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IN THIS ISSUE:

P.01 7 Ways to Dodge a Data Disaster

P.02 Referral Program

P.03 The Business of Business Development

P.04 Want Better Collaboration at Work?

Play These Tunes.

P.04 Thought Oculus was King? Think Again.

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

7 WAYS TO DODGE A DATA DISASTER

authored by: Milton Bartley

You stride into the office early one Monday morning. You grab a cup of coffee, flip on your computer and start checking e-mail...

A note pops up that rivets your attention:

"Your files have been encrypted. Send \$5,000 within five days or they will all be destroyed."

You start sweating as your throat constricts and your chest tightens. Sure enough, every time you try to open a document, the same message appears.

Your phone rings. It's Bob in accounting, and he's having the same problem. All files across your entire network have been encrypted. You contact the local police. They suggest you call the FBI. The FBI says they can't help you. What do you do next?

- a) You pay the five grand, desperately hoping you'll get your data back, or...
- b) You calmly call your IT pro, who says, "No problem, your backups are all current. No files were lost. Everything will be restored by noon, if not sooner."

If your answer is "b," you breathe a sigh of relief and get back to work as your backup plan kicks in...

Ransomware attacks are more common than ever, especially at smaller companies. That's because small companies make easy marks for hackers. The average small business is much easier to hack than high-value, heavily fortified targets like banks and big corporations. According to Time magazine, cybersecurity experts estimate that several million attacks occur

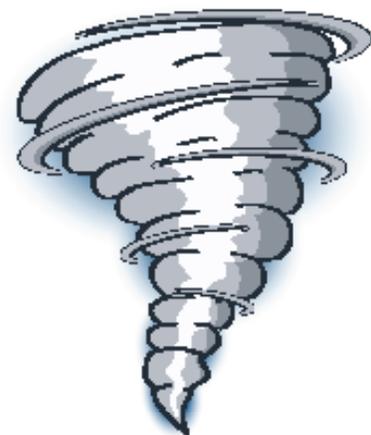
in the US alone every year. And that figure is climbing.

So how can you make sure you never have to sweat a ransomware attack or other data disaster? One sure solution is having a solid backup plan in place. When all your data and applications can be duplicated, you have plenty of options in the event of an attack. Here then are seven ways to make sure you're in good shape, no matter what happens to your current data:

Insist on regular, remote and redundant processes. A good rule of thumb is 3-2-1. That means three copies of your data is stored in two off-site locations

and backed up at least once per day.

Don't cheap out on disk drives. Less expensive arrays that save money can leave your data at risk. Get features like a redundant power supply and hot spare disks.



Guard against human error. Make sure people doing backups know exactly what to do. Take people out of the loop and automate wherever possible. And watch for situations where backups aren't a part of someone's regular duties.

Check backup software settings routinely. When new software or updates are put into service, a change in the way the settings are configured can cause incomplete backups or backups that fail. Do the people who maintain your backups

include this on their regular to-do list? Make sure critical files aren't getting left out. As resources are added and priorities shift, documents and folders can get misplaced or accidentally left off the backup list. Insist on a quarterly or annual meeting with your backup management team to make sure all mission-critical files are included in your organization's data recovery systems.

Address network issues immediately. Any component in your network that isn't working properly can

introduce another point of failure in your backup process. Every juncture in your network, from a misconfigured switch to a flaky host bus adapter, can hurt your backups.

Ask for help with your data backup and recovery system. You cannot be expected to be an expert in all things. Data is the backbone of your business – its protection and recovery should not be left to chance. Leverage the knowledge, skill, and experience of an expert who stays

“Data is the backbone of your business - its protection and recovery should not be left to chance.”

current with all the latest IT issues.

Data Recovery Review Reveals Backup System Vulnerabilities

Don't let your company become yet another statistic. Just one ransomware attack can result in a serious financial blow if you're not prepared.

Visit imagequest.com/IT_Optimization TODAY or call (888) 979-2679 by April 30 for a FREE Data Recovery Review, ordinarily a \$500 service. We'll provide you with a complete on-site assessment of your current backup system to check for and safeguard against any gaps that could prove financially lethal

REFERRAL PROGRAM

DO YOU KNOW A COMPANY LOOKING FOR IT SUPPORT?

At *ImageQuest*, we know that referrals are an important part of creating and building business relationships: understanding that, we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

It's easy to join our referral program and it's a great way to earn additional income while helping companies benefit from ImageQuest's vast IT services and support.

- If your **Managed IT Services** referral becomes a recurring client, then you or your favorite charity will receive a \$1,000.

- If your **Managed Compliance** referral becomes a client, then you or your favorite charity will receive a \$100 amazon gift card

WHAT WOULD MAKE A GOOD REFERRAL?

A company in any professional industry with at least 20 computers or anyone with a regulatory compliance component to their organization.

HOW DO I SUBMIT A LEAD?

Simply call Milton Bartley or Jay Mallory at 888.979.2679, email leads@imagequest.com or submit online at www.imagequest.com/referral-program



THE BUSINESS OF BUSINESS DEVELOPMENT

authored by: *Ida Turner*

What is Business Development?

Depending on who one asks, responses to this question will vary quite considerably from industry to industry and person to person. "Business Development is all about..." (insert any of the following responses here) "...building a referral network, ensuring a network of contacts, getting introductions, attending networking events". Yes, yes, yes and yes! All of these things, as well as planning out your pre- and post- event activity, client appreciation events, creating opportunity to pitch and compete, strategy and positioning are what encompasses business development.

What Business

Development is NOT Business Development is NOT the ten-day bikini-diet when business is slow, and we finally have the time to "get out there." It is also NOT your logo on a banner hanging at the local Humane Society's pet talent show hoping a potential client might

deem us now a "pet-friendly" firm. And it is most certainly NOT the binging on endless networking/speaking/writing engagements that only speaks to positioning within comfort zones and zero strategy My take is simply this; Business Development cannot be a segmented part of what some do most of the time while others do almost never at all. Business Development is, or should be, a lifestyle: A very personal way of doing business through relationship-building that happens both within and outside of the billable hour.

Did someone say Segmentation?

Where to start? Segmentation, segmentation, segmentation. Let's face it; not all clients are equal. The exercise of segmenting your client-base is not at all as laborious as one might think. By merely applying the 80/20 principle to

your client-listing, one will find that 80% of business' earnings (or very close to it) is derived from approximately 20% of your client-base. Ladies and gentlemen, meet your A1 client. These are the people (yes, people) whom you want to replicate as a client, and they just happen to work in and for the type of business that you deem your target market to be. To be more precise, here is where, and with whom, ALL your business development focus should lie, along with the marketing dollars to support the initiatives determined in your Business Development Plan.

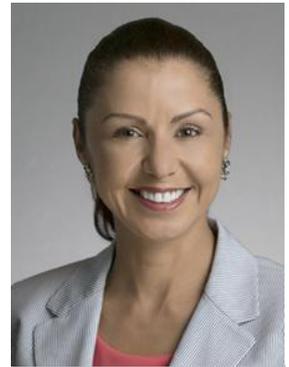
The 'Bread and Butter'

Since we depend on 80% of our client-base for subsistence, ensure your 80% can depend on you should they need additional services in the future. Stay connected by employing a robust Client Touch Plan. A Client Touch Plan is an integral part of any marketing plan and should be an automated process

within every business. Ask your marketing guy if your business has one and ensure you know where your personal clients fall within the plan's scope. A Client Touch Plan enables you to remain a loyal resource to your 80%, but more importantly, it allows you to focus on the relationships with your top 20% and also replicating them.

Welcome to your target market

Now that you know WHO your target market is, here is HOW to reach them. I recommend using the power of three: three strategies, each with three initiatives, supported by three tactical business development activities related to WHAT, WHERE and WHEN. For good measure (literally), throw in a 30/60/90-day Action Plan to make it measurable (your marketing guy will love this) and more importantly, Business Development becomes doable around the ever-important, and hopefully, ever-growing, billable hour.



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 measurable 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.



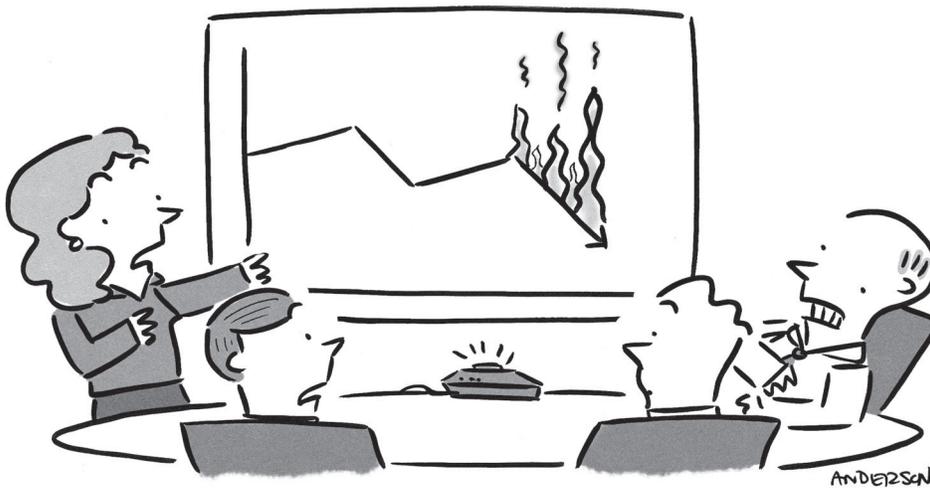
WANT BETTER COLLABORATION AT WORK? PLAY THESE TUNES.

Research has already shown that teams who listen to music together at work feel more bonded and collaborate better. Yet that begs the question – what type of music do you listen to? It’s a topic likely to end up in wrangling and conflict. However, a recent study at Cornell University offers a scientific answer. And,

while metal fans may not be thrilled with it, the results weren’t exactly shocking. The study found that people who listen to happy music were more likely to cooperate, regardless of age, gender or academic major, than those who listen to unhappy music. Interestingly, they found it was not the vibe, but

the bouncing beat, that gets teams in sync. Inc.com Don’t just let visitors wander around. Entice them to take action by offering a low-risk, high-value item, such as a free e-book, webinar, resource list, etc., in exchange for their contact information. Now you’ve got a web site that works!

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"So now sales aren't just bad, they're also on fire."

THOUGHT OCULUS WAS KING? THINK AGAIN.

Once upon a time, Oculus Rift ruled the world...

The virtual reality (VR) world, anyway. Not so much anymore. Now that VR heavyweights Sony, HTC and Samsung have entered the ring, there's a whole new reality in, well...VR.

Sony's PlayStation VR was recently crowned "Editor's Choice" by PC Mag. And, if you happen to own a compatible Samsung Galaxy smartphone, such as the S7 or S7 Edge, you can get "untethered" VR for just \$100. You'll pay four times that for the Rift, HTC's Vive or Sony's PlayStation VR – all tethered sets, requiring a clunky cable from headset to hardware.

Vive has the most advanced technology, but Rift is nearly as sophisticated and sells for \$200 less. You could shell out that much for the Rift's hand controllers, but, according to PC Mag, they're well worth it. So while Oculus may not be king, it's still a serious contender.

