. So to illustrate the importance of staying on top of your data recovery system, here are three tales of "data gone wrong." After all, there's nothing quite like a good horror story to inspire action!

Toy Story 2: Gone!

One morning in 1998, the animators at Pixar Studios working on *Toy Story 2* noticed that Woody's hat started disappearing. Then his boots... Then all of Woody - gone! Other characters started disappearing too.

A rogue command in their system had started wiping out data. No problem, the team thought, as they pulled out the backups. Unfortunately, the backups were bad and only had data from 10 months ago.

Luckily, one of the project leaders who'd just had a baby had recently asked to have a copy of the film installed at her house. So they drove to her house and escorted her computer back to the studios "like an Egyptian Pharaoh." And as we now know, *Toy Story 2* was saved.

Moral: It's not enough to simply run backups. You need to periodically check to make sure the data is actually getting backed up and nothing is corrupted.

46,000 Insurance Customer Records: Lost!

In 2010, Zurich Insurance announced it had lost a backup tape containing confidential data from 46,000 customer records as it was being transferred from one site to

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Leveraging Technology to Propel Our Clients Toward Competitive Success

another. To make matters worse, it was later revealed that it took a full year for their headquarters to learn that the tape was missing.

While there was no evidence that the data had fallen into the wrong hands, it was not encrypted and therefore easily accessible by anyone in possession of the tape. The company

was slapped with a £2.3 million fine from the British Financial Services Authority.

Moral: If your backups are physical, make sure they're transported and stored securely in a location away from your computer. And regardless of whether your backups are physical or in the cloud or both, make sure they are encrypted with high-level security.

Why MegaPetCo Closed Their Doors

The fast-growing set of chain stores MegaPetCo had refused to upgrade their IT system to one that could

handle their needs. One day a systems developer accidentally programmed a query that wiped out their entire database. All of a sudden, operations ground to a halt; from sales to payroll to purchasing and reporting, everything had been tied into that one database. And no backup.

They tried to sue their ISP, but between recommendations to upgrade and failure to do so, the lawsuit was dropped. Three months later, MegaPetCo filed for bankruptcy.

Moral: Backups may seem like a low priority, or even an unnecessary expense. Yet surely there is data that if lost would cost your company dearly. And when you compare the cost of replacement to the relatively minor expense of keeping good backups, the choice is clear.

Why Take A Chance That Your

Backups Are Safe? Our FREE Data Recovery Audit Will Help You Know For Sure!

The effects of a data disaster run the gamut from minor annoyance to a death knell for the organization it happens to. We don't want that for you. That's why until **September 15** we're offering our complete audit, normally valued at \$297, free to companies here in the San Antonio area.

At no charge, our data security specialist will come on-site and audit your current data backup and security procedures and determine whether your current system can guarantee you a fast, safe and full recovery of your data.

Depending on what we find, we'll either give you a clean bill of health or reveal gaps in your data backup system that could prove catastrophic. Then, if appropriate, we'll provide you with an action plan for further securing your data with our **TechSage Disaster Recovery Shield**.

FREE Report: The 10 Disaster Planning Essentials For Any Business



You will learn:

- The importance of backing up remotely.
- The importance of using a quality surge protector with uninterruptible power supply battery.
- Why the servers should be off the floor or in the cloud.
- Have a disaster recovery and business continuity plan in place.

Claim Your FREE Copy Today at www.techsagesolutions.com/10essential/

Do You Allow Employees To Use Their Own Devices For Work?

The evolution of personal mobile devices and the rise of how necessary they are to business success these days are forcing many small business owners to make a choice—"Bring Your Own Device" (BYOD) vs. "Corporate Owned, Personally Enabled" (COPE).

The Typical Solution—BYOD

More and more companies including Small Business are allowing their employees to use their personal mobile devices for work. Some of the benefits is cost savings, flexibility, and ease of use which BYOD provides. Mobility in business is the ability to get the job done or stay connected regardless of location, device or time of day. But the headache involved here is how do you support and secure all of these devices? If the employee leaves, how do you secure the company data from their personal device?

The Alternative—Is COPE Any Better?

A minority of small businesses have implemented a Corporate Owned, Personally Enabled ("COPE") policy instead. They buy their employees' mobile devices, secure them, and then let employees load additional personal applications that they want or need. And the employers control what types of apps can be added too. And the "personally enabled" aspect of COPE allows employees to choose the company-approved device they prefer while permitting them to use it both personally and professionally. COPE is certainly more controlled and secure, but for a business with a limited budget, buying devices for every employee can add up pretty quick. If you go the COPE route and are large enough to buy in volume, you can likely negotiate substantial discounts.

Security Concerns with BYOD.

If you have client information that must be kept secure or other industry specific regulations regarding the security of client data, then COPE is likely your best approach or invest Mobile Device Management System. It takes out any gray area of whose data is whose. Plus there is a certain comfort level in being able to recover or confiscate any device for any reason at any time to protect your company without any worries of device ownership.

Regardless the direction your company chooses to go, mobile devices are a way of life, in both the personal and business realms. "Bring Your Own Device" (BYOD) is becoming the majority rule of thumb. How does a business owner protect himself? Create a BYOD and Mobile Computing Policy for your company.

Contact us at [210-582-5814](tel:210-582-5814) or email at info@techsagesolutions.com if we can assist in anyway. TechSage is offering a Free Mobile Device Policy Consultation for the first five companies that reach out to us.



Technology At It's Best

The below was posted on Flipboard. The picture tells the story.

Today's WiFi password can be unlocked by texting a photo of a clean kitchen to mom. Said photograph MUST contain one box of crackers on the counter by the stove (to prevent re-using any previous photos).

Thank you for playing,

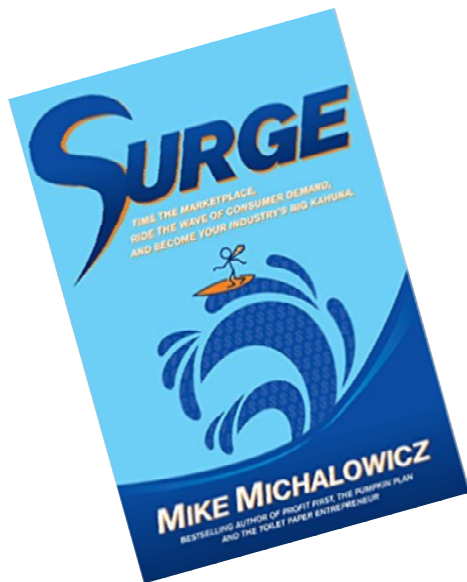
May the odds be ever
in your favor.

Love, Mom

Our Latest Read

I have challenged myself to read at least one educational book a month. In the month of July, I finished reading “**Surge**” by Mike Michalowicz.

We were introduced to Mike when he presented at our Nashville Accountability meetings in the year 2014. He also has an article on page five of this newsletter. His latest book Surge used the surfing analogy how to be in the right place at the right time and move quickly and efficiently to capitalize on the opportunity.



In the book, Mike explains how entrepreneurialism should spot the next big wave of consumer demand. Quoting from the book, we as entrepreneurial should put some thought into “Where are your customers going? What are they doing, completely regardless of you? What is the biggest change that your customers are dealing with? Where is the surge?”

Another question to consider, is it “Luck” or “Timing”? Do you know how to identify opportunities?

TechSage’s belief is to train all team members to propel to excellence in company practices and by serving our clients. John and I have both read this book. Because of my belief in learning, I will send the first person who emails me at ehill@techsagesolutions.com a **free** copy of this book! Add Surge in the subject line.

Referral Contest!!

Refer a friend to TechSage Solutions between June 1, 2016 - August 31, 2016 for a chance to win an Amazon Echo.

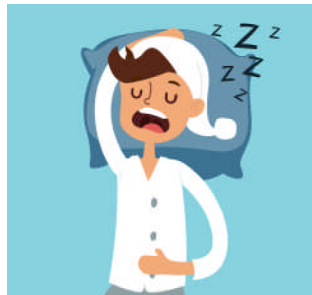


How the Contest Works:

- 1) Call or email us with your referral information.
- 2) We will call to schedule an appointment.
- 3) We will pay you or donate \$25 to your favorite charity for anyone that you refer to us, who we get an appointment with.
- 4) When your referral becomes a client (and spends \$1,000 or more), we will pay you \$75 more or donate \$75 more to your favorite charity. Plus, we will give your referral \$100 off the purchase.
- 5) What makes a good referral for TechSage Solutions? A business owner who has 10 or more PC’s and needs help with their network, data backups, email server or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send an email to ehill@TechSagesolutions.com or call (210) 582-5814.

Shiny New Gadget Of The Month:



A Great Night's Sleep In The Palm Of Your Hand

The techno-geeks over at Hello Inc. have just released Sense, a device that helps you wake up feeling great. A tad smaller than a baseball, this little sphere sits on your nightstand next to your bed and monitors conditions in your room while you sleep. Things like temperature, humidity, light and sound in your bedroom are tracked, along with your body's slightest movements as you sleep. It pairs with your smartphone so you can see patterns and change conditions in your room to get the best night's sleep possible. Sense can play any number of soothing sounds to help you drift off to sleep. Then, when it's time to rise and shine, it gently wakes you up at the best time in your sleep cycle. It's priced at \$129, and you can find it at hello.is and other online retailers.

5 Ways To Build Raving Fans

Marketing is about connecting with consumers.

Great marketing, though, is about transforming those consumers into fans, raving fans – people who feel loyalty, and feel invested in your business and its success. Here are some creative ways to start converting your customers into your biggest fans.

1. Have your clients do some of the work.

This isn't about being lazy; it's about involving your clients in a memorable experience. Build-A-Bear is the perfect example of this technique. Children receive many stuffed animals over the course of their childhoods, but none so special as the bear they build themselves, selecting the fabric and components. The consumer's investment in the experience cultivates loyalty, and their unique experience can't be duplicated anywhere else. Offer your clients a way to personalize their experience with you.

2. Reject clients.

It's human nature to want what you've been told you can't have. The more limited an item or service is, the more we value it, and if your customers feel like they have achieved something by managing to get your attention, or having earned the privilege of spending money with you, they'll give you a lifetime of loyalty. As long as your product meets or exceeds expectations, then making it clear that you're selective about who you do business with will make you more appealing.

3. Deny your own existence.

Though now a much more public item, the American Express Black Card was long the subject of curiosity. The company refused to confirm its existence or answer any questions about what the card might offer. Now customers beg for an invitation to the

Black Card, despite the ridiculously high annual fee. Think about it... Customers clamoring to spend money with you? Cultivate mystery and clients will seek you out.

4. Encourage tattoos.

Extreme? Maybe. Effective? Absolutely! Not only are folks who get logos tattooed on themselves acting as walking advertisements, they're also absolutely certain to be loyal customers. Encourage tattoos by creating a cool logo and cultivating a reputation that's unique and appealing. Is this practical? Two words: Harley-Davidson. For folks with Harley tattoos, the brand isn't just a commodity; it's a lifestyle.

5. Create your version of boot camp.

Organizations like fraternities or the military create cohesion and loyalty by putting new recruits through tests and challenges. Let your customers know that your business runs differently than others, that you will require work and dedication from them. They will realize they're part of a special group, and they'll feel invested in promoting your services. Providing code words and emblems of membership makes customers feel like they're one of the elite, special few who have made it through boot camp.

It's no secret that marketing today is radically different than it was even ten years ago. We have to work harder to promote our brands, but the potential upside is huge, because devoted, raving fans will take up your banner and do some of the work for you. Creating and nurturing these fans will reward your efforts for years to come.



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; 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 <http://www.mikemichalowicz.com/>

Here are 3 ways LinkedIn can generate new business for you.

1) Above all, earn the ask. The more value you provide in the relationship, the more "right" you have to phone time, a free consultation or the opportunity to make your pitch. 2) Build a sales funnel. Organize your contacts and planned interactions for best results. Recognize and engage with inbound warm leads. And remember, timing is everything! 3) Target and engage your ideal prospects. LinkedIn's search engine gives you direct access to over 450 million professionals in more than 200 countries. In minutes, you can build a hyper-targeted prospect list by job title, industry type and/or location. With just these few tactics, LinkedIn can become a powerful business-building ally.
-Inc.com

Did you notice the day Windows became malware?

If malware is any piece of

software that gets into your computer through stealth means – even if it's a premier operating system – then Windows 10 fits the definition. Microsoft has been very aggressively asserting its self-imposed deadline of July 29 for free upgrades from Windows 7 and 8.1. And if it hasn't been yet, you may find your computer hijacked and converted into a Windows 10 machine – whether you give permission or not. By default, Windows 10 collects advertising and personal data. It changes your computer's configuration. And if you try to stop the upgrade by clicking the X on its dialog box, it installs it anyway. Aw, c'mon, tell us that's not malware!

-ComputerWorld.com

Imagine owning the domain rights to Google.com – even for just 60 seconds...

When Babson College MBA student Sanmay Ved happened to notice the google.com domain up

for sale, he figured why not go ahead and try to buy it. To his huge surprise, the sale actually went through! He had just purchased google.com for the princely sum of \$12. It didn't take Google long to become aware that something had gone horribly wrong – less than 60 seconds, in fact. They fired off an e-mail to Sanmay, telling him they'd cancelled his order and refunded his \$12. As an afterthought, Google sent Sanmay a little spiff for his cooperation: \$6,000.13, to be exact. If you squint, you might see that the number spells "Google."

-DigitalTrends.com

Is the IoT a "Clear And Present Danger"?

According to a U.S. government report, the "Internet of Things" could deliver a disabling global attack. With smart cars, smart homes and new apps that reach into every nook and cranny of our personal lives, the IoT poses greater risks to our safety than ever before. And revealing more about your life than a novelist, it takes the invasion of privacy to new heights. True, it may help folks live longer, healthier lives. And it may boost food production. Or even improve job and lifestyle options for some. Yet the question isn't whether it's good or not ... it's how do we deal with it? One thing is for sure: good or bad, buckle up because here it comes!

-ITworld.com

Who Else Wants To Win \$25 Gift Card?

Last month, Iris Flores took the challenge by answering the trivia question correctly. She has a \$25 Google play card coming her way.

Here is this month's trivia question. The winner will receive a \$25 Saltgrass giftcard.



One of the first computer science PhDs was earned by:

- a) Henry Kissinger b) Sister Mary Kenneth Keller
- b) c) James McDivitt d) Leonard Nimoy

Email Megan Now With Your Answer!

mhernandez@techsagesolutions.com

With Subject: August Trivia Answer