



## Keys to Creating a Comprehensive Cybersecurity Strategy

Since cybersecurity is a critical issue that will span your entire company, it must start at the highest levels. Your strategy should have a mandate from the senior level team members to ensure everyone is on board and knows how critical cybersecurity is to your organization. A high-ranking senior member of your company should be the lead, someone who has the authority to make important decisions and implement them. Ideally, you'll have someone in a role such as Chief Technology Officer (CTO) in charge of your security strategy, as they'll have a solid understanding of both the needs of your company as well as the areas of risk and resources necessary to secure them.

Another key to an effective cybersecurity strategy is taking care to cover all of your bases. While numerous obvious areas need to be addressed for the sake of protecting your data, it's far too easy to overlook something that could come back to haunt you down the road. That's why it's essential for you to put together a comprehensive list your business's technology that needs to be covered by your cybersecurity strategy. A good way to prepare for this is by conducting a thorough audit of all of the hardware and software used in your company.

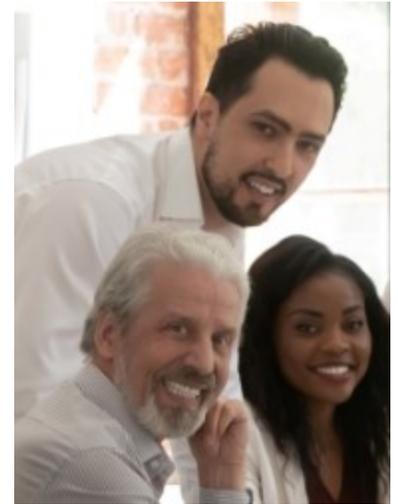
You've put in the time and energy to create and implement your cybersecurity strategy. Sure, take a moment to acknowledge your hard work and celebrate the completion of a massive and critically important project, but understand your work is not done. Perhaps the biggest key to a successful cybersecurity strategy is not resting on your laurels; it should be an ongoing, never-ending process. Rather than letting your guard down, always be proactive by conducting regular reviews and audits to identify any risks and ensure compliance.

## Affordable Ways for Small Businesses to Retain Employees

**Hire the right cultural fits** – The easiest way to ensure employees stay with your company is to hire the right people in the first place. In addition to them being qualified, you must hire people who are a good fit for your company and its work environment. Hiring cultural fits will help reduce employee turnover.

**Provide opportunities to grow** – Not affording your employees the ability to grow professionally will stifle these desires and cause them to become bored in their roles, which will lead to them moving on. Prevent this from happening by providing workers opportunities to learn new skills and grow within your company.

**Offer flexibility** – To make your workplace more desirable to younger employees and increase retention, don't be so restrictive when it comes to strict working hours or telecommuting. Trust your employees to manage their schedules and workloads.



## How to Smoothly Transition Your Company to New Software Platforms

**Identify and utilize champions** – Having team members to champion new software will help sell it to fellow employees. Look for tech-savvy people who are open to change and new ideas, in addition to being liked and respected by their co-workers. Getting several enthusiastic champions on board will help make the rest of your staff more receptive.

**Highlight and sell the benefits** – Counter employee concerns by highlighting the ways your new program will directly benefit them. Preach to them how it will make their jobs easier, save them time, eliminate tedious manual tasks, etc.

**Utilize positive reinforcement** – Reward employees for buying in and utilizing your new software. Whether it's in the form of a simple "thank you," praise in front of other employees, or something small but thoughtful, such as a \$5 Starbucks gift card, a reward like this can gain their acceptance and participation.

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## HP PageWide Managed Color Flow MFP E77650z+

Colour printing is within every business' budget with HP PageWide Technology. Print professional-quality colour for a breakthrough low cost—results you expect from HP for an exceptional value you can rely on.

Only HP Enterprise printers repair themselves from attacks in real time, with built-in security to help keep your network safe. Automatically monitor threats, detect intrusions, and validate operating software with security offered only by HP.

- Technology: HP PageWide Technology
- Print speed: Up to 70 PPM in Color and B&W
- Standard Duplexing
- Print Resolution: Up to 1200 x 1200 dpi
- ENERGY STAR Qualified

## Canon imagePRESS C165

The imagePRESS C165 facilitates diverse output and in-house printing. The printer realizes high-productivity output of 65 pages per minute (ppm) when outputting A4 documents in landscape mode while achieving a small installation area similar to that of an office multifunction device. The imagePRESS C165 improves production efficiency by making possible the on-demand, in-house production of items necessary for sales promotions that would otherwise be outsourced—such as pamphlets, business cards and posters.

- Print speed: Up to 65 PPM in Color and B&W
- Network Ready
- Standard Duplexing
- Maximum Paper Size: 11" x 17"
- Max Paper Capacity: 7,050 Sheets



## Ricoh C7210X

Go beyond CMYK with Ricoh's 5th Color Digital Production Systems to produce high-value, premium applications that stand out from the competition with the ability to print clear, white, neon yellow, neon pink and invisible red toner.

This advanced system expands the creative possibilities of digital printing and opens up the door to new opportunities. Take advantage of oversized sheet options and proactively offer customers new creative ways to tell their story while expanding your base and increasing your bottom line. Benefit from next generation technologies, including a 17" Smart Operation Panel with remote capabilities, white plus CMYK in a single pass and inline sensors that maximize uptime and enhance output quality.

- Print Speed: up to 95 ppm in Color and B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 13" x 49.6"
- Max Paper Capacity: 16,200 sheets



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### Is Time Management a Waste of Your Time?

Planning and organizing our tasks and work to make the most of our time can't be a bad thing, right? Time management can't possibly be counterproductive, can it? Depending on the type of person you are, time management can be part of the problem, rather than the solution, to getting more work done in the same amount of time. For starters, time management can be a tremendous source of stress for some people. Time management in the name of increasing personal productivity forces us to focus on our massive workloads, the limited amount of time in each day, and how much of it we waste. This can result in increasing our anxiety.

Another downside to time management is it can lead to an overwhelming and unsustainable workload. Say you can get your work done faster and are then required to take on even more responsibilities. These additional burdens can prove to be impossible to keep up with, as the pace you set at the beginning is something that you might not be able to sustain for the long haul.

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