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## Announcements

- We're moving! We are excited to announce that as of July 1st, 2016 we will be at our new office location at 1211 Cumberland Avenue in the West Lafayette Purdue Research Park.
- We are excited to welcome our newest team member, Jeff Parks!

## 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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It's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

**The hidden dangers of shadow IT**  
When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get

# Shadow IT: Ignore At Your Own Risk

infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

### Bringing your shadow IT out into the light.

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

### Cut loose the "control" mentality.

It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they June start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

(Continued on next page)



### IT Security Tip #6: How To Spot A Phishing E-mail

A phishing e-mail is a bogus e-mail that is carefully designed to look like a legitimate request (or attached file) from a site you trust in an effort to get you to willingly give up your login information to a particular website or to click and download a virus.

Often these e-mails look 100% legitimate and show up in the form of a PDF (scanned document) or a UPS or FedEx tracking number, bank letter, Facebook alert, bank notification, etc. That's what makes these so dangerous - they LOOK exactly like a legitimate e-mail. So how can you tell a phishing e-mail from a legitimate one? Here are a few telltale signs...

First, hover over the URL in the e-mail (but DON'T CLICK!) to see the ACTUAL website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately. In fact, it's a good practice to just go to the site direct (typing it into your browser) rather than clicking on the link to get to a particular site. Another telltale sign is poor grammar and spelling errors. Another warning sign is that the e-mail is asking you to "verify" or "validate" your login or asking for personal information. Why would your bank need you to verify your account number? They should already have that information. And finally, if the offer seems too good to be true, it probably is.

#### Recognize the delicate balance between risk and performance.

Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

#### Foster open communication.

Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

#### Develop a fully tested plan.

Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise manageable event from turning into a full-blown business crisis.

#### Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

Business System Solutions can help you with this. Our proprietary Security Assessment helps you take the friction out of data protection. Contact us today at (765) 742-3440 or [binoy@bssconsulting.com](mailto:binoy@bssconsulting.com) to take advantage of this offer (normally \$297), FREE through the end of June, and put an end to Shadow IT in your organization finally and forever.

Free Offer!

### Our Clients Say It Best

"We went with Business System Solutions because of the fact that you do get what you pay for. Since we have hired BSS we do not have the constant disruptions to our dealership that used to be regular occurrences. I did not realize how much of my key employee's time was wasted fighting issues we did not have the expertise or training to take care of. With BSS the fires can be put out, but more often than not the fires are prevented. This makes everyone in the dealership more productive and removes unneeded stress from our work environment."

-George Voltz, Hendrickson Chrysler Dodge Jeep

### Fun Facts Did You Know..?

- The plastic things on the end of shoelaces are called aglets.
- The word "nerd" was first coined by Dr. Seuss in "If I Ran the Zoo."
- You thought that Duggars had a lot of children... The largest number of children born to one woman is recorded at 69. From 1725-1765, a Russian peasant woman gave birth to 16 sets of twins, 7 sets of triplets, and 4 sets of quadruplets.
- The citrus soda 7-UP was created in 1929; "7" was selected because the original containers were 7 ounces. "UP" indicated the direction of the bubbles.
- Mario first appeared in the 1981 arcade game Donkey Kong as Jumpman and became an instant celebrity during the period when more than 60,000 arcade machines were sold.
- The king of hearts is the only king without a moustache.
- Over 650 million bottles of Heinz Ketchup are sold around the world in more than 140 countries, with annual sales of more than \$1.5 billion.
- In 2015 Beijing banned 2.5 million cars (due to smog) for two weeks to get beautiful blue skies for a World War 2 parade. Google photos!
- Two of the most effective treatments for battling depression are exercise and spending time with pets.
- There is no historical evidence for any pirate having ever owned a pet parrot.

## Business Briefings

### Imagine just taking a pill to acquire a whole new skill set.

In The Matrix, Neo opens his eyes after being programmed and tells Morpheus, "I know kung fu." According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nanorobots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson's patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World

Wide Web.  
-Inc.com

### Hootsuite, Buffer...or both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

### Which app best helps you take notes on the go – Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

### Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

## Client Spotlight Bauer Family Resources



Bauer Family Resources celebrates a long history of partnership with Greater Lafayette to serve the needs of at-risk children and family members. Beginning with Grace Bauer's original vision over 80 years ago, their agency continues to evolve to meet challenges and break the vicious cycle brought about by poverty, neglect, abuse, addiction, and violence.

Today, Bauer Family Resources is comprised of three entities: Bauer Community Center, Bauer Counseling, and Bauer Early Care and Education. These divisions act as the cornerstones for their 19 programs and services. To date, their agency currently serves nearly 10,000 individuals yearly from seven area locations.

## Client Bill of Rights

**You have the right to individual attention and dedication. We pledge to provide prompt, courteous, and efficient service by acknowledging your request within an hour, keeping appointments, and with great communication.**

### Contest Corner Who Wants To Win A Gift Card?

This month we are giving away (2) \$5 Gift Cards to Wendy's.

**Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick?**

- |               |                |
|---------------|----------------|
| a) Kagera     | b) Bookmeister |
| c) Juggernaut | d) Cadabra     |

Last month's question was: **A caparison is an ornamental cloth used to cover what?**  
The correct answer was **B) a horse.**

Ann Hopkins was drawn as the winner! Congratulations!

E-mail [Jeff@bssconsulting.com](mailto:Jeff@bssconsulting.com)  
with your answers!



Business System Solutions

# Managing Technology For Your Business

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## From Bill's Desk



The second week of May I spent three days at an IT Business conference. We had several great speakers covering topics from sales, to managing negativity in the office, and in general many ideas on what it takes to be successful in business and life. I would like to share a few thoughts from one of the speakers, Darren Hardy. He is the publisher of SUCCESS magazine and a fabulous speaker.

He spoke about a lot of the content in his book called "The Compound Effect". He said the small choices and changes we make can impact our life and business in a big way. Just like the old question of, do you want a penny on day one that is doubled every day for 30 days, or a million dollars? Are you working on those small penny choices in life or looking for that one big payoff? Of course the doubling of the amount that starts as a simple penny ends up being over 5 million dollars, and the last day was the same as the first, simply doubling the day before. Therefore, those simple 'penny' choices over time can result in big changes, or as Darren put it "Small, Smart Choices + Consistency + Time = RADICAL DIFFERENCE".

I would encourage you to go to his website, [www.DarrenDaily.com](http://www.DarrenDaily.com), and sign up for daily motivational ideas to move your business and personal life forward in a big way. And remember, "It's not the big things that add up in the end; it's the hundreds, thousands, or millions of little things that separate the ordinary from the extraordinary." -Darren Hardy

*And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus,  
giving thanks to God the Father through him. Colossians 3:17*