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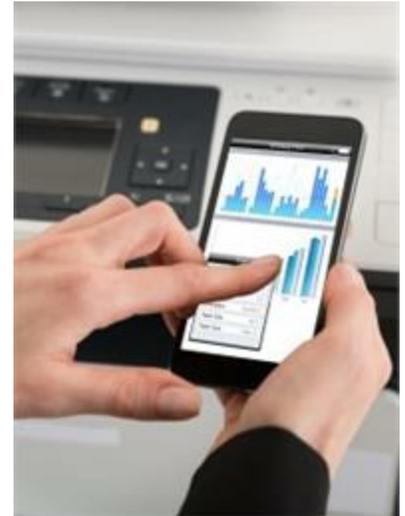
## Why Mobile Printing Matters in the Modern Workplace

Many companies have embraced the bring-your-own-device (BYOD) concept, allowing their employees to utilize their personal mobile devices for business purposes. Workers using their own smartphones, laptops, or tablets to accomplish work-related tasks is an all-too-common sight in the modern workplace. In fact, a recent study by Cisco revealed 69 percent of IT decision makers were in favor of BYOD, viewing it as a positive addition to any workplace policy, citing that workers are saving at least 81 minutes of time per week by using their own devices. Allowing your staff to use their own devices also results in reduced costs, increased flexibility, and greater employee satisfaction. Mobile devices are part of the ever-evolving office.

While many of the ways we do business have changed, one constant remains: the need to print. With so much work being done on our mobile devices, it only makes sense that we have the ability to efficiently and securely print the documents and files we need directly from them. That's why mobile printing is a necessity for the modern business. With a standard mobile printing solution in place, employees will have the convenience of printing from any device at any time—no matter where they're physically located—as well as the ability to capture and share documents both internally and externally.

While mobile printing is obviously beneficial for businesses, a BYOD-friendly workplace does present a new set of risks. Namely, the security challenges posed when you have employees working with sensitive information on their own devices. The flexibility and convenience mobile devices provide comes with a flipside in the form of threats, such as phishing scams, malware, network attacks, and app leakages. These security flaws must be countered to ensure the integrity of your sensitive data. This can be accomplished through a comprehensive BYOD policy and a high-tech mobile printing solution that includes effective security measures to protect your data.

Mobile printing is an innovative solution that can dramatically increase productivity in the modern workplace. Paired with effective security measures to mitigate the risks associated with BYOD, your business can reap these rewards while maintaining data integrity and peace of mind. Contact us today to learn more about securely leveraging mobile printing technology.



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## Making Tedious Tasks More Tolerable

Even when you enjoy what you do for a living, every job has aspects that are boring, monotonous, and mundane. Changing your perspective toward these chores will help make tackling them less painful. Consider the following mantras...

**“What I am doing is necessary.”** Accepting that your least favorite task is critical to getting the job done can take the sting out of even the most uninteresting of work. Regardless of whether you’re despondent or delighted, the workload is the same. While it may seem unimportant, if it wasn’t necessary you probably wouldn’t be asked to waste your time on it.

**“Let’s keep this short but sweet.”** You don’t have to eat a sandwich in one bite, especially if it’s not your favorite variety. Break up unpleasant tasks into smaller segments. Rather than accomplishing the whole job in say two hours, break it up into more palatable 30-minute segments interrupted by time spent on less monotonous work.

**“For my listening pleasure...”** Add some accompaniment to your most tedious responsibilities by listening to music, a podcast, or an audiobook while you do them. Having some enjoyment while accomplishing a boring task will turn a negative into a positive.



### Office Technology: Should You Buy or Lease?

Should you buy or lease your next printer? Which option makes more sense for your individual company comes down to a number of factors.

Purchasing a new printer outright requires a significant capital investment up front that many small businesses are not in a position to make. However, by doing so you’ll realize lower yearly costs compared to leasing when you factor in interest and finance charges, as well as be free of debt and monthly lease payments. These factors make purchasing a printer a solid long-term investment. That said, when you own a printer any maintenance issues are your responsibility unless you have a warranty or sign up for a maintenance plan upon purchase.

Many small- to medium-sized businesses (SMBs) opt instead to lease their office technology devices because of the low up-front costs. They may lack the capital or credit history to purchase a printer, but a lease enables them to have access to these devices at an affordable monthly rate that provides cash flow flexibility. Leasing also eliminates service hassles, as the maintenance of your device will be the responsibility of the lessor. Leasing also prevents you from being stuck with outdated technology or a device that no longer meets your needs.

Contact us today, and we’ll thoroughly walk you through both options to help simplify your decision making.

## 3 Steps to Better Decision Making

**Distance yourself** – The concept of “sleeping on it” carries weight. By even taking merely minutes more to make a decision, you can improve the quality of your choices. This extra time of consideration enables our brains to focus on information most relevant to our decision while tuning out irrelevant distractions. Delay your decision to increase your odds of a better outcome.

**Make a list** – Rather than keeping all of the facts in your head, jot them down digitally or on paper to provide you with a clearer picture. Write down the pros, cons, and anything else that comes to mind regarding your decision. Seeing all of the data laid out before you will provide much-needed clarity.

**Consider the worst** – “Negative visualization” involves dreaming up the worst-case scenario that could result from your decision. By visualizing the potential costs of your options, you’ll be in a better position to weigh the risks involved and make a more educated decision.

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## Positively Addressing Poor Employee Performance

Address the employee sooner rather than later. Putting performance issues off will only make matters worse, alienating or demotivating employees performing at a high level. When speaking with underperformers, it's essential you are open and direct about their performance without coming across as angry or emotional. While studies show most employees want to hear corrective feedback that will help them succeed at their job, doing so in a non-constructive manner can cause them to get defensive and be unresponsive to your input.

An effective approach is to get their input. Ask them how they would assess their performance and what they think can be done to help them meet their responsibilities. This exercise gives employees a chance to take ownership of their work and can provide you with insight to help them meet your expectations.

At the end of your meeting, you and the employee should agree on a solution to improve their performance. Regardless of what the solution is, be sure to set clear objectives, offer any help or support available, and provide a time frame for improvement. Going forward, it is essential for you to recognize improved performance with positive reinforcement.



### Why All Businesses Benefit from Managed Print Services

Managed Print Services (MPS) offers valuable benefits to businesses of any size in any industry, including:

**Lower costs** – By consolidating your printers and eliminating obsolete, inefficient, or unreliable devices, your company will streamline its print fleet and save money through subtraction. Combine that with reduced print volumes and predictable monthly billing, and MPS enables you to control your printing costs.

**Reduced downtime** – By outsourcing the management of your printing environment to a team of professionals, you'll also benefit from proactive monitoring, preventive maintenance, and auto-supply replenishment that will ensure your devices are always up for the challenge and your workflows don't grind to an unexpected halt.

**Better security** – Your MPS provider will help you protect sensitive information through measures such as regular firmware updates, encryption, and pull or follow-me printing, not to mention wiping printer hard drives at the end of your lease.

If your business isn't taking advantage of the benefits provided by an MPS solution, contact us today to schedule a free initial assessment of your print environment.



### Effectively Resolving Conflict in the Workplace

Here are a few strategies you can use to resolve conflict between co-workers.

**Set clear expectations** – Make it clear that you expect a culture of respect in your workplace, where behavior such as shouting, rudeness, and name-calling is unacceptable. When your employees know in advance this will not be tolerated, they are more likely to work out disagreements in a more constructive manner.

**Employ 'active listening'** – Prior to sitting the employees down to hash out their dispute, stress the importance of 'active listening' to each of them. Insist they actually listen when the other party is speaking, rather than formulating a rebuttal in their head, and repeat back the opposition's main points to ensure they hear and understand their side of things.

**Get a change of scenery** – A great way to diffuse a tense situation is to leave the scene of the crime. Take both of your employees to a neutral location to work things out. An off-site lunch on the company dime is a much more informal backdrop that is often better suited for resolving a conflict.

Conflict in the workplace may be unavoidable, but failing to effectively resolve it is an impediment to productivity and staff morale.

## Is Your Business Ignoring Email Threats?

Email remains the biggest cyberthreat small businesses face today, serving as the conduit for the majority of all cyberattacks. Malicious emails are a cybercriminal's favored point of entry into a business's network. Consider the following statistics:

- According to FireEye, 91 percent of cybercrime starts with an email
- Verizon's 2017 Data Breach Investigations Report states that 66 percent of malware linked to data breaches or other incidents, such as ransomware, was installed via malicious email attachments
- GreatHorn's 2018 Email Security Benchmark Report revealed that email security is the top security priority for IT professionals, regardless of organization size or role

All the security measures in the world can't account for the human element. All it takes is for a single email threat to bypass your security and make it into an inbox. From there, an employee clicking on a malicious attachment will expose your entire network to malware. Therefore, the most effective approach to email security is a two-tiered tactic of technology and training: combine an email security solution with educated employees who have been trained to recognize suspicious emails and are up-to-date on the latest cybersecurity threats. This two-pronged approach to email security will help protect your business against cyberattacks.



### ▶ Hot Products

#### LEXMARK XC6152

Save time with the Lexmark 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

#### 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.



- 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



#### CANON imagePRESS C750

CANON imagePRESS C850/C750 digital color production presses offer end-users outstanding quality, productivity, and versatility in a compact, scalable footprint. Designed for small-to-medium commercial, franchise, in-plant, transactional and quick printers.

imagePRESS C750 Series is equipped to handle a variety of media options up to 110 lb Cover, including heavy, coated, textured stock and envelopes at an outstanding level of reliability and performance. Built upon the successful imagePRESS C800 Series platform, the imagePRESS C850/C750 offer users even more capabilities, ease of use and productivity. The imagePRESS C850/C750 color digital presses offer automatic, real-time calibration.

- Network Ready
- Print speed: up to 75 ipm
- Maximum paper size: 11" x 17"
- Maximum paper capacity: Up to 7,650 sheets
- Automatic Duplex