



IN THIS ISSUE
 Ignore Shadow IT At Your Own Risk 1
 Shiny New Gadget Of the Month2
 Free Report You Need For Your Biz 3
 Never Forget To Do This3
 Google Keep vs. Evernote! 4
 If You Keep Your Server In a Closet—
 READ THIS NOW! 4

**July
2016**

“TAG specializes in providing management level responsibility for all the technology in your business. This includes support for your network and working with other hardware & software vendors who’s technology you use.

We do this with friendly, proactive & responsive service!

Joe Stoll, President
 Technical Action Group (TAG)



Shadow IT: Ignore At Your Own Risk

It’s one of those little secrets that nobody wants to talk about...

The term “Shadow IT” refers to apps and devices used at work that operate outside of your company’s sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of the company was using it. He said, “We reached a point of no return and paying for it was pretty much our only option.”

The hidden dangers of shadow IT
 When users on your network adopt apps and devices outside your control, protocols aren’t followed, systems aren’t patched, devices get infected without people knowing

it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.



Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

Bringing your shadow IT out into the light.

Obviously, burying your head in the sand won’t make the problem go away. Here’s what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

Cut loose the “control” mentality. It’s no longer feasible to simply ban certain apps. If you don’t give employees the software they prefer, they will start using their own. They can easily access a vast and growing variety of apps, all without your help—or control.

Shiny New Gadget Of The Month:



What If Your Smartphone Had Wings?

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at xcraft.io/phone-drone.

Recognize the delicate balance between risk and performance. Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

Foster open communication

Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

Develop a fully tested plan

Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise manageable event from turning into a full-blown business crisis.

Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

Technical Action Group can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection. Call Joe Stoll today at 416-489-6312 x 204 or JStoll@TechnicalActionGroup.com to take advantage of this offer (normally \$497), FREE through the end of August and put an end to Shadow IT in your organization finally and forever.

Free Report Download: Critical Facts Every Business Must Know About Protecting And Preserving Their Company's Critical Data and Computer Systems



You Will Learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted — yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The #1 cause of data loss that businesses don't even think about until their data is erased.

Claim Your FREE Copy Today at:
[http://www.technicalactiongroup.ca/
DataBackupReport/](http://www.technicalactiongroup.ca/DataBackupReport/)

Forget Something?

A while back I did a huge favour for someone and never heard anything from them... Zip, zilch, nada, nothing. Just a simple "thank you" would have been nice...but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, disappointed is a very powerful and scary word. You see, disappointed can turn into other "dis" words, such as disgruntled, discouraged, disenthralled, disillusioned, disheartened and possibly even dissatisfied with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words reciprocation or gratitude don't seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favours, going above and beyond, being courteous, considerate, thoughtful or kind. Being "taken for granted" stinks. Forgetting to show any kind of appreciation for someone who did something for you...that they didn't have to do...can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, "I am very grateful for your hard work. We sincerely appreciate your contributions to the university." The second group received no such expressions of gratitude. What was the impact of the director's thanks? Gino said that "the expression of gratitude increased the number of calls by more than 50%" for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked...but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

"It is not happy people who are thankful. It is thankful people who are happy."
– Anonymous



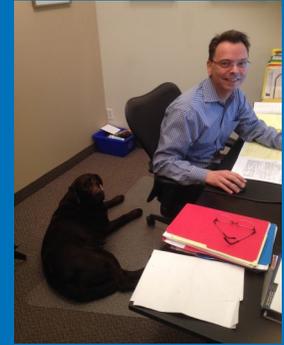
Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Your Tech: Productive...Or Distracting?

With constantly evolving technologies, it's getting harder to know where your time is best spent. To help you stay on track, here are three questions to ask about any situation in your business where technology is involved. 1) *Who's the right person to handle this?* For example, let your IT partners help employees with tech support questions. 2) *Will this save us time and money?* Cloud-based productivity solutions, for example, can give your firm access to the resources of big IT without the need to build it yourself. 3) *Is this making your job easier or harder?* Syncing devices, for instance, could free you and your sales force from the desk to meet with customers.
-Entrepreneur

Info@TechnicalActionGroup.com <http://www.TechnicalActionGroup.com> 416-489-6312

Labbie Foster #6—Pepsi!



Pepsi was a special girl who had been rescued from a horribly irresponsible (and registered) breeder who bred Pepsi at 9 years of age...poor girl should have been retired years ago.

Unfortunately, due to her age many of Pepsi's puppies did not survive their birth and Pepsi rejected the rest—understandably so.

The horrible breeder, knowing that Pepsi couldn't produce any more income, tried to sell her to the first person who came along, without vetting the person. In stepped Labrador Retriever Adoption Service, imploring the breeder to surrender Pepsi up to them so that a proper home could be found for Pepsi, and generously waiving their surrender fee to find Pepsi the right home.

Sandra and I were so fortunate to foster this lovely girl who came to us a bit weary of people but after a week of love-ups, gentle walks, cooing and doting from staff and couriers she rebounded into the typical panting, wagging happy Lab she was meant to be. As always, we were sad to say goodbye, but the meet and greet with the adopters was a joyous one, Sandra tells me, as she witnessed an automatic connection between Pepsi (now Lucy) and her adoptive Mom.

Could The Dog Days Of Summer Be A Threat To Your Business?

If You Keep Your Server In A Closet, You Need To Read This!

With the “dog days” of summer upon us, most business owners are looking for ways to keep their company’s sales and profits HOT, while keeping their IT expenses COOL. But if proper attention is not given to your server and network equipment during the summer, all that heat outside can actually bring your company’s growth to a grinding halt and increase your IT expenses significantly.

Excess heat can be a big problem for small to mid-sized business servers, since a server that becomes overheated usually costs more in energy, fails more often and is more likely to crash. For most companies, a server crash can mean hours or days of downtime, unproductive employees, HUGE amounts of stress and thousands of dollars in lost opportunity.



“7 Steps Every Business Owner Must Take To Prevent A Server Crash In The Summertime Heat”

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing this summer:

1. Tidy up the server room; a neater room will increase airflow.
2. Keep the doors to the server room closed and seal off the space.
3. Make sure cold air reaches the front of all of the equipment.
4. Have a redundant A/C that is specifically designed for computers.
5. Buy a rack enclosure where the cooling is built into the bottom of the rack.
6. Keep the temperature at no more than 77 degrees Fahrenheit.
7. Consider virtualization or cloud computing so that you are generating a lower amount of heat in the first place.

Protect your server and computer equipment from frying with our FREE “Beat The Heat” Network Audit. Schedule your “Beat The Heat” Audit today by e-mailing Joe Stoll at JStoll@TechnicalActionGroup.com.

What Is Your Business Missing By Not Accepting Bitcoin?

Here’s what you need to know: on the plus side, bitcoin allows direct transactions between end users and product or service providers. That makes it fast and free from transaction fees. It’s also extremely difficult to counterfeit, and virtually guarantees user anonymity and security. And promoting that you accept it could enable you to tap into a lucrative demographic. On the other hand, since bitcoins aren’t maintained by a single repository, daily exchange rates can fluctuate rapidly. A bitcoin payment you accepted yesterday could be worth half as much today. That, along with a lack of regulatory oversight and ambivalence toward bitcoin by the U.S. Treasury Dept., suggests a wait-and-see approach.

-CBS Pulse

Which App Best Helps You Take Notes On the Go—Google Keep or Evernote?

Google Keep

Runs faster with a cleaner mobile interface than Evernote.

Evernote

It also wins on consistent quality of search across devices.

Where Evernote shines is in its ecosystem of third-party Integrations that add cool features.

And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote.

So which app is best for you?

If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it’s free.

If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-C/O