

The IT Insider

CEO Circle



Once a month, I assign my staff a book to read to increase their success in not only business, but in everyday life. I ended up reading *The Go-Giver* in one sitting and I have to say it's going down as a classic. As a matter of fact, it is a must read for anyone that wants to get ahead in life.

"The Go-Giver tells the story of an ambitious young man named Joe, who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further his goals seem to be. Joe is introduced to a series of successful "go-givers": a Restaurateur, a CEO, a Financial Advisor, a Real Estate Broker and "The Connector," who brought them all together. The Go-Givers meet with Joe and share the *Five Laws of Stratospheric Success* and teach him how to open himself up to the power of giving. Joe learns that changing his focus from getting to giving, putting others' interests first and continually adding value to their lives, ultimately leads to unexpected returns."

Here are the Five Laws of Stratospheric Success:

- 1) The Law of Value: Your true worth is determined by how much more you give in value than you take in payment.
- 2) The Law of Compensation: Your income is determined by how many people you serve and how well you serve them.
- 3) The Law of Influence: Your influence is determined by how abundantly you place other people's interests first.
- 4) The Law of Authenticity: The most valuable gift you have to offer is yourself.
- 5) The Law of Receptivity: The key to effective giving is to stay open to receiving.

By applying the Five Laws you can make your life sweeter and your success more meaningful by giving to others. I hope this book finds you as much value as my staff and I have found in it. It is simply a great story, get your copy of *The Go-Giver*, by Bob Burg and John David Mann.

Thank you,
Jason Horne

"We hope you find great interest in our quarterly newsletter. Within each issue of our newsletters, you will get to know Preferred IT Group as a company and we will share some technical related topics with you. We hope you enjoy what we have put together!

Don Bentz – Co-founder
Jason Horne – Co-founder

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COMPANY UPDATES

LUNCH & LEARN



NO SHAVE
NOVEMBER



*See page 5 for more information

Managed Print Services



*See page 3 for more information

Blog of the Quarter

The Jewelry Store Smugglers

Once upon a time there was a family owned jewelry store that had been open for more than 20 years. They used a tape back-up and thought their critical customer data was secure. On one rainy night, two crafty men wearing masks and dark clothing cut a large hole in the top of the jewelry store building. Because they entered the store from the top of the building, they were able to keep the alarm system from triggering. The men stole just enough valuables in the store allowing them to hoist themselves back up through the hole in the ceiling.

Even more valuable than the jewelry, the two thief's took the hard drives from the server and also the tape back-ups. When the owners arrived the next day they were in utter disbelief with what took place in their store. When they realized their data was gone, they immediately contacted a local IT provider to help restore any data they could. The IT company came to perform an assessment and informed the jewelry store that all of their data was gone and none recoverable. Not only did the owner lose valuable assets such as jewelry, but he also lost their entire client database. Unfortunately, there was no way for the store to stay in business after the incident and they had to close their doors forever.

This is a very unfortunate TRUE story, and I wanted to share this with you because it provides realness as to why it is so important to be prepared when tragedy strikes. Thankfully this was not our client, but this story paints a picture for business owners who are not properly prepared. If you're not sure about the complexity of your back-up please sign up for our lunch-n-learn on February 12th, 2015.

Do you have a blog idea? Email us at news@preferreditgroup.com
<http://blog.preferreditgroup.com/>



Client Spotlight



615 Professional Park Dr.,
New Haven, IN 46774
(260) 493-2113

New Haven Family Dentistry has been a managed client of ours for over 5 years. They are a full service dental office specializing in root canals, crowns and dentures, servicing children and adults. Dr. Robert Ellison started the practice in 1969. Dr. Todd Kleinrichert purchased the practice in 2007 bringing on Dr. Mark Noll in May of last year. They have been "making smiles happen for over 40 years!"

Call New Haven today! 260.493.2113
www.newhavenfamilydentistry.com/

How BIG is Your Carbon Footprint?

Given that paper is thought to represent up to 80% of printing's carbon footprint, organizations are missing out on a huge opportunity to reduce paper wastage. Printing remains an important part of many business processes, with much of our communication and documentation still conducted via paper trail. Many organizations operate a fragmented print infrastructure, characterized by a mix of printers, copiers and scanners with different supplies, support and maintenance requirements. This leads to escalating consumables and paper costs, and unmonitored and uncontrolled energy consumption, particularly when printers are under-utilized. On top of this, few organizations have the tools to track and monitor print usage, leaving them exposed to unknown and excessive costs.

Sustainability through Managed Print Services

Not only does Managed Print Services deliver significant cost savings and productivity improvements, it also offers far-reaching environmental benefits, helping a business reduce its carbon footprint. By deploying energy-efficient printers and multifunction peripherals, Managed Print Services enables organizations to cut energy usage and eliminate unnecessary printing. Along with hardware disposal and consumable recycling, Managed Print Services can play a key role in an organization's green IT strategy.

Assessment: Is a review of the current print environment to provide recommendations for a rationalized print environment and estimated potential future savings. Assessments range from basic online assessments to full workflow assessments.

Optimization: Device consolidation of printers, scanners, copiers and fax machines, with faster, more energy-efficient and strategically placed printers and MFPs. This phase reduces user-to-device ratios and also develops print policies to minimize wasteful printing.

Management: Centralized print management tools monitor devices and supply usage, manages access to color printing and provides full visibility of print usage. This enables continuous process improvement and service legal agreement monitoring. An effective Managed Print Services delivers increased visibility and control over usage, improved device availability, significant cost reductions and environmental benefits.

Improved productivity: Managed Print Services provides proactive support and maintenance, employees benefit from increased uptimes and the IT support burden is reduced, leaving staff to focus on core competencies.

Enhanced security and compliance: Managed Print Services provider can identify particular document security risks and recommend relevant solutions, such as 'pull printing', that enhances privacy and provides audit trails on print usage. Excess paper and ink/toner usage through 'lost' output that is just left in printer trays or is picked up by the wrong person is also avoided through the use of pull printing.

Meet our New Team Members!

Haley Baker



Office Administration

Travis Reiling



Technology Specialist

Scott Diehl



Technology Specialist

Carter Baker



Technology Specialist

Catch the “Phisher-man”

1. Never respond to emails that request personal financial information - You should be suspicious of any email that asks for your password or account information, or includes links for that purpose. Banks and ecommerce companies do not usually send those type of emails.
2. Look for signs that an email is “phishy” - Phishing emails usually use a generic greeting such as “Dear Valued Customer,” because the email is spam and the phisher does not have your name. They may also make alarming claims (for example that your account number has been stolen). The email often includes misspellings or substitute characters (for example, 1nformati0n) in an attempt to bypass anti-spam software.
3. Visit bank websites by typing the address into the address bar - Don’t follow links embedded in an unsolicited email. Phishers often use these to direct you to a phony site. Instead, you should type the full address into the address bar in your browser.
4. Keep a regular check on your accounts - Regularly log in to your online accounts and check your statements. If you see any suspicious transactions, report them to your bank as soon as possible.
5. Make sure the website you are visiting is secure - Check the web address in the address bar. If the website you are visiting is on a secure server, it should start with <https://> (“s” stands for secure) rather than the usual <http://>. Also look for a small padlock icon on the browser’s status bar. These signs tell you that the website is using encryption.
6. Be cautious with emails and personal data - Always conduct transactions safely. Don’t let anyone know your PINs or passwords, do not write them down, and do not use the same password for all your online accounts. Don’t open or reply to spam emails as this lets the sender know that your address is valid and can be used for future scams.
7. Keep your computer secure - Anti-spam software will prevent many phishing emails from reaching you. A firewall also helps to keep your personal information secure and block unauthorized communications. You should also run antivirus software to detect and disable malicious programs, such as spyware or backdoor Trojans, which may be included in phishing emails. Keep your Internet browser up to date with the latest security patches.
8. Always report suspicious activity - If you receive an email you suspect isn’t what it claims to be, forward it to the spoofed organization. Many companies have a dedicated email address for reporting such abuse.

Congratulations Matt Carpenter!



Matt was recently promoted to Director of Technical Support. Matt joined the company in 2011 as a Junior Engineer. During his tenure, he has maintained client relationships as the lead technician and primary escalation engineer.

In this new position, he will be responsible for management of the technical support team, project management and maintaining client relationships through direct customer contact.

COATS FOR Kids

Preferred IT Group LLC, teamed up with the Volunteer Center to hold a coat drive through the month of October. Coats for kids is a nationwide organization that has distributed more than 38,000 winter coats for kids. Here at Preferred IT Group we strive to live out our company's core values: attitude, teamwork, accountability, community and integrity. What better way to help our community and keep these children warm! We are very grateful to everyone who contributed donations and we are very happy to announce that we raised 60 coats plus 20 winter accessories! For more information about the organization or how to help please go to www.operationwarm.org.

PROMOTION

Of the Quarter

Free Lunch & Learn

Topic: Critical Data Backup

Date: February 12th

Time: 11:30

Hosted at: Orchard Ridge Country Club

Presented By:

preferred **IT**
group

datto

The Leader in Backup and Disaster Recovery

RSVP at freelunch.pitg.it



#NoShaveNovember

"No Shave November" is a great way to raise money and awareness for cancer research. The goal is to raise awareness by embracing our hair, since many cancer patients lose it with their battle. The money being saved on haircuts and shaving materials for a month can be donated to fighting cancer prevention. We created a goal of reaching 50 new Facebook likes, then Don and Jason would donate \$500 to cancer research. With the help of our Facebook friends and followers we were able to reach 71 new likes and donate to cancer research!

Meet Our Pet of the Quarter-Layla



This sweet 6 year old brindle boxer is owned by our Office Assistant, Haley. Haley and her husband, Tyler, rescued Layla three years ago from the Fort Wayne Animal Care and Control.

Layla is a fun-loving girl full of energy. She loves to go on walks, play with her oinking pig and of course loves snuggling! She has won the hearts of their family and friends and they are so happy they can give her a good loving home.

We chose Layla to be our first “pet of the quarter” to bring awareness to pet adoption. There are plenty of pets looking for a good home, visit your local animal shelter!

Quote Corner

Let's go invent tomorrow instead of worrying about what happened yesterday.
- Steve Jobs

We hope you all enjoyed your holidays, Cheers to 2015!



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