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Announcements

•We will be holding a FREE lunch and learn seminar "What Is VoIP & Why Should I Care" March 3rd in Lafayette RSVP www.bssconsulting.com/BYB

•We are excited to be named 1 of the 7 finalists for Robin Robin's "Better Your Best" contest

Who We Are

BSS is your IT Partner providing **Total Care** support for all your technology needs with exceptional **Customer Service** and the best IT Solutions to make *your business* more productive and profitable!

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Relying On A Good Luck Charm?

Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck…

Did you know that…

• 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.

• Non-work-related Internet surfing results in up to a 40% loss in productivity each year at American businesses.

• According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity, pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering
One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyberthreats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness

IT Security Tip #3: Use STRONG Passwords!

Thanks to powerful brute-force-attack software readily available online, hackers can try tens of millions of possible password combinations per second. For example, hacking software can guess a fice-character password in under three hours. If you only use lowercase letters, it's 11.9 seconds.

You KNOW you need to have a better password than "password" or "letmein" if you have any hope of keeping hackers out of your PC; but what does a "strong" password mean? A good password should be at least eight characters long (or longer!) and have a combination of uppercase and lowercase letters, numbers and sumbols that are hard to guess. Don't use dictionary words with proper capitalization because they're easy to guess (like Password123X). Even though it meets the requirements we just discussed, it's easily hacked; remember, hackers have sophisticated password-hacking software that will run 24/7/365. If you want a quick tip for remembering your password, use a phrase and insert letters and numbers into it, like $h@KeNb8ke.

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of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire intranet to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

Endpoint-Based Web Filtering
Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure?
Contact us today at (765) 742-3440 or binoy@bssconsulting.com for a customized Web Content Filtering Review and Analytical Report on your system.

Fact File

• Approximately 40,000 Americans are injured by toilets each year.

• It takes about 142.18 licks to reach the center of a Tootsie pop.

• All 50 states are listed across the top of the Lincoln Memorial on the back of the $5 bill.

• "Dreamt" is the only English word that ends in the letters "mt".

• No word in the English language rhymes with month, orange, silver or purple.

• There are 293 ways to make change for a dollar.

• Tigers have striped skin, not just striped fur.

• In most advertisements, including newspapers, the time displayed on a watch is 10:10. (Google "Watch Ads" and look at the images!)

• Maine is the only state whose name is just one syllable.

• The "dot" over the letter "i" is called a tittle.

• The real name for the "pound" key (#) now referred to as a hashtag is octotroph.

• The slogan on New Hampshire license plates is "Live Free or Die." Ê These license plates are manufactured by prisoners in the state prison in Concord.

Our Clients Say It Best

"Joyful Journey is an Adult Day Center in West Lafayette. We recently opened up this resource to the community in July of 2015. One of our Board Members recommended we connect with Business Systems Solution due to their positive experience. The service from BSS has been great. Our similar physical location has made it very convenient and timely for any repair needs. The overall experience with the BSS team has been wonderful. We would (and do) recommend BSS to any size business!

-Gerard Benner, Joyful Journey

4 Phrases of Amazing Customer Service

I've grown my company by focusing on great customer service. We didn't always have the expert team we have now, and we sure couldn't always afford the flashiest equipment. What we did better than all our competitors was ensure that our customers were thrilled.

In fact, superlative customer service can be your very best (and cheapest!) form of marketing. Customers talk about their experiences, especially if those experiences are unexpectedly good. Sometimes even the most difficult situations can yield satisfied customers, depending on how you and your team handle the problems that arise. Even a failure to meet expectations can offer an opportunity for a great recovery and a happy customer.

Here are four phrases that will help you bring up the level of service your customers receive:

1. "I don't know, but this is what I'm going to do."
You're not always going to have the answer to every question at your fingertips, and your customers will understand that. What they expect in exchange, though, is honesty and follow-up. The key here is to make a clear commitment like "I'll call you by 5 p.m. with the answer," and then keep that commitment!

2. "I am very sorry."
When you or your company has made a mistake, the customer wants to hear you accept responsibility and apologize. Too many customer service reps have been trained not to accept responsibility, in some cases because they fear the legal record of having admitted failure. Realistically, though, the probability of a lawsuit is minimal, while the chance of losing a customer is virtually guaranteed. The apology is only a step, albeit an important one, and the goal is to turn

the failure into a success by determining what your company can do to make it right.

3. "Yes."
"Yes" is what your customer wants to hear, and your goal should be to say that word whenever possible, even if – especially if – you're working through a problem. Customers want progress. Say yes to reasonable requests as soon and as often as possible, and leave your customers pleasantly surprised at how easily the problem was resolved.

4. "Is there anything else I can do for you?"
Here's your perfect wrap-up. Not only does this question give your customer the opportunity to bring up additional concerns, but it also lets the customer feel like they're in control. They can ask for additional information or they can thank you for your spectacular service. Great customer service relies first and foremost on authenticity, and being trustworthy is the foundation. If your customers trust you to keep your word, then you're more than halfway there. If your customers know they can rely on you, even if there's a problem, that's the rest of the journey.

Work on training your customer service reps to listen, determine what the customer expects and do what they can to make sure that customer is satisfied.

Client Bill of Rights

You have the right to get answers to your questions in plain english. <u>We pledge</u> to recommend options for accomplishing your objectives and will answer your questions in terms that you can understand.

Contest Corner
Who Wants To Win A Gift Card?

This month we are giving away a FREE Arni's Pizza gift certificate. The winner will be randomly selected from all correct entries received by **March 15th**.

According to US government statistics, as of December 2015, which Internet browser had the highest overall usage share around the world?

a) Safari   b) Chrome
c) Internet Explorer   d) Firefox

E-mail **Jeff@bssconsulting.com** with your answers!

Last month's question was: **Gaming technology has given us a host of beloved characters. Who of the following does NOT come from Nintendo®?**
The correct answer was C) **Sonic the Hedgehog™**

Megan Wyant and James Johnston were drawn as the winners! Congratulations!

Managing Technology For Your Business

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20th *Anniversary*

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Free Lunch & Learn Seminar

What Is VoIP and Why Should I Care?

Discover how you can make your business more efficient while reducing your monthly recurring communications costs!

While I know that communication systems may not be high on your list of things to spend time on, I can assure you that this will be a very worthwhile event that will explain what VoIP (Voice over IP) is, how it is becoming the leading communications technology solution for businesses, and how you could save money and be more efficient with your business communications.

Here is a brief overview of what you'll learn:

· Is Voice over IP right for your organization and what are the options?
· How to unify all of your communications – including voice, fax, and mobile phones
· How you can significantly reduce your monthly recurring communication costs
· How to prepare for a disaster, and have your phones still work after it happens
· How you can have advanced communication features you may think you can't afford

Seating is Limited. RSVP Today!

BETTER YOUR BUSINESS
EXECUTIVE SEMINARS

March 3rd, 2016
11:45am-1:00pm
1415 Union St, **Lafayette**

RSVP now at:
www.bssconsulting.com/BYB

So whether you eat or drink or whatever you do, do it all for the glory of God.
- 1 Corinthians 10:31