



BSSI Bits & Bytes

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“As a business executive, we know you don’t have time to waste on technical and operational issues. That’s why we make IT EZ for you! Call us and put an end to your IT problems finally and forever!”

- Diana L. Spurgus, BSSI

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“I know a lot of highly-confidential company secrets, so my boss made me get a firewall installed.”

There’s A Good Chance HALF Of Your Employees Are Wasting 3 Hours A Day On This

In Salary.com’s recent survey of over 2,500 employees, nearly ½ of the group admitted to wasting 1-3 hours every day on the web surfing non-related activities. With all of the pressures that you face as a business owner, especially in this economy, you simply cannot afford to have this kind of non-productive activity going on in your company.

If even ONE employee in your company is spending ONE hour surfing the web instead of doing what they should be doing, it is impacting your bottom line. Add to that the fact that many employees reduce productivity for your whole staff when they peruse the web because their activity slows your company’s Internet speed way down... (If you’ve ever gotten frustrated because your Internet all of a sudden slowed to a halt...a time-wasting employee may be the cause)... and you’ve got a recipe for losing money without even realizing it.

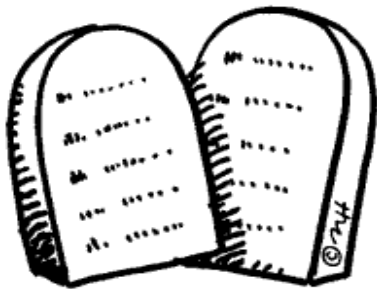
So, other than looking over each employee’s shoulder every hour of every day, how do you even know if this is going on in your business? And if it is going on, how do you stop it? Check out these tips for help:

- (1) **Determine Your Rules** – Figuring out what websites are actually productive for your business will help to prevent or eliminate any wasted web time. For example, many companies ban job searching sites for obvious reasons; they don’t want their employees finding another job on the company’s dime. However, if your company places job postings online, then you would WANT your admin to have access to those sites so he/she could post the ads for you. Social media is another example. If you do any marketing through sites like MySpace, FaceBook, or Twitter, then your employees would need access to that, too.
- (2) **Get An Internet Usage Audit** – Any reputable IT company should have tools available to be able to report on your employee’s Internet activity, most times without the employee even knowing. This can give you insight into who in your organization (if anyone) is the biggest culprit and how much productivity loss you currently have in your company.
- (3) **Have An Internet Filtering System Installed** – Sounds complicated...but it’s not. Typically, a piece of hardware is installed on your network and its job is to block any specific websites or categories of websites (all shopping sites, for example). There are

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Life Before the Computer

- An application was for employment
- A program was a TV show
- A cursor used profanity
- A keyboard was a piano
- Memory was something that you lost with age
- A CD was a bank account
- Compress was something you did to garbage...Not something you did to a file
- If you unzipped anything in public you would be in jail for awhile!
- Log on was adding wood to a fire
- Hard drive was a long trip on the road
- A mouse pad was where a mouse lived
- A backup happened to your commode!
- Cut - you did with a pocket knife
- Paste - you did with glue
- A web was a spider's home
- A virus was the flu!
- A crash could cause death (computer crashes only make you wish you were dead)



An Early PowerPoint Presentation

literally dozens of different models and pricing structures for these devices. The most basic ones allow you to control the types of websites your employees can visit by blocking them altogether. There are other models, though, that for basically the same price point allow you to control the things they can or cannot download, and the speed at which they are allowed to access certain sites. You can also control which activities get the highest Internet speeds (for example, payroll website) and which sites will only work if no other work-related functions are happening at the same time. (for example, iTunes downloads)

FREE Internet Usage Audit (A \$297 Value!)

Would you like to find out if your employees are wasting time on the web? As a way to introduce our services, we're offering a FREE Internet Usage Audit until the end of this month that will reveal:

- How much time your employees are spending online doing non-work related activities
- What impact the web browsing is having on your Internet speeds
- How to stop any bad web behaviors without being "Big Brother"

This offer is only valid through October 15th, so call us at 740-681-9753 or email us at ask@BSSI.biz to schedule your FREE Audit NOW.

Client Spotlight: Floral Originals

If you are looking for the best in floral artistry, look no more! (740-654-3333) BSSI recently assisted Floral Originals, a new flower shop located at 315 N. Broad Street Lancaster, with setting up their telephones and computers. Dana Burd, business owner, has been in the floral industry for over 40 years. Welcome Floral Originals to the community!

Would you like your company highlighted here in our "Client Spotlight?" Then give us a call today at 740-681-9753

You Can Run...But You Can't Hide

New Cell Phone Service Can Track Exactly Where You Are

If you thought cell phones and text messages were the ultimate way to keep track of what your employees, family or friends were up to, you won't believe this. A new free service for cell phones, called Glympse, can actually track exactly where you are at any moment and shares your location with whomever you choose.

The software from Android Market will show where a cell phone is on a map and allow the cell phone user to share his location by sending a Glympse to a person or group of people. By this winter, it will be available for most phones.

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With Kids Back In School We Thought You'd Enjoy Some Profound Middle School Wisdom...

- Never trust a dog to watch your food. - Patrick, age 10
- When your dad is mad and asks you, "Do I look stupid?" don't answer him. - Michael, 14
- Never tell your mom her diet's not working. - Mark, 14
- Never pee on an electric fence. - Robert, 13
- Don't pull dad's finger when he tells you to. - Emily, 10
- When your mom is mad at your dad, don't let her brush your hair. - Taylia, 11
- Don't sneeze in front of mom when you're eating crackers. - Mitchell, 12
- Puppies still have bad breath even after eating a tic tac.- Andrew, 9
- Never hold a dust buster and a cat at the same time. - Kyoyo, 9
- You can't hide a piece of broccoli in a glass of milk.- Armir, 9
- Don't wear polka-dot underwear under white shorts. - Kellie, 11
- If you want a kitten, start out by asking for a horse. - Naomi, 13
- Felt markers are not good to use as lipstick. - Lauren, 9
- Don't pick on your sister when she's holding a baseball bat. - Joel, 10.

Applications for this software could include tracking your salespeople, making sure your drivers don't take the long way back to the office, keeping track of your unruly teenager or simply letting your spouse know you're still at the meeting without having to call, text or e-mail the message. Don't want to be tracked? Simply shut off the software...or leave your phone at home.

“Who Else Wants To Win A \$20 Starbucks Gift Card?”

Take our monthly Trivia Challenge and you could win too!

The Grand Prize Winner of last month's Quiz is...drum roll please: Damon Notestone, Jones, Cochenour & Company, was the first person to correctly answer our quiz...

What is the highest (Fahrenheit) temperature recorded in Death Valley?

A.) 115 degrees B.) 123 degrees C.) 134 degrees D.) 141 degrees

The answer is “C)” – 134 degrees. And you thought it was hot here!

Congratulations Damon Notestone, Jones, Cochenour & Co., you've won a \$20 Starbucks Gift Card. Now...let's move to this month's question for another \$20 Starbucks Gift Card

In which city did Paul Allen and Bill Gates found a small partnership named Micro-soft in 1975?

a) Albuquerque b) Seattle c) Dallas d) Boston

Call us right now with your answer! 740-681-9753

Why Spending More On Computer Support Can Actually Save You Money

BusinessDictionary.com defines a hidden cost as “Expense not normally included in the purchase price of an equipment or machine, such as for maintenance, supplies, training, and upgrades” and typical computer service is wracked with them. Lots of these types of expenses can pop-up in the form of unexpected computer problems that lead to major downtime. And, as many businesses know, time is money. If your systems are down, that means you are paying your whole staff for an entire day with little productivity.



That is why many small businesses are switching to a fixed-price model of I.T. services (often called “managed services”) where the focus is on preventing issues from happening, rather than reacting to the problems as they come up. While paying by the hour may seem cheaper on the surface, the cost of being down far out-weighs the potentially higher investment of preventing issues.

To find out if your company is at risk for downtime, **call for our FREE report: “What Every Small Business Owner Must Know About Protecting Their Company's Critical Data And Computer Systems” or email us at ask@BSSI.biz.**

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Tweeting In Church?

If you're skeptical about how pervasive tweeting is...you may find it hard to believe that pastors are actually promoting texting as a way for their flocks to connect spiritually.

They are allowing tweeting during services.

It works because most of the worshippers have their phones or computers with them anyway.

It keeps wandering minds thinking about spirituality, keeps tired worshippers from going to sleep during the sermon and encourages church members to get acquainted with one another.

For creating a community, Twitter is a truly a useful tool.

If you're not already using Twitter in your business, you may find it to be a lead generator for you.

(By the way, I understand congregants rarely tweet during prayers.)

Please Welcome Our Newest Clients And Friends!

We're thrilled to welcome our newest clients into our company! I want to extend a sincere "thanks" for the trust and confidence these clients have shown in us:

Central Ohio Plastics – Dr. Jason Lichten
Pine Hill Golf Course – Ila Sloan
Midwest Timber – David Smith

7 Trends To Help You Thrive In A Challenging Economy

I ran across an article recently that sparked me to think about how I could improve our online marketing presence and generate more customer traffic.

As I poured through the article I realized that many of our clients could benefit by seeing some of these simple but effective ideas and strategies.

Fortunately, the ideas are focused on growing business and let's face it... *finding ways to grow and prosper is much more rewarding than having to scrimp and save just to survive.*

Invest a few minutes and see if there isn't *at least one great idea for you to implement immediately:*

1. **Create an interactive experience with your website** – There's nothing worse than a static website with old videos, audios, or a stale blog. Engage your customers and keep them coming back often.
2. **Use social network marketing** – If you're patient and persistent you can build a huge network devoted to your business through the usual suspects... Squidoo, Facebook, and LinkedIn to name but a few.
3. **Customer power** – We've talked about this before...Use interactive tools to let your customers help you decide what your next product or service will be.
4. **Focus more of your marketing budget online** – Consider spending fewer dollars on less effective "traditional" media like the Yellow Pages or local newspapers. Spend more on trackable online marketing tools that drive customers directly to your business.
5. **Nuggetize** – If you want to be noticed, develop a talent for breaking information down into specific important nuggets. With the information overload we face, making it easy for customers to do business with you by telling them what to do and how to do it is key.
6. **Go green** - Everyone is doing it, even Walmart! You could use energy efficient bulbs, do a better job of recycling, or donate to green causes. Whatever you do, let your clients know about your green practices in all of your online and offline marketing.
7. **Update and increase your use of technology and automation** – Old slow technology leaves your business at a disadvantage. Improved software and hardware including an easy-to-update website and auto-responders are critical in today's online environment. Think about how to speed up the most time-consuming areas in your business with improved technology platforms.

To experience how technology can help your business thrive, call us at 740-681-9753 or e-mail us at ask@BSSI.biz.

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