

Technology for You!

This column examines innovative ways that technology is applied in verticals focused on Non-Profits; General Business; Legal Practices; and Medical Practices. Send us your requests for reviews in your business model. This month we look at Legal and Medical Practice innovations.

Legal Practices

Practice management software is complex, expensive, can be accessed from the office PC, and requires a lot of maintenance & administration. Today the legal profession is seeing an explosion of cloud-based practice management software that is very affordable, requires little administration, and is robust! For \$49 per attorney per month or \$25 per support staff, a product like Clio provides an entire suite of tools to help manage your law firm. Think technology has not changed the practice of law very much? Check out these two sites:

www.GoClio.com
www.ClearSpire.com

Medical Practices

Devices healthcare providers and patients can use to manage medical conditions are advancing. BE SURE to consult your doctor before making any changes! There are a host of newly available attachments for your Apple devices to monitor your health. More details available by searching www.Amazon.com for "iPad blood pressure monitor". This search reveals 8 matches of health monitoring devices for blood pressure. Check out more for personal training, weight monitoring, and diabetes blood testing. Most are compatible with you iPad, iPhone, etc. Try it!

When An Employee Loses A Laptop, Phone Or Other Device, Who Should Pay?

Here's a question for you to consider: Do you have employees using company-owned laptops, phones or other technology devices? Who should be responsible for paying for a replacement if they get lost, stolen or damaged? This is a sticky question and one that needs to be addressed BEFORE an employee walks into your office to sheepishly admit they left the organization's laptop at Starbucks.

Under federal law, an employer has the right to deduct the costs of a lost or damaged device from their employee's paycheck PROVIDED that deduction doesn't drop the employee's compensation below minimum wage. However, California considers the loss and damage of electronic devices to be a cost of doing business and will only allow you to charge back your employees if they were negligent. Other states may have similar laws so the first thing you should do is check with an attorney who specializes in employment law for your state to know what you should and should not do.

Next, decide what your policy is going to be on this topic and communicate that in writing to your employees. It should outline what care they should take with company-owned technology devices as well as the consequences of losing or damaging them. Yes, the term "policy" makes us all cringe, but it is important to make sure you and your employees have a written understanding of what your expectations are, as well as what their responsibility is.

A BIGGER Loss To Consider

The cost of replacing a lost device is actually insignificant compared to the bigger cost and risk of the data it contains. Of course this opens up another can of worms all employers need to think about – security on mobile devices. And since some employees are using their OWN devices, you'll need to think through what the rules are for company owned AND employee owned devices. Mobile devices are one key enabling factor helping organizations today to locate their data in the cloud. With anywhere, anytime, from any device access to the organization's data and technology resources, there is no need for anyone to hold your data on a mobile device!

One thing is for sure: if you and your employees are storing sensitive information like passwords, credit card information, client or patient data on mobile devices, extreme care **MUST** be taken to ensure the security of that data if the device is lost or stolen.

As always, if you need help in determining what your policy should be and how to secure mobile devices, give us a call at 703.433.0730.



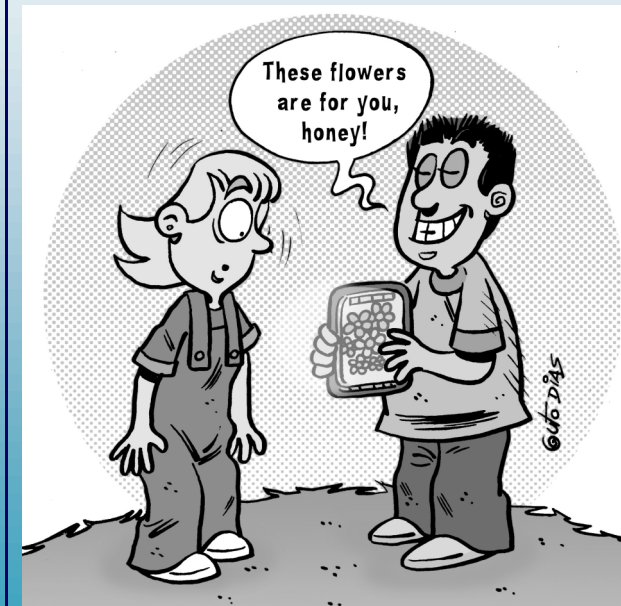
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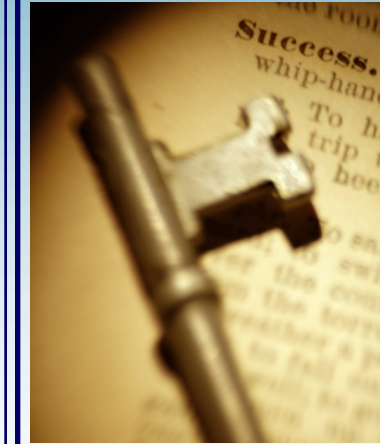
Happy Valentines!

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Is Your Data Really Secure In The Cloud?



Executives of Non-Profits and Businesses are thinking about moving all or parts of their computer network to the cloud. Do you worry about who could access your data? You're not alone. Many security experts, software companies and cloud service providers alike agree that cloud computing offers a MORE secure way to store data. In fact, the US Government's Cyber Security Adviser, Howard Schmidt, said that cloud computing will enable businesses to catch up on security issues.

That's because most small businesses do NOT have high-security measures in place for their data onsite and lack tight password protection policies, firewall management and backup procedures. The same business owners who verbalize their concern about putting their data in the cloud are backing up their entire network to a USB or tape drive and leaving it in their office — or they never test their backups to be sure they will restore lost data — or are using weak passwords for important access points to their network, which are much bigger security risks than storing it in a highly secure, highly redundant cloud platform. That's like saying you'd rather stuff your money into a mattress at home than keep it in a bank because you are not sure who can see and touch your money.

Of course, with any data storage there is risk and there's no way to completely guarantee absolute security. That said, most cloud providers are far more diligent about security and invest a lot of resources to create systems in which all aspects of security are as tight as possible. Your Cloud Pilots from BeckITSystems has spent a considerable amount of time and resources investigating a wide variety of cloud technologies, solutions and manufacturers for our clients. If you want more information on cloud security and what to look for, you can always call us at 703.433.0730, or email Cloud@BeckITSystems.com.

Ready to learn more about moving your organization to The Cloud? Contact us for a no-cost, no-obligation Cloud Readiness Assessment. We will provide two free assessments each month for qualified non-profits or businesses.

Call 703.433.0730 today!



Get More Free Tips, Tools, and Services at www>YourCloudPilots.com

Technology Insights

Technology is complex. Too complex for most organizations to manage effectively. Organizations have often managed it themselves with their own employees or by outsourcing it to local providers.

Traditional models and methods can not provide an elegant and simple-to-use platform with anytime-anywhere-on any device capability.

Added risk appears because many organizations still do not have a business continuity strategy.

Technology is difficult to implement well.

Everything must be managed and monitored 24x7 by your IT team to protect your technology assets — especially your data!

On top of all that, who is not watching expenses closely?

If you have limited resources, want to have a full technology team taking care of it so you can run your organization, then our dedicated Total Care team can help you accomplish these goals. Our team monitors and manages your hardware, software updates, firewall, wireless, and data backup. For even greater savings, Your Cloud Pilots frees you from the high cost of owning or leasing technology, allowing you to use it like a utility. Your Cloud Pilots can provide a new technology suite for less than the cost of managing your existing network!

BeckITSystems, Inc. will provide a no-cost, no-obligation technology review to help you know which model is best for your organization.

We will analyze your current applications, capacity needed, and the security of your network. Our goal is that technology becomes transparent and affordable, allowing you to work in the way you want from where you want, on the device you want to use.

Call Today! 703.433.0730

REAL Technology solving REAL Needs for REAL People

Most executives of non-profits & businesses view their technology as an expense.

They think that the costs are only what they pay to buy the hardware and what they pay their computer guy. Your technology advisor should be able to add revenue to your business! They should be addressing the soft costs, inefficiencies and risk mitigation solutions to help you accomplish your mission, achieve your dreams, realize your goals, and put money back on your bottom line.

Computers are essential to the effective and efficient operation of any organization. How you use them and how they are managed is critical. And, on top of the technology strategic plan and operational support, why not incorporate Internet technology to achieve your goals and dreams?

Facebook?

Facebook isn't just for teens! Accomplished executives understand that business communications have changed in a big way.

Three Essential Technology Components To Manage

There are three essential components that each executive must have covered to obtain the strategic : advantages that technology provides. If you are not there yet, you should know your competition is there or moving forward to get there!

1. Align your technology to support how your organization works to support your goals. A basic building block is to maintain your computer systems proactively, not reactively. Recent studies show that downtime costs organizations an average of \$200 per hour! Recommended activities include:

- Create a strategic technology plan, review it quarterly, adjust as needed
- Help your staff be more efficient
- Add Multiple Monitors
- Add Internet Filtering
- Reduce Your Spam

2. Protect your computer network from a disaster

- Do a Monthly Test Restore From Your Backups
- Have Offsite Backups
- Virtualize Your Backup Servers in the Cloud (Call Me, I'll Explain this One)
- Have a Disaster Recovery Plan

3. Use the Internet thoughtfully and frequently

- Have a Website Developed to Generate Revenue
- Get Your Website on the First Page of Google
- Use Social Media to Drive Traffic to Your Website
- Measure your results at least monthly

If any of these areas interest or concern you, call today. We enjoy meeting new executives and talking with you about our two favorite topics - Technology & Your Organization's goals and challenges!.

The Lighter Side Love Quotes

There is a place you can touch a woman that will drive her crazy. Her heart. ~Melanie Griffith

Love is grand; divorce is a hundred grand. ~Anonymous

I was nauseous and tingly all over. I was either in love or I had smallpox. ~Woody Allen

Forget love, I'd rather fall in chocolate. ~Anonymous



The great question... which I have not been able to answer...is, "What... does a woman want?" ~Freud

Marriage is the triumph of imagination over intelligence. Second marriage is the triumph of hope over experience. ~Samuel Johnson

An archeologist is the best husband any woman can have. The older she gets, the more interested he is in her. ~Agatha Christie

Gravitation cannot be held responsible for people falling in love. ~ Albert Einstein

You can't put a price tag on love, but you can on all its accessories. ~Melanie Clark

Non-Profits and Businesses: Want To Manage Your Company's Online Presence With One Simple Website?

If you are trying to leverage the whole social media and online marketing idea, and you're trying Search Engine Optimization (SEO), Tweeting, posting to Facebook, LinkedIn, blogging and using Google+ (not to mention dozens of other online tools and resources) to promote your non-profit or business, you are finding out it is a LOT OF WORK! Are you exhausted from keeping all those balls in the air?

So the logical question is, "How do you manage all of this?" And how can you keep an eye on these various web sites to make sure you're not missing a customer service issue, negative post or even a sales opportunity? The answer is Hootsuite.com.

Hootsuite is an online collection of tools that allow you to review and manage all your online postings and presence through a simple, easy to use interface. All in one place, you can manage your company's Twitter accounts, your personal Facebook account, your company Facebook fan page, your LinkedIn posts, your WordPress blog entries and even more. You can even assign rights to any of your accounts to other team members without ever giving up a single password.



Other helpful features of HootSuite include:

- Monitoring social mentions of your name or company wherever they happen
- Pre-scheduling Internet social postings to happen any time in the future.
- Easily post your message across multiple social media sites with the simple click of a button in your HootSuite portal.
- Creating custom reports to see where your traffic goes and what is working

Do you know the six essentials to an effective website? Are you leveraging the 5 criteria that measure whether your website is effective and contributing to your mission or your bottom line?

To learn more contact BeckITSystems, Inc. at 703.433.0730 to discuss your website, receive immediate feedback on how it can perform better for you, and to discuss cost effective options for your organization.

