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*THIS MONTHLY PUBLICATION IS BROUGHT TO YOU BY **MILTON BARTLEY, JAY MALLORY AND THE IMAGEQUEST TEAM.***

9-STEP CHECKLIST TO ENSURE YOUR DATA IS SAFE, SECURE & RECOVERABLE

authored by: Milton Bartley

Summer is upon us… Time for a stroll in the park…softball… fishing…a few rounds of golf…

Yet how could you possibly relax if some random bit of malware, software glitch, or cyber-attack catches you off guard just as you're walking out the door? A well-designed, secure computer network gives you the confidence that "all systems are go," whether you're having fun in the sun, or just getting things done with your team.

Here's a quick nine-step checklist we use to ensure that a company's computer network, and the data for that business, is safe and secure from disruption, if not absolute devastation:

1. A written recovery plan. Simply thinking through what needs to happen when things go south, and documenting it all IN ADVANCE, can go a long way toward getting your network back up and running quickly if it gets hacked, impacted by natural disaster, or compromised by human error.

2. Have a clear communication plan. What if your employees can't access your office, e-mail, or phone system? How will they communicate with you? Make sure your communications plan details every alternative, including MULTIPLE ways to stay in touch in the event of a disaster.

3. Automate your data backups. The #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups wherever possible so they run like clockwork.

4. Have redundant off-site backups. On-site backups are a good first step, but if they get flooded, burned, or hacked along with your server, you're out of luck. ALWAYS maintain a recent copy of your data off-site.

5. Enable remote network access. Without remote access to your network, you and your staff won't be able to keep working in the event that you can't get into your office. To keep your business going, at the very minimum, you need a way for your IT specialist to quickly step in when needed.

6. System images are critical. Storing your data off-site is a good first step. But if your system is compromised, the software and architecture that handles all that data MUST be restored for it to be useful. Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting your network back in gear, should the need arise. Without it, you risk losing all your preferences, configurations, favorites, and more.

7. Maintain an up-to-date network "blueprint." To rebuild all or part of your network, you'll need a blueprint of the software, data, systems, and hardware that comprise your company's network. An IT professional can create this for you. It could save you a huge amount of time and money in the event your network needs to be restored.

8. Don't ignore routine maintenance. While fires, flooding and other natural disasters are always

a risk, it's ever more likely that you'll have downtime due to a software or hardware glitch or cyber-attack. That's why it's critical to keep your network patched, secure, and up-to-date. Deteriorating hardware and corrupted software can wipe you out. Replace and update them regularly to steer clear of this threat.

9. Test, Test, Test! If you're going to go to the trouble of setting up a plan, at least make sure it works! An IT professional can check monthly

to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute is AFTER you jump out of the plane.

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> *The #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster.*

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THE BUSINESS OF BUSINESS DEVELOPMENT II

authored by: Ida Turner

Functional Fixedness

You may already know about Karl Duncker's study, called "The Candle Problem". It shows how the function of an item biases our thought processes. In this study, participants are given a candle, a box of thumbtacks, and a box of matches. They are asked to fix the lit candle to the wall so that it will not drip wax onto the table below.

Some tried to tack the candle to the wall by melting some of the candles' wax and use it as an adhesive, while others tried to use the tacks to pin the candle to the wall. Neither method works. However, when the task is presented in a different manner, with the tacks OUTSIDE the box, virtually all of the participants were shown to achieve the optimal solution, which is to empty the box of thumbtacks, put the candle into the box, use the thumbtacks to nail the box to the wall, and light the candle with the match.

The concept of functional fixedness predicts that the participant will only see the box as a device to hold the thumbtacks. But when the tools are exhibited in a different way, whereby the thumbtacks are OUTSIDE of the box, the participants immediately perceived the box as a separate and functional component available to use in solving the problem.

Why Marketing is NOT Business Development

Marketing Officers market. They Brand. They Position. Put simply; Brand positioning is the process of positioning your brand in the mind of your customers. Once this is achieved and not unlike a game of chess, what remains is the function of securing the upper hand. Other marketing activity and resources such as SEO (Search Engine Optimization), "Best of..." accolades submissions, social media calendars for blogs, newsletters, and speaking engagements, are simply tools that we use in tweaking that position to maximize customer relevancy and competitive distinctiveness. The business of Business Development, on the other hand is what will leverage that position to build on client relationships and grow target markets, moving the needle in the right direction and thus plugging in ROI (Return On Investment).

The ever-elusive ROI

ROI calculations for marketing campaigns can be complex — there are many variables on both the profit side and the investment side, which not only requires money but also valuable time. It becomes even more complicated when we consider the spend on sponsorships, memberships and 'road shows.' Sure, there are many marketing analytics tools out there which help marketers report on ROI, but ironically to do so, one needs to spend more money to track potential growth on money already spent! Spoiler alert: There may not be any ROI to track in your marketing plan. In most cases, your ROI is in your Business Development activity. "Marketing" and "Business Development" are undoubtedly related to each other, but they have very distinct meanings. Marketing activity speaks to brand positioning whereas Business Development activity, supported by a solid plan, plugs in the ever-elusive ROI, where the rubber hits the road and when sales are made.

IDA TURNER

Ida brings to Pro Communications over 17 years of experience in Business Development with expertise in strategic development, event planning, public relations and sales and marketing that has connected a diverse client base of law, engineering and real estate firms to their target audience. She has also successfully implemented measureable business initiatives for customers in the Food and Beverage industry, and other civic and non-profit organizations, increasing ROI with quarterly 30-60-90 day plans, that allows her customers to continue to focus on what they do best. Ida is a native of Johannesburg, South Africa and moved to Louisville, KY in 2005. She is a graduate of Sullivan College of Technology and Design. In her spare time she enjoys photography, visual arts and spending time with her loving daughter, Helena.

IS YOUR IN-CAR GPS NECESSARY ANYMORE?

Smartphones offer turn-by- turn navigation, satellite tracked speed readings, voice guidance and real-time, crowdsourced traffic alerts. So why dish out another 300 bucks for your own on-dash, in-car system? Well, those in-car systems havecome a long way too… Having voice-command capability, Bluetooth connectivity, geo-based recommendations and a large fixed screen might be reason enough. But if your phone's monthly data allotment and battery life concern you at all, that in-car GPS, with its own data and power sources, starts looking pretty good. And with features like a streaming dash cam and sensor that warns you if you're following a car too closely, in-car GPS is definitely worth a second look.

BIG RED IS STILL THE BIG DOG… BUT T-MOBILE IS NIPPING AT IT'S HEELS.

In the battle to claim best mobile network, the winner is arguable. RootMetrics says it's Verizon. OpenSignal says T-Mobile. Digging into their reports, you'll find that geographical factors determine the winner. OpenSignal's crowdsourced data comes mostly from city dwellers. So their finding that T-Mobile wins most likely applies to urban areas, but that data doesn't apply if you're out in the sticks. RootMetrics reports more on overall coverage, so they find Verizon at the top. So who's got the best network for you? At this point, it boils down to where you live and work, but stay tuned…this race is getting close.

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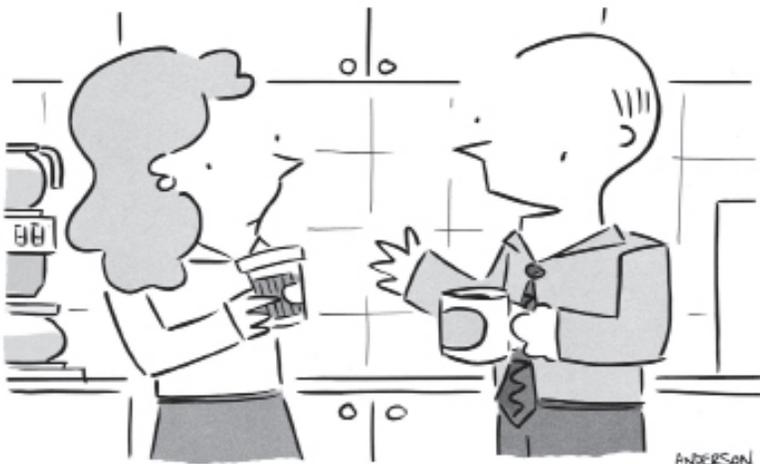
"Things have gotten a lot easier since I moved everything from my to-do list to my it-is-what-it-is list."

SURFACE STUDIO: ALL BEAUTY, A LITTLE BRAINS.

"We want to move from people needing Windows…to loving Windos."

So said CEO Satya Nadella after taking over Microsoft. And their new Surface Studio takes a bold step in that direction.

In a bid to win over creative types, they designed the Studio with a gorgeous desktop screen that easily glides from veritcal to almost horizontal, like an artists sketchpad. With it's Apple Computer-like brushed aluminum finish and ultra-thin screen it feels right at home in an open-plan office with microbrews on tap.

The guts of the machine are stuffed into a nine-inch long base that's joined to the screen with an uberslick hinge design, allowing it to fold nearly flat for stylus or touch-driven design work.

Downsides? Well, you'll pay at least $3,000. And it's a bit underpowered to be in that price range. But all in all, even the graphically challenged will find this machine tantalizing.