



THE

COMPUTER NEVER WINS

March, 2015

Luck Is For Leprechauns—Is Your Business Prepared for Future Security Threats?

If your business hasn't been the target of malicious intruders or cybercriminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your business's Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren't going to stop simply because the "damage has been done." In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that's only counting the attacks that authorities have uncovered.

For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren't interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

Security industry analysts predict that 2015 won't be much different from 2014 when it comes to cyber-security. There are going to be more data breaches. It's just a matter of where and when. It's also a matter of being prepared.

During the month of March, we are offering local businesses a **FREE 27-Point Cyber-Security Audit** to help uncover loopholes in your company's online security. At **no cost or obligation**, our highly trained team of IT pros will come to your office and conduct this comprehensive audit. And after we're done, we'll prepare a customized **"Report Of Findings"** that will reveal specific vulnerabilities and a **Prioritized Plan Of Attack** for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber-Security Audits, we can only extend this offer to the first seven lucky companies who request it **by March 17th—St. Patrick's Day**. All you have to do is call our office at **765-742-3440** or go online at www.inserttrackingurlhere.com to request yours today.



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Business System Solutions specializes in providing management level responsibility for all the technology in your business.

This includes support for your computer network and working with other hardware and software vendors whose technology you use.

We do this with friendly, proactive, and responsive service.

Our services can lower your costs, and we guarantee our work!

The Truth About E-mail In 2015

Love it, hate it or call it the gold at the end of your rainbow, e-mail is here to stay. Over the past two decades, it's become deeply ingrained in our day-to-day business communication. It's basically a requirement. Despite a number of software advances and changes in the online communication landscape, e-mail is more important than ever.

This was recently confirmed by a study conducted by Pew Research. They found that e-mail is indispensable among those who are Internet-connected at work. These days, that covers a lot of people. In fact, 61% say it plays an integral role in their job. Additionally, 46% say e-mail access keeps them more productive (while another 46% say e-mail has no bearing on their productivity one way or the other). Only 7% say e-mail hurts their productivity.

In 2014, social media analysts warned that e-mail was on its last legs and that it would soon be overtaken by other online services. However, as this study seems to confirm, that is not the case. In fact, in the workplace, it's very much the opposite. The Pew study found that social media, including Facebook, LinkedIn and Twitter, benefited only about 4% of those in a connected workplace.

Even among the millennial generation, and those who regularly use social media networks in their personal lives, it hasn't been something fully translatable to the professional environment as a productivity factor. This doesn't discount uses for social media in the workplace—as a marketing or customer outreach tool—but no social media platform has come close to replacing e-mail as the go-to communication tool.

That doesn't mean Silicon Valley start-ups aren't trying. They are always at work trying to find that next four-leaf clover in online communication, hoping to develop that so-called "e-mail killer." So far, nothing has stepped up that can achieve what e-mail can, particularly for businesses.

For many businesses, it comes right back to the fact that e-mail works. It's a proven platform and it remains the business communication "golden child." It's the same reason phones and fax machines aren't extinct. They serve a purpose and they help us get things done. That doesn't stop businesses from always looking for ways to streamline that process.

Another reason e-mail works: accessibility. E-mail is used on nearly a universal level. Social media platforms, while many are incredibly popular, can't touch the truly global reach of e-mail. Have you considered how e-mail impacts your job? Does it keep you productive? Or are you ready to move on to the Next Big Thing?

FACT FILE

DID YOU KNOW?

- A Banyan Tree near Kolkata, India is bigger than the average Walmart.
- The city of Chicago was raised by over a foot during the 1850s and '60s without disrupting daily life.
- Bangladesh has more people than Russia.
- There's a nuclear bomb lost somewhere off the coast of Georgia.
- Heroin was once used to treat children's coughs.
- Harvard University was founded before calculus was discovered.
- Alaska is the most eastern, western, and northern state in the United States.
- Outer space is only an hour drive away, if your car could drive straight up.
- The oldest person in the world was born with a completely different set of humans.
- The word "crisp" starts at the back of your mouth and ends at the front.
- There is a jellyfish that can age in reverse, reverting to its earliest stage of life, where it can restart its life-cycle and cheat death.
- We built an atomic bomb twenty years before we had color television.

FREE REPORT: If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.

PROTECT YOUR DATA

"12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at www.bssconsulting.com/12facts

Never Forget A Password Again With A Password Manager

We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything.

One of the best—and most secure—ways to handle your passwords is with a password manager.

It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, KeePass and 1Password—do much more than simply “remember” your passwords. They also offer password-creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more



Client Bill of Rights #8

You have the right to have us attend to the details of each issue, question, and request you have.

We pledge to get the job done right the first time.

Who Wants To Win A \$20 Applebee's Gift Card?

This month we will do a random drawing from all correct responses received by March 15th and will give away (1) \$20 Applebee's Gift Card.

According to Irish lore, St. Patrick banished all the snakes from Ireland. What other island nation is also devoid of snakes?

a) Cuba b) Madagascar c) New Zealand d) Jamaica e) Sri Lanka

E-mail Us Right Now With Your Answer!

Trivia@BSSConsulting.com

Last month Sarah Kubon, Becky Rebledo, Kelly Bilyeu, & Steve Julian were the winners of \$5 McDonald's cards. The question was **which country consumes the most chocolate per person at 26lbs per year? The correct answer was Switzerland.**



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Shiny New Gadget of the Month:

The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and



Join us to celebrate:

Small Business of the Month Award Ceremony
in honor of the March 2015 winner:



Wednesday March 4, 2015
From 5pm to 6pm

Old National Bank, Mortgage Center
22 North 2nd St Lafayette IN 47901

The Small Business of the Month/Year program is designed to recognize the dedication, innovation and entrepreneurial spirit displayed by Greater Lafayette Small Businesses.