



The BSS Advisor

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Announcements

- Did you know we will pay you \$100 cash for qualified referrals? Find out more at www.bssconsulting.com/referrals
- Thanks to the Greater Lafayette Chamber of Commerce for voting us March 2015 Small Business of the Month

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!

Lafayette Office: 928 Robinson Street, West Lafayette, IN 47906 (765) 742-3440
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Last Chance To Save Up To \$25,000 In Taxes

On IT Software, Equipment And Services

While many tax incentives for small business have been shot down in recent years, Section 179 of the IRS tax code remains one legal "loophole" worth looking into.



This year (unless Congress changes it at the last minute, which they have done in the past several years) Section 179 allows you to purchase up to \$200,000 of qualified equipment and software. With that purchase, you can write off up to \$25,000 as a Section 179 deduction.

That's less than in previous years, but the good news is, you can still triple your savings. Here's how:

- 1. Save on taxes.** If your business could use new software, equipment or services, but the expense is just a little beyond your reach, the tax savings you'll gain from a Section 179 deduction might just tip the balance in your favor.
- 2. Take advantage of year-end price reductions.** Manufacturers and service providers need to look good to their investors at year's end. It's a great time of year to bargain for the best deal.
- 3. Leverage your savings with smart financing.** Taking advantage of an equipment lease or equipment finance agreement could turn out to be the most profitable business decision you'll make this year. How? By combining a properly structured equipment lease or equipment financing agreement with a full Section 179 deduction, your cash outlay for the year will very likely be less than your deduction.

Plus, your business can start profiting immediately from the new equipment, software or services you invest in.

AND, in the spirit of saving you money, we'll GIVE YOU **1 FREE MONTH** of our Total Care plan when you upgrade your network with us.

Call us today at (765) 742-3440 to get started.

Just remember – these savings for 2015 evaporate at midnight on December 31. Call us today at (765) 742-3440 to get started.

Disclaimer: Everyone's tax situation is different. Consult with your own tax professionals for specific advice.



Earn \$100 For Every Qualified Referral AND Up To \$1,000 Off Your Monthly Service Fee!

As you probably know, advertising is very expensive. Plus, most of our clients are referred to us by other happy clients. That's why we'd like to offer you a reward for referring people to us. You see, we'd rather write a check to YOU than the Yellow Pages sales guy.

For every qualified referral (a company with 5 or more PCs and a server) you give us that makes an appointment, I'll give you \$100 cash (or make a donation of that amount to the charity of your choice)! If the appointment becomes a Total Care client, I'll also give you up to \$1,000 in free services (or more cash!) All of the people you refer will be offered a free network assessment worth \$495 (no strings attached and no heavy sales pressure). This free assessment will give them valuable information on how to make their network more secure, reliable, and faster. Obviously they will be under no obligation to buy anything or to ever use our services again.

Simply go to <http://www.bssconsulting.com/referrals> and fill out the form!

Cloud Computing And Your Company: What You Need To Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

Just what exactly is "the cloud"?
The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?
The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses.

It also allows instant access from any device and easy backup capabilities.

What about data security?
While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?
There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at (765) 742-3440.



Fact File

1. In Old English November was 'Windmonath' (wind month) or 'Blotmonath' (blood or sacrifice month).
2. The Dutch called it 'slachtaand' (slaughter month); in Welsh it is 'Tachwedd', also meaning 'slaughter' referring to the killing of animals.
3. The name 'November' comes from the Latin for nine (novem), as it was the ninth month of the Roman calendar.
4. November is the only month used to represent a letter in the phonetic alphabet.
5. There is no mention of the month of November in any of Shakespeare's plays or sonnets.
6. November 2 is the only date on which two US presidents were born: Warren Harding (born 1865) and James Polk (1795).
7. "If there's ice in November to bear a duck, There'll be nothing after but sludge and muck," (Old weather saying).
8. November has been designated National Novel Writing Month and National Blog Posting Month.
9. The birthstone for November is the topaz. The flower is the chrysanthemum.
10. November is National Pomegranate Month in the USA.

Our Clients Say It Best



"It is certainly beneficial to have BSS' monitoring service. We have twice had issues (virus related) that could have potentially impacted our entire system but, because of the monitoring BSS provides, the issues were limited to one or two computer(s) recipients and were quickly taken care of without bringing our whole operations to a halt."

**-Whitney Pyle, Vice President
Advanced Cabinet Systems**

Don't Let Your Phone Be Used Against You: 5 Smart Tips To Keep Your Smartphone Safe

For better or worse, we are practically “married” to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defenses.

So how do you protect your phone and yourself from vicious attack by these cybercriminals?

Here's a basic checklist to keep you and your “beloved” safe.

1. Keep your phone with you at all times. Remember, if somebody swipes it:

- It can be used to access your money, or steal your identity.
- Someone can pose as you on your social media accounts.
- A thief can use your SIM card to rack up phone bills.

2. Keep your phone secure.

- Set a secure entry password.
- Update your phone's operating system as soon as updates become available.
- Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
- Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
- Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.

3. Keep your data secure.

- Back up your data regularly.
- Don't save passwords or PINs on your phone.
- Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.

4. Use apps safely.

- Apps can transmit personal data. Select permissions carefully when you install them.
- Always source apps from trusted providers and check feedback from other users.
- If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

5. Be selective about how and where you use your phone.

- Stick with trusted webs sites and apps when you download anything.
- Never download content from an unknown source or one you can't verify.
- Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
- Log out of web sites when you are done using them.
- Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.

Last month's question was: What were the first featured menu items at McDonald's? The correct answer was Hot Dogs.

Kathy Stewart and Lanora Lannan were drawn as the winners. Congratulations!

Client Spotlight

J.R. Kelly Company



J.R. Kelly Company is a full service General Contractor with nearly 40 years of experience servicing the industrial, commercial and institutional construction needs of clients throughout Lafayette and North-Central Indiana.

Founded on strong ethical business practices, we strive to offer quality construction and service at a reasonable price. We encourage developing long term relationships with our customers to handle all their building needs for years to come. We feel that positive relationships between owner, contractor and subcontractors produce a cost effective, team-oriented environment that will leave the customer with a positive experience upon completion of the project.

www.jrkellyco.com

Client Bill of Rights

You have the right to receive the best value in computer and network support services in return for placing your trust and business with us.

We pledge to explain all of the costs up front so that there are no hidden fees or unexpected costs later on.

Contest Corner Who Wants To Win A Gift Card?

This month we are giving away a free Arni's pizza certificate. The winner will be randomly selected from all correct entries received by **November 15th**.

Which Company built the new reporting platform that will replace snail mail and phone calls in the 2016 Iowa Caucuses?
a) Google b) Microsoft c) Apple d) Facebook

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



Business System Solutions

Managing Technology For Your Business

BUSINESS SYSTEM SOLUTIONS
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20th Anniversary

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From Bill's Desk



October 16, 2015- Nashville, TN
L to R: Robin Robins, Bill Ooms, Robert Herjavec

What an exciting opportunity! Many of you have probably heard of Shark Tank and Robert Herjavec. A professional IT group I am part of recently had a conference in Nashville, and we had Robert as a special guest. He came to discuss with 5 businesses some of their current strategies and situations, and share some of his insight and suggestions.

I was honored to be one of the individuals to discuss how BSS is doing! We have grown from 5 to 11 employees, acquired a small IT firm and added a second office in Kokomo. And since Robert started his IT firm about 11 years ago and has grown through acquisitions and very fast growth, it was interesting to get his perspective on some things to do and some things to be careful of.

Robert pointed out that reaching 20 years in business is a great achievement since few businesses make it beyond 3 years. We discussed everything from financials, processes and operations, to our culture and people. He seemed impressed with many of the things we are doing and gave me some ideas on areas where we can improve. As a growing company finding the right people is a must and we feel we definitely have a great staff!

Over the next few weeks I will provide a blog summarizing the things I learned from Robert and then include the longer article in next month's newsletter.

Listen to advice and accept discipline, and at the end you will be counted among the wise. Many are the plans in a person's heart, but it is the Lord's purpose that prevails. Proverbs 19:20-1