TECHNOLOGY TIMES

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

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pact-ONE
OPTIMIZING TECHNOLOGY

This monthly publication provided courtesy of Dan Edwards, CEO of Pact-One Solutions.

Shadow IT: Ignore At Your Own Risk

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 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 may start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

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.

"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 levering 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.

Pact-One can help you with this. Our proprietary Security Assessment helps you take the friction out of data protection. Contact us today to take advantage of this offer (normally a $297 value), **FREE** through the end of June, and put an end to Shadow IT in your organization finally and forever.

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7 Steps Every Business Owner Should Take to Prevent a Heat-Induced Server Crash

1. Tidy up the server room; a neater room will increase airflow.

2. Keep the doors to the server room closed and seal off the space.

3. Make sure cold air reaches all the equipment.

4. Have a redundant A/C unit that is specifically designed for computers.

5. Buy a rack enclosure where the cooling is built into the bottom of the rack.

6. Keep the temperature at no more than 77 degrees Fahrenheit.

7. Consider virtualization or cloud computing to generate a lower amount of heat in the first place.

Shiny New Gadget Of The Month:

What If Your Smartphone Had Wings?

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone…

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about $50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at xcraft.io/phone-drone.

Dan Edwards Signs Publishing Deal

Dan Edwards, Founder and CEO of Pact-One Solutions, has joined Robin Robins and a select group of IT experts to co-write the forthcoming book titled, *Easy Prey*. Nick Nanton, Esq. along with business partner, JW Dicks, Esq., the leading agents to Celebrity Experts® worldwide, recently signed a publishing deal with each of these authors to contribute their expertise to the book, which will be released under their TechnologyPress™ imprint.
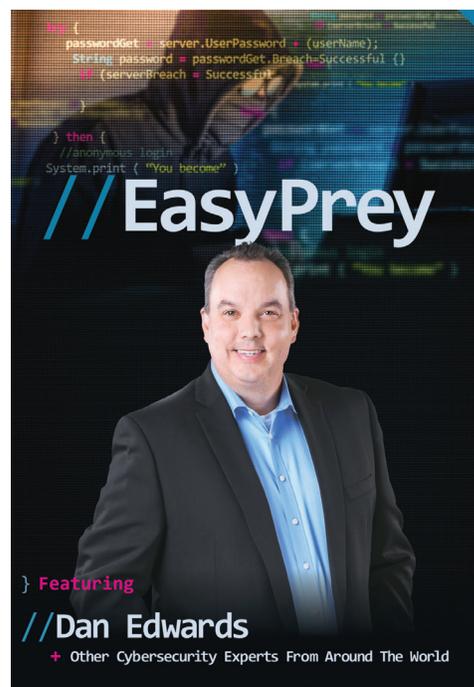
A portion of the royalties earned from *Easy Prey* will be donated to St. Jude's Children's Research Hospital, the leading children's hospital pioneering research and treatments for kids with cancer and other life-threatening disease

Easy Prey is tentatively scheduled for release in fall 2016.

More About Dan Edwards:
Dan is the founder and CEO of Pact-One Solutions, an award-winning managed service provider based in Las Vegas with additional locations in San Francisco, Los Angeles, and San Diego. Dan has worked in the technology industry for twenty years and he has a passion for providing optimized technology solutions for businesses.

After starting Pact-One in 2003, Dan saw the value in gaining the training necessary to better serve his clients and began his quest for changing the nature of how small to medium businesses use technology. With natural born leadership and integrity, Dan expanded the business and today Pact-One has more than 30 employees. Dan has always seen a value in hiring the best team and surrounded himself with the smartest people to better serve his clients.

Pact-One believes in being a true business partner with its clients by focusing on managed IT services.

Every decision and meeting with the client is focused around how to make their business better through the use of technology, while keeping them protected and secure. With many healthcare-related clients, Pact-One focused on both HIPAA and security to allow their clients to sleep easier at night.

Dan and Pact-One enjoy giving back to charities, through donations and volunteering, such as "Give Kids a Smile," TeamSmile, "CDA Cares", and "Mission of Mercy (MOM)." The Arizona Dental MOM recognized him as a Lead Charter Member from 2012–2014 with a great appreciation, compassion and dedication in his role.

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 nano-robots 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

Customer Spotlight: Dr. Peter Nordland, D.M.D., M.S. Nordland Oral Microsurgical Institute (San Diego, CA)

Dr. Nordland is a recognized leader, author and lecturer in esthetic oral plastic surgery and has been a Pact-One client for over 11 years.

He is passionate and an early adapter of new technologies in everything from clinical application to effectively communicating with his patients. To quote one of his patients, "He is somebody who really cares about excellence and success rather than just 'next.'"

When asked about his relationship with Pact-One and his technology journey he shares, *"My time with Pact-One says it all. Over the years they have delivered everything necessary to keep us out of emergency situations and when we do need them they are always available and very responsive. We feel very protected and safe and consider them a partner. I don't worry how quickly we could every recover if needed as Pact-one recognizes how destructive down-time could be to the delivery of my patient care and do everything they can to make sure it doesn't happen."*