

TECH TIPS

TECHNOLOGY INSIGHT THAT BUILDS BUSINESS



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This monthly publication provided courtesy of Robert Zehnder, President of Hodgson Consulting & Solutions.

Our Mission:

To eliminate every technical frustration, obstacle and inefficiency for companies with multiple locations and/or a remote workforce.



What Are Managed Services, And Why You Should Demand This From Your IT Company

We all want to protect our businesses. They're a part of who we are, and it would be devastating if anything bad happened — including an unexpected cyber-attack. But it happens. Businesses are attacked every single day. Some businesses are left in ruin. Some can pick up the pieces, but at a great cost. Then there are businesses that are back up and running in a matter of hours, almost as if nothing happened at all.

These are businesses that said “yes” to managed IT services and made the commitment to protect their business, employees and customers. If your business lacks managed IT services and you haven't yet embraced total IT security, it's time to say “YES!” and give your business the top-notch IT support it needs to protect it from the countless IT threats that exist in the world today.

Managed services essentially offer complete IT support without the need to hire dedicated in-house IT support staff.

You get full-time access to network and technology experts without having to pay a full-time team. In other words, you save money *and* you have someone keeping a close eye on your network. The good news is that the IT company you already work with may already offer managed services — you just have to ask for it! (If you don't work with an IT support company or managed services provider, it's highly recommended that you do!)

Here Are A Few Reasons Why Managed Services Should Not Be Ignored:

It's A Proactive Service You Can't Find Anywhere Else. Proactive IT support is HUGE. You have to be proactive because, guess what? Hackers and cybercriminals are proactive. They're smart people and they're relentless. Managed services will give you access to your own outside team of exceptionally smart people and systems that can identify IT problems before they actually become problems.

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On top of that, proactive managed services ensure your network – and everything connected to your network – receives regular updates, security patches and routine maintenance. Basically, they help keep your business protected while minimizing downtime that can cut into your bottom line.

It Helps You Save Money – And You Know How Much You'll Be Spending Month To Month. Hiring in-house IT experts is expensive. It's one of the most common reasons why many small- to medium-sized businesses don't invest in good IT support. The sticker shock is too much. But managed services take away the sticker shock.

Instead, you get the exact support you need, and you pay a set fee every month. It makes it MUCH easier to set a quarterly or yearly budget. And because managed services are customizable, you can put together a specific plan for your business and pay only for those specifics – there are no fluff or padded fees. Managed IT is also scalable, so as your business grows or changes, your managed IT services can change as well.

It Protects You In Many Different Ways. You can count on your MSP to minimize malware, spyware, ransomware, phishing scams and other exploitative hacks. You're

“Having managed IT services means your network is up-to-date with all the fine print.”

protected by advanced software, hardware and old-fashioned human knowledge and experience. But the protection doesn't stop there – far from it! Managed services providers can also protect you against potential natural disasters, such as fire or flood, or hardware failures – things that are impossible to predict yet possible to prepare for.

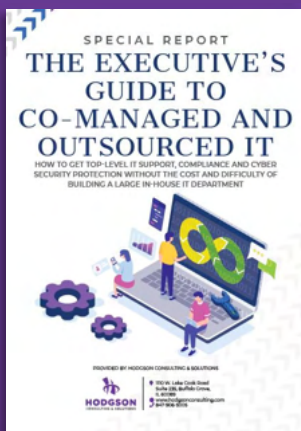
They can also protect you when it comes to compliance. There are many industries where compliance is a big deal, from banking to health care. If you operate in one of these industries, you know how important this is. Having managed IT services means your network is up-to-date with all the fine print. You don't have to worry about anything slipping through the cracks or breaking compliance, which can lead to all kinds of costly headaches.

It Gives You TIME. This is the most precious commodity of all. If you're running around dealing with network issues yourself – or trying to – you're spending a lot of time doing everything you DIDN'T want to be doing when you started your business. Wouldn't you rather be focused on taking care of the things you intended to focus on, like growing your business and taking care of customers?

When you bring managed IT into the fold, you have so much less to worry about. No, it's not set-it-and-forget-it, but it's close. Your MSP handles your IT, while you handle your business – and you collaborate when you need to. You can rest assured that someone is keeping a close eye on your network and that your MSP is a quick phone call or e-mail away (should you have any questions or concerns).

These few points only scratch the surface of why managed services are so important. Stop putting it off and make the phone call. Tell your IT company you want managed services and you're ready to protect the future of your business!

Free Report: The Executive's Guide To Co-Managed And Outsourced IT



This this eBook will give you important information on how to get top-level IT support, compliance and cyber security protection without the cost and difficulty of building a large in-house IT department.

Download your **FREE** copy today at
www.hodgsonconsulting.com/co-managed-guide/
 or call our office at (847) 906-5005.

NEW

Frustration-Free Phone Systems And Support For Your Business



VoIP Solutions

Choosing a new phone system for your business is a critical decision you want to get right. Choose poorly, and you'll be endlessly annoyed and hamstrung with a confusing, difficult-to-manage phone system that is constantly causing problems, dropping calls and frustrating you (and your customers!) with poor sound quality and nonexistent support. Nobody running a business needs this kind of aggravation.

That's why we've created our **Frustration-Free** phone solution. Here's what makes our phone system different:

- **We are LOCAL and will take care of the installation and setup of your new phone system to guarantee a smooth, frustration-free installation.** Other vendors ship you a "phone in a box" with an 800 "customer service" number to call when you run into trouble. We will concierge the entire process, from testing your network and Internet to installation, setup AND training your team so your phone works flawlessly – and we'll be ON-SITE to install and set it up FOR YOU.
- **100% transparent quoting and no hidden fees, guaranteed.** Another trick some phone system salespeople pull is only quoting the phone – but without revealing the monthly taxes, setup fees and additional costs you will incur, such as increased bandwidth, upgraded firewall, etc. They mislead you into thinking their phone is "cheaper," so you buy – then get nailed with additional costs you didn't anticipate.
- **We'll conduct a THOROUGH assessment.** Far too many salespeople prescribe (sell) before they diagnose. We actually conduct a Phone And Communication Assessment to make sure we understand your business, how you use the phone, what your specific needs are and your current environment so that we can prescribe the RIGHT phone system every time.
- **Is your current network environment (bandwidth, firewall, router, etc.) able to handle a VoIP system?** We have a diagnostic tool we can run on your computer network to ensure a VoIP phone would work. We'll reveal in advance any additional costs you might have to incur so you're not unpleasantly surprised AFTER you buy.
- **Is it possible for you to get out of a contract for a phone system you HATE?** We'll review your current contract to see if there are ways to cancel it without paying heavy fines, penalties and early termination fees.
- **Can you save money on your phone and Internet bill?** It's very common for us to save our clients between 10% and 20% without sacrificing quality, simply because we find hidden fees and features they're paying for but aren't using.
- **Are you losing sales and opportunities because clients and prospects can't get to someone when they call your office?** Are prospects hanging up because they aren't getting to anyone live and can't leave a message? How exactly ARE calls being handled in your office? Are clients calling your sales rep's personal cell phone, and is that acceptable to you? With your permission, we can conduct a "secret shop" exercise and report back details on how your customers and prospects are being handled when they call your office (you may be shocked).

Are you ready to make a move to a new phone system? Let us conduct a complimentary phone assessment BEFORE you make any decisions to reveal:

At the end of this assessment, you'll have all the answers you want as to whether or not it makes good business sense to upgrade your phone.

No Obligation - Free Phone Assessment Helps You Avoid Making A Bad Decision On Your Next Phone System

We hope you become a client, but if not, that's okay too! You have my personal guarantee that absolutely NO high-pressure sales tactics will be used at any point during our engagement. We simply want this to be a delightful, informative and positive experience for you.

Schedule your assessment today 847-906-5005

3 Simple Yet Effective Ways To Boost Employee Morale

Good employee morale is essential to any successful business. It's a reflection of company culture and has a direct impact on not just happiness but also productivity. Here are three surefire ways to improve morale within your organization:

1) Keep The Door Open. When supervisors or management vanish without a trace, it hits morale hard. It's crucial to be present and available to your team. Sometimes it's as simple as keeping the door open, but it also includes having transparent communication. Keep people looped in, especially when

there are good things to report on. On top of that, have regular one-on-one chats with everyone on the team and make sure their needs are being met.

2) Emphasize Mental Health.

Everyone should have their mental health acknowledged. Always take time to assess the mental health of everyone on your team. If they need to take a break or refocus, make sure they do. If they need a mental health day (or a vacation), encourage it. Be flexible and understanding.

3) Reward And Recognize.

Make sure hard work gets recognized and people get credit for that hard work. Shout out star players during meetings and make sure

everyone (including management) sees the good work that's being done. And don't hesitate to dole out rewards (lunch, gift cards, etc.) in recognition of that hard work, as well. *Inc.*, Nov. 4, 2020

How Big Data Reveals The Humans Behind Your Users

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with — or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out.

You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people. *Inc.*, Feb. 26, 2015

SOCIAL MEDIA VULNERABILITIES

Your business can be held liable or responsible for your communications and the communication of your employees- even those shared on social media platforms. Has your company taken steps to protect itself from online interactions?

