

## Managed IT Services: Providing Huge Value for SMBs

Companies of all sizes rely on IT to do business. Unfortunately for small- to medium-sized businesses (SMBs), it's usually cost-prohibitive to have their own in-house IT team to support this technology. That's why so many outsource the management of their IT to a third-party provider through Managed IT services. But it's about much more than money—the benefits of partnering with a Managed IT services provider extend beyond your budget.

Cybersecurity should be a priority for all companies, as it's a threat that grows by the year. However, it's unrealistic for smaller businesses to have access to the resources needed to mount an adequate defense against constantly evolving security threats. Outsourcing the management of your IT infrastructure enables you to partner with experts on the cutting edge of cybersecurity. These knowledgeable, trained experts will assess and monitor your IT environment for vulnerabilities, mitigating risks and keeping your data safe and sound.

Partnering with a team of top-notch IT experts will also reduce the amount of downtime your company experiences. A Managed IT provider will take a proactive—rather than reactive—approach to managing your technology. By monitoring your network in real-time, they can identify, address, and fix problems *before* they turn into issues that lead to failures that result in downtime. Think how much more productive you'll be when you prevent problems rather than react to them after they rear their ugly heads.

Another benefit Managed IT services affords businesses is providing them with a safety net in the event of a data disaster. A company's data is its lifeblood, yet far too many don't adequately back up their information to protect it. Would your business survive if all of its data and applications were lost due to a natural disaster, user error, or a data breach? A Managed IT provider will help you prepare for the worst with offsite data backup, disaster recovery, and a business continuity strategy.

While your company might be small at the moment, you probably plan to grow in the near future. However, you can't predict how large or small it will be a few years down the road. Managed IT services provide businesses with flexibility that enables their IT to evolve along with their growth. More employees, expanded services, remote workers, additional locations—the scalability that comes from outsourcing your IT allows you to sustain this growth.

Managed IT services enable SMBs to realize increased security, reduced downtime, heightened peace of mind, and greater flexibility. Contact us today to learn more about our IT solutions.



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## The 7 Deadly Networking Sins

**Not asking for anything...or for too much.** It's impossible to reap any benefits if you don't ask. Additionally, it can backfire if you are greedy and ask for too much.

**Being ungrateful.** It's essential you acknowledge the help provided to you to show your gratitude.

**Abusing LinkedIn.** Some people abuse the platform by spamming users, asking strangers for introductions, and seeking endorsements from acquaintances.

**Failing to help others.** Be sure to offer to help others more than you ask others to help you.

**Staying within your comfort zone.** Limiting your potential network is self-defeating.

**Dominating conversations.** Monopolizing conversations makes you look self important and uninterested in what others have to say.

**Only reaching out when you need something.** People in your network who only hear from you when you need something will be less inclined to respond to you going forward.



## Mitigating Security Risks Presented by Your Office Printer

Modern multifunction printers (MFPs) are equipped with internal hard drives, just like a computer. These hard drives capture and store the information from all of the documents that they process. As is the case with computers, your printers are vulnerable to attacks from hackers once they are networked.

Unfortunately, the majority of small- to medium-sized businesses (SMBs) do not consider document security to be a priority. According to a 2017 survey of IT decision makers and influencers for US companies by Keypoint Intelligence-InfoTrends, only 38 percent stated document security is a priority for their SMB. Even more disturbing, document security is less of a priority to SMBs than the ability to view documents on a smartphone (40 percent).

A trusted office technology dealer has the knowledge, solutions, and experience to secure your printing devices. A Managed Print Services (MPS) program is a comprehensive offering that includes supporting the security of your printing infrastructure, taking on all of the responsibility for you in addition to a number of other impressive benefits. Finally, you can count on a trusted provider to wipe the data stored on the hard drives of your existing devices when they leave your facility, ensuring this information isn't kept for posterity.

## Keeping the Peace during Meetings

One of the simplest ways to manage conflict in meetings is learning to identify the warning signs. By reading the room and spotting a frustrated employee, you can often diffuse conflict before it erupts.

Once conflict has begun, an effective method of resolving it is through depersonalization. This technique involves using your words to make the issue about facts without attaching blame. By carefully wording your thoughts, you can focus on what a person's issue is rather than the person themselves.

Another useful approach to resolve conflict in a meeting is through the utilization of questioning. By asking carefully phrased questions that can't be answered with a 'yes' or a 'no,' you can transform the focus from conflict to research in the interest of reducing tension. The right questions can result in attendees providing you with valuable information about what it is that's rubbed them the wrong way, insight that can help you resolve their issues.



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## Office Productivity Killers and How to Combat Them

Here are some of the most common office pitfalls and ways to overcome them for the sake of productivity.

**Unproductive or unnecessary meetings** – A survey by Upwork revealed 70 percent of professionals spend about a day each week in meetings. Before scheduling a meeting, ask yourself whether or not it is actually necessary.

**Incessant emails** – The Radicati Group estimates the average professional will send and receive a total of 125 emails a day in 2018. Closing your email program and checking your inbox at regularly scheduled times will mitigate disruptions.

**Multitasking** – According to a study by psychologists, only 2 percent of employees are truly capable of effective multi-tasking, while juggling tasks cuts productivity by up to 40 percent.

**Strict office hours** – Not every employee is productive at the same time of the day. A flexible schedule allows staff members to harness their full potential by getting their work done at times they're operating optimally.



### Is Your SMB Recycling Its Print Cartridges

If your office is like most, when an empty ink or toner cartridge is pulled from your printer, it ends up in the trash without a second thought. Recently, however, it's become more commonplace for businesses to ride the green wave of environmental stewardship and take strides to reduce their ecological footprint. These efforts include recycling used print cartridges rather than disposing of them along with other waste.

Recycling your used ink cartridges is far better for the environment than sending them to landfills. Besides the obvious—minimizing landfill waste—recycling cartridges is a more eco-friendly option for a number of reasons, including:

- saving energy used to produce new ones
- minimizing contributions to greenhouse gas emissions
- reducing the extraction of non-renewable resources
- decreasing your contributions to air and water pollution
- minimizing raw materials used to produce other products

There are a number of different options for recycling. Some ink and toner cartridge manufacturers have their own recycling programs that allow you to ship or drop off used cartridges free of charge. There are also charitable organizations such as Cartridges for Kids and Recycle4Charity that accept used ink and toner cartridges. Finally, sites such as Earth911.com enable you to search for recycling facilities near you.



### Always Be Closing: Common Sales Mistakes to Avoid

In sales, the saying goes 'always be closing.' Unfortunately, it's all too easy to sabotage your own efforts by committing common mistakes that prevent you from closing a deal. Here are a few blunders to avoid for the sake of 'ABC.'

**Talking too much** – It's difficult to gather information or build relationships if your prospect never has a chance to speak. Be aware of your talk-to-listen ratio—the best sales reps talk less than their prospects during a sales call.

**Being unprepared** – Good salespeople are prepared for any question a prospect may ask through careful analysis of their company and its respective needs. Great salespeople have anticipated potential objections ahead of time, enabling them to preemptively bring them up first to diffuse them.

**Not respecting your prospect's time** – Just like you, your prospect's time is valuable. Show up at the agreed-upon time, if not earlier. Don't beat around the bush...get to the point. Finally, don't overstay your welcome.

**Neglecting to follow up promptly** – Research shows successful sales transactions require a number of follow-ups after the initial pitch, making it essential to follow up with a prospect. It's also important to be prompt with your follow up, while you and your pitch are still fresh in their mind.

## How Much is Outdated Technology Costing Your Business?

Here are some of the reasons why relying on outdated technology can cost your business.

**Security:** Outdated technology will ultimately result in security vulnerabilities that can be exploited by hackers, putting businesses at risk. Older systems are often unsupported, leaving updated security patches unavailable for them.

**Productivity:** Whether it's hardware or software, older applications and systems are more likely to fail than their modern counterparts. These failures result in increases in downtime—a bane for any company.

**Money:** According to the Samanage State of Workplace Survey, productivity lost due to outdated technology costs American businesses \$1.8 trillion per year. Outdated technology is also more expensive to maintain, resulting in additional costs over newer devices.

**Reputation:** According to Microsoft, 90 percent of consumers say they would take their business elsewhere if an SMB was using outdated technology.



### ▶ Hot Products

#### XC6152

Save time with the XC6152's integrated software and solutions. Stay productive with print and scanning speeds fast enough to keep work moving. Look sharp with gorgeous color and finishing options. Copier capabilities in an affordable, space-saving device.



- Print Speed: Up to 52 ppm B&W and color
- Print Resolution: Up to 1200 x 1200 dpi
- Monthly Duty Cycle: Up to 200000 pages per month
- Network Ready
- Standard Duplexing

#### Pro C7110X

The Savin Pro C7110X digital color production system is designed with industry-leading features and functions to help our customers create new business opportunities and meet demanding workloads. It delivers fast turn-around times, accommodate a wide range of media and offer professional finishing options.



- Print Speed: up to 90 PPM in Color and B&W
- Max Paper Weight: 360 gsm
- Max Paper Size: 13" x 27.5"
- Max Paper Capacity: 16,200 sheets
- ENERGY STAR Qualified



#### imagePRESS C650

From enterprises responsible for office type printing and the printing of previously outsourced high quality marketing collateral to franchises where paper handling, space, and budget are key concerns, the imagePRESS C650 offers production grade features at a budget friendly investment.

Whether you're printing jobs for external clients or pushing through important print jobs for internal stakeholders, it's crucial to keep your customers satisfied and that's what the imagePRESS digital color presses are all about. The imagePRESS C650 delivers stunning image quality at up to 65 letter-sized impressions per minute, enabling demanding office environments, CRD's, and light production shops to print a variety of applications including newsletters, presentations, marketing materials, business cards, brochures, envelopes, and even banners up to 30 inches in length.

- Print speed: up to 75 ipm
- Network Ready
- Standard Duplexing
- Maximum paper size: 11" x 17"