

TECHNOLOGY TODAY

Saving Money?

Many refer to the old model IT as "Time & Materials", but insiders know it as 'Break & Fix'. Just the name sounds bad. The client thinks they're saving money, and they are - the way you save money by not regularly maintaining your vehicle. Trouble is, it costs a lot more in the long run. A whole lot more.

Everything becomes an emergency and stays one until it's fixed. B & F techs earn by the hour, so they aren't in a hurry. They often patch it together and wait for the phone to ring. They know it will. Productivity goes down the tubes.

Managed Services not only keeps things running, but as they're on a retainer system, fixing problems fast is good for both them and the client. Many issues are solved remotely before the B & F guy can even start his car (and the money clock). The MSP knows the system intimately, is proactive, and a healthy system has a longer service life.

If you are still on the old B & F system, are tired of erratic billings and too much down time (and are in the L.A./Ventura area), call us at 818-797-5300 or go to www.itsupportla.com/

We'll show you how to *really* save money.



Don't Let Your IT Company Make This One Mistake With Your Computer Network

Your IT services company is one quick phone call away. This is true of a lot of businesses that outsource their IT needs through an IT services provider.

While having an outsourced IT company on standby is great, a lot of the time they *stay* on standby. That is to say, they only get a phone call when something goes absolutely wrong - networks crash, hardware fails, data is stolen or erased and so on.

This is a major mistake.

Your IT company is capable (and willing) to do so much more than react to a catastrophic failure. When you save the phone call for emergencies, you're leaving a lot of

expertise on the table. Your IT company can make a huge difference in the way your business operates day-to-day - and for the better!

CONSIDER THE FOLLOWING:

You reduce your risk greatly. Do you know if your systems and processes are compliant with current standards? Is your network security up to par? Do you want to risk it and assume everything is up to snuff? Your IT company is there to make sure your business is secure before something happens, whether it's a minor network outage or a catastrophic security breach. If you're storing your customers' financial details (or, really, any sensitive data) on a local server, this is HUGE.



This monthly publication provided courtesy of Yuri Aberfeld, CEO of IT Support LA.

IT Support LA creates the possibility of focusing on business goals and priorities by providing a trusted technology partnership to small businesses.

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You have one less thing to worry about. When you delegate and rely on your IT services company, this frees you up to work on what really matters: your business itself. Your IT company helps make sure you don't spread yourself too thin. And when it comes to delegation, make sure your employees can contact your IT team as needed. After all, your employees are on the frontlines and may experience an issue that needs resolving. They shouldn't need to bug you about it. They should be able to submit a ticket directly to your IT. Simple!

Your business stays ahead of the curve. This comes down to proactivity. An experienced IT company knows IT like no one else; they can, in some cases, catch a problem *before* it becomes a problem. They are there to keep your network updated and maintained, and, should an issue arise, they can address it ASAP to ensure your business avoids any downtime or outages. Plus, this gives you a competitive advantage. A lot of medium and small businesses skimp on security. They spend as little as possible on security and network management. You know who doesn't skimp? The bigger companies. You can get on their level and blow past your competition.

“Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk ... ”



This is something your own customers would love to hear.

You keep costs down. Business owners love to save money where they can. Outsourcing your IT *and* relying on your IT company helps you do this. First, you don't have to hire a dedicated, in-house IT team. This can be *very* costly. A qualified IT staff can come with a serious price tag because they're in such demand. Second, because you have an outside IT company maintaining your network, they can help you avoid costly disasters, such as a network failure or data loss.

Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk, both internally and externally. Let your IT company do what they do best: managing your systems! They help keep things running smoothly. You never have to worry if your firewall is up and running (and up-to-date). Don't keep them at arm's length. Let

IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Free Report Download: The Business Owner's Guide To IT Support Services

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you when buying IT services; you'll learn why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid frustration and added costs later on that you didn't anticipate.

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If Not Now...

When?

For years, we have seen the prevalence of Ransomware. While we are amazed that we still come across Administrators and CEOs who have never heard of it, those numbers are thinning. We all know it's there, that it's getting worse, and how damaging an attack can be: literally forcing over half the small and mid-size businesses (SMBs) that are hit to close their doors.

So how is it that we still turn on the news to see major companies and governmental institutions being victimized? On October 19, the San Bernardino City Unified School District (SBCUSD) was hit. Two days before that, BillTrust, the huge B2B payment processing firm was attacked. These organizations employ top-notch IT personnel, and still they fall prey to Cyber Crime. Have we learned *nothing*?

YES, We Have, and here are the 2 most important lessons.

1: We have learned that it is not a matter of IF, but of WHEN. Even the strongest defenses are useless when the door is opened by a well-meaning and trusted employee.

2: We have learned to anticipate the attack and be prepared to isolate the malware, block it from entering the network, wipe the workstation(s) affected and restore the data from reliable cloud backups.

These attacks will happen, but we can thin them out, and we can rectify them. Ongoing user training is essential. These malwares get in because somebody clicked something they should have been suspicious of, but weren't.

Are you and your staff really ready for the catastrophe of Ransomware to visit your business? SMBs still suffer over 80% of Ransomware attacks worldwide, and they **WILL** get to you.

Take advantage of our FREE Cybersecurity Assessment, which we offer to all our readers. No strings, no obligations – just an eye-opening report of how vulnerable you really are.

Call us at 818-805-0909 or visit us at www.itsupportla.com/free-stuff/free-network-security-assessment/

5 Secrets To Increasing

We all have to raise prices at some point in order to stay solvent. Many people agonize over the decision, worrying about what the net effect on their business will be. Here are some tried-and-true strategies I've learned that will make your prudent business decision even more effective.

1. CREATE A NEW LABEL.

Language is powerful, and if you're using the standard, generic industry label for your product, then you're going to have a harder time charging a premium price. When I owned my computer forensics business, "data imaging" was the term the industry used for retrieving and storing information from a computer. I wanted to differentiate my services from the rest of the pack, so I added some bells and whistles that the other guys didn't, and I called my service "data encapsulation." When you use a new term, you can get a client to ask, "What does that mean?" That's a chance to differentiate yourself from the crowd and justify your premium price.

2. DON'T CHARGE BY THE HOUR.

Think about it: if you charge by the hour, then the better and more efficient you become in your field, the less money you make. Charging by the project rewards efficiency because as your skills and speed improve, you'll be able to complete more projects, which increases revenue.

3. INCORPORATE PACKAGING/ BUNDLING.

I once worked with a client who was looking for a way to improve his profitability. His problem was that he sold iPhones on eBay, and thousands of people were doing the same thing, which drove prices down. Our solution? He created a DVD that shared insider secrets for the iPhone and bundled it with iPhone purchases. He combined



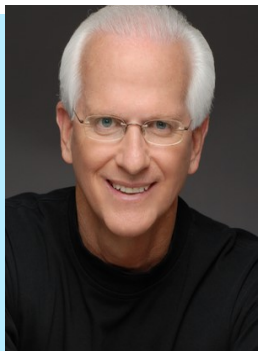
products, creating a unique package that no one else could offer, which allowed him to raise his prices.

4. JUST DO IT.

Your best customers will be surprised that you didn't raise prices sooner because they value your work. It's possible that you'll lose a customer or two over your increase, but those clients who leave are likely to be your problem children anyway. If you're not confident about how your customers will react, introduce a price increase for new customers only and see how it goes.

5. EXPLAIN.

In the absence of an explanation for your price increase, your customers will invent their own. They may speculate that you're greedy and taking advantage of them. If you take time to explain why you've increased prices, though, you'll find that your customers will accept the change much more easily. Cite your increased expenses, your expanded staff and your commitment to improve quality, and your clients will support your decision.



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 Proventus Group. He is also 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 mikemichalowicz.com.

■ The Biggest Cyber Security Risk Your Business Faces

Remote employees pose a huge risk to businesses. When they connect to the Internet, whether out and about or at home, you have no idea how secure their connection is.

Plus, a majority of small businesses don't regularly update their remote work security policy, and upward of 30% of small businesses don't even offer any kind of security training. If your remote employees are accessing sensitive data, the risk for your company is huge.

Nearly 60% of small businesses hit by a cyber-attack go out of business

within six months of the attack. They simply cannot respond and recover. It's expensive, and customers often flee.

One way to avoid this is to have a cyber security policy in place. Your employees should be following your remote work rules. On top of this, a cyber security insurance policy can help you avoid the cost of recovering should the worst happen. *Small Business Trends*, 8/19/2019

■ 4 Everyday Habits Smart People Use That Destroy Productivity

1) They need to be connected. The news and social media are always updating – it's addictive and people are afraid to miss out. They may also be distracted by text or e-mail. Cut yourself off to find focus.

2) They multitask. Some people say they are great multitaskers, but research says it just doesn't work – not if you want to focus and deliver quality results. Multitasking splits

focus and harms productivity. Do one thing exceptionally well before moving to the next task.

3) They don't write things down. Don't over-rely on your memory to get things done. We can get overwhelmed throughout the day and forget things. Write things down, take notes or make lists to avoid this common mistake.

4) They focus on wants. Sometimes our "wants" get in the way of our "needs." You can't be productive if you're too focused on wants. Buckle down and focus on what needs to get done. It comes down to self-discipline.

Business Insider, 7/12/2019

■ 3 Easy Ways To Cut Down On Mobile Data Usage

1) Monitor and customize your usage. Most current smartphones let you see how you're using your data and what you can do to change your habits (turning off apps to save data, for instance). You can also turn off data anytime you don't have use for it.

2) Use WiFi Assist or Adaptive WiFi. You can set your phone to automatically connect to trusted WiFi hot spots when in range. This is a great tool if you often forget to switch manually.

3) Download content when on WiFi. When you know you're going to want to watch a video, TV show or movie when you're away from WiFi, many apps let you download content to your phone.

Mashable, 8/20/2019

