

THE pact-ne PULSE

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pact-ne
OPTIMIZING TECHNOLOGY

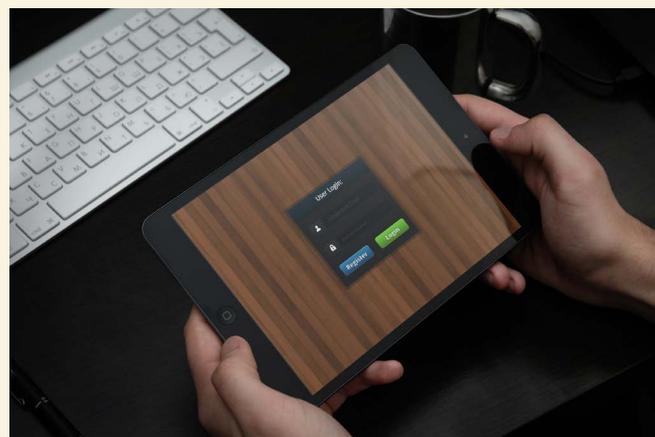
YOUR TECHNOLOGY BEAT

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PASSWORDS: THEY'RE MORE THAN JUST A SECURITY MEASURE

Passwords. To some, they are a reminder of a fond memory. To others, they are the bane of their existence. But in the grand scheme of things, passwords are something that are constant in the world around us. Think about it. According to LastPass, a password storage software company, a mere five years ago, people averaged about 21 passwords. Now that number is up to a whopping 81. So what's the deal with all of these passwords? What's the story behind them? Are they really just random skews of numbers and letters or do they signify a greater message?



In a [recent article](#) by New York Times Writer, Ian Urbina, the author uncovers the story behind several people's personal passwords and the memories they evoke, every time they type them in. After reading this article, we got to thinking...what are the stories behind our clients passwords? While we always suggest making passwords without personal ties, we know that for most of us, our passwords will always have personal references as that is what makes them easiest to remember.



So what's the message behind your password? Leave us your stories on our Facebook Page! Now it's important to remember not to share your password itself but feel free to tell us the memory behind it. We'd love to know!



Dan Edwards, CEO & Founder
Pact-One Solutions

OPTIMIZING YOUR PROFIT

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally.

GAAP's fundamental formula for profit is simple:

$$\square \text{ Sales} - \text{Expenses} = \text{Profit}$$

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first:

$$\checkmark \text{ Sales} - \text{Profit} = \text{Expenses}$$

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

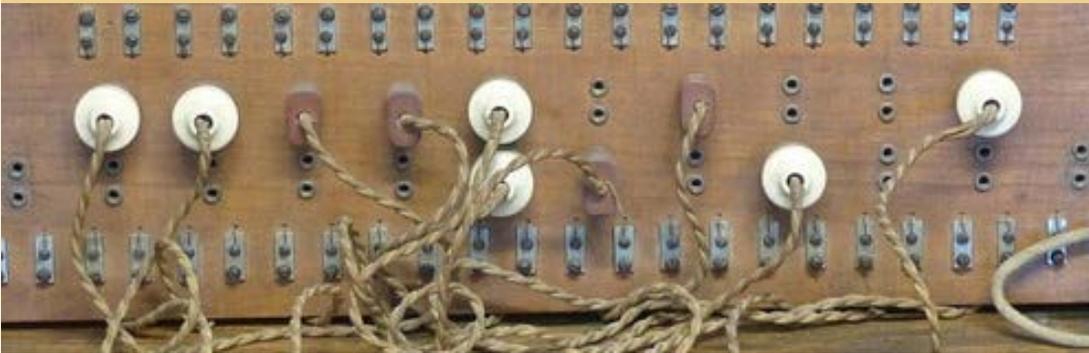
Profit first has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit www.mikemichalowicz.com

IS YOUR OLD, OUTDATED PHONE SYSTEM CAUSING YOU MORE PROBLEMS THAN IT'S WORTH?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.



The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support clients or patients, drive sales and manage calls throughout your office.

Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

- 1. Reduce your phone bill.** If you have multiple offices, or even remote team members, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
- 2. Eliminates expensive technician visits.** These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
- 3. FREE voice mail, auto attendant, call processing, and automatic call distribution.** New VoIP systems come with all features included. À la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

Free Phone Audit Shows You How To Save In 2015

If you currently have an old PBX legacy system, sign up to receive a **Free Phone Audit** and we will come out to your office and do a complete communications analysis for your company.

At the end of our audit, we'll summarize our findings and show you exactly where we can save you a bundle this year.

Call our office today at 866-722-8663 to get started.

Gadget Of The Month: 94Fifty Smart Sensor Basketball

Named as one of the Top 25 Inventions of the Year from Time Magazine, the 94Fifty smart sensor basketball helps to improve shooting and ball handling skills for the user. Coupled with a mobile app for both iOS and Android as well as the 94Fifty SmartNet, this basketball gives the user data and feedback that can be used to improve their game. Whether you're looking to track your shot accuracy, your shooting arc, dribble intensity and speed, shot release speed or shot backspin, the 94Fifty smart sensor basketball is the tool you need to make the most of your basketball game.

Want to see it in action?



To learn more and to purchase, visit www.94Fifty.com.



The ball has dropped and we're starting to ring in the New Year! Have you made your resolutions yet, especially in regards to technology? The New Year is one of the best times to take a look at your existing technology setup and determine what is working and what isn't. In the spirit of moving your business forward, we've provided 5 technology resolutions to make in the coming year!

- **Constant Security Updates:** With the growing threat of data invaders, it is important now more than ever before to keep your precious data protected.
- **Click Carefully:** Avoid downloading programs from unfamiliar sites.
- **Invest in a strong antivirus software and firewall system:** No matter how good your anti-virus software is, it means nothing if it's not consistently updated.
- **Utilize the cloud:** While using the cloud has been a questionable decision for many businesses, the right cloud product is actually a fairly safe solution for storage.
- **Create a BYOD policy:** The BYOD (bring your own device) movement shows hardly any sign of slowing down, with more and more employees bringing their personal devices into the workplace to accomplish tasks.

INTERNET VIGILANCE



Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

WHAT CAN YOU DO?

STAY VIGILANT.

Visit web sites you know and trust:

This is the simplest and most effective way to keep safe.

Keep your web browser and computers up-to-date with the latest patches and security updates:

While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates!

Know web sites you input personal information or credit card information into are secure:

Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are not on a secure web page.

Make web sites you visit more secure:

Browser extensions, such as HTTPS Everywhere, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.