

TECHNOLOGY Today and Tomorrow

What's New

Cloud Immersion Experience

One of the best ways you can discover how to transform your company to work smarter and unlock productivity. This is a hands-on, in person event for up to 6 individuals held in a conference room set up with devices that are configured with their own Office 365 personas and data from a prepopulated Office365 environment.

This is not a demo or training. You set the agenda, so we focus on what you care about most, allowing you to explore and discover in an immersive, interactive environment how your business can work Better, Smarter and Faster.

With so many business applications at your fingertips today, we'll take a deep dive into how these applications seamlessly integrate together in a real-world scenario.

Session availability is limited so call today to schedule a session or for more information - 865-693-0900!

September 2018



Don't Ever Let Your IT Company Do This To Your Computer Network

Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount.

Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is IT. Instead of continually investing in managed IT services, where professionals carefully maintain, protect and update your network month to month, some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes monthly costs and shaves off a fair few dollars from your technology budget in the short term.

But while this approach may seem cost-effective, it opens up your business to a huge variety of technological crises, from expensive network outages to cyber-attacks that may cripple the very future of your company.

The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to find and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an IT expert only when



This monthly publication provided courtesy of Doc Pratt, President of Pratt Computing Technologies.

Our Mission:

"For over 33 years we have helped people see their technology in a different light, how it can solve business problems and help them achieve their goals. Give me a call today at 865-693-0900 to discuss ways we can help you and your business."

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something in your network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens.

What's more, the "if it ain't broke, don't fix it" approach very likely leaves huge holes in your security and drastically magnifies the costs of an IT meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and security experts in a back-and-forth arms race to stay abreast of the



latest developments. Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

Why Managed IT Services Are The Answer

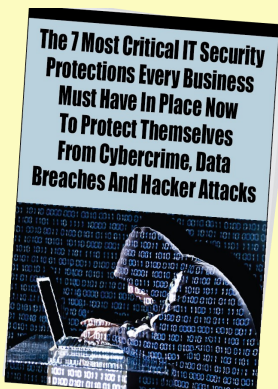
When you turn over your IT needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly monitor the health of your system, proactively preventing disaster before it enters into the equation and hurts your bottom line.

Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and the latest software and updates.

When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

"Instead of continually investing in managed IT services...business owners decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down."

FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From

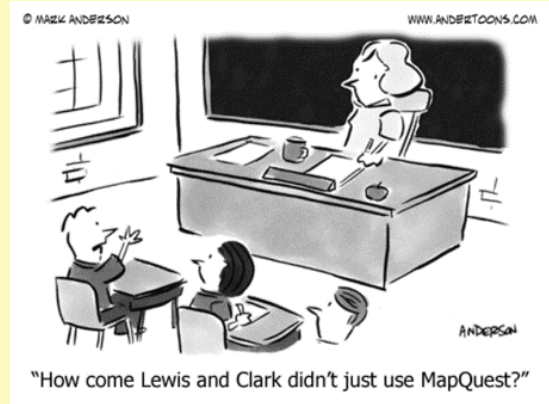


Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious reputational damage, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we're providing.

Claim Your FREE Copy Today at

www.TechSupportKnoxville.com/cybercrime

Cartoon Of The Month



Why Us?

Because at Pratt Computing Technologies we know how Tech Support Service should work, we have been providing it for 33 years. Our service plans are tailored to each clients' unique and specific needs and anchored by four pillars of successful tech support:

1. The availability of Knowledge
2. Clear & honest communication
3. Consistent rapid response times.
4. Commitment to help our clients
 - ◆ **Reduce Risk**
 - ◆ **Reduce Cost**
 - ◆ **Increase Revenue**

What speaks to our success is not the number of clients we have but the number of clients we have had for 10, 20 or 30 plus years.

Whether proactive Managed IT Services, Cyber Security Essentials, Backup and Disaster Recovery, Office365, Office 365 Business and Productivity Apps, Cloud Solutions, taking advantage of the Digital Transformation, let us show you how we can help your business run **Faster, Better and Smarter.**

The Power Of Connection



Relationships are powerful. They help you differentiate your product or service, create brand loyalty, and set you apart from your competitors who are not willing to invest in building relationships.

Any savvy company will encourage its employees to build better relationships with customers. I myself teach the basics of relationship building in business, and have written about the process in my books, particularly *The Fred Factor*.

But you don't always have time to build a lasting relationship. Sometimes dealing with customers or clients only takes a few minutes and you have little to no contact with them later on. You don't have the time to build a "relationship," nor should you try.

But neither should you interact passively.

There is something between a transaction and a relationship that will benefit both the customer and your business. The goal is to create a connection, which I define as a moment of shared affinity.

At a hotel in Miami, a bellhop who came to pick up a dry-cleaning order noticed I was wearing a Harley-Davidson T-shirt. "Do you ride?" he

asked. That started a brief conversation about our shared interest in motorcycles. I saw him several times throughout my stay and felt a connection based on that brief exchange. We weren't friends by any definition, but the connection was still a positive part of my stay.

Transactions can be straightforward, but they often feel sterile. Looking for shared interests, indulging in appropriate humor, or simply noticing and commenting on another person is all it takes to add texture to the interaction and turn it into a genuine connection.

But how do you make these connections stronger?

1. Pay attention. Notice more about the person with whom you're interacting.
2. Look for similarities and points of contact.
3. Comment on what you find interesting.
4. Compliment on what you find praiseworthy.

Connecting in this way makes you more human and makes your business less sterile. Connecting with another person, even briefly, is always superior to simply completing a transaction.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the best-selling author of the books *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books; his video series, "Team Building: How to Motivate and Manage People"; or his website, marksanborn.com, to learn more.

Is Your Business Information for Sale on The Dark Web?

Hundreds of Millions of usernames and passwords are for sale on the dark web! Is sensitive login information that would give a cybercriminal direct access to your network available to be purchased now? With so many websites hacked recently and millions of records stolen, is access to your network for sale? If you would like to know what's there that pertains to your business, **call us for a FREE Dark Web Scan today!**



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Make Your Business More Profitable

■ Why It's So Dangerous To Use The Same Password For All Your Online Accounts

A complex password is a necessity in the age of cyberthreats, data breaches, and other security incidents. When you've landed on what you think is the perfect, complicated, yet easy-to-remember password, it's tempting to use it for every site you log in to. This is a shockingly common — and very dangerous — mistake.

When an online retailer or website gets hacked, oftentimes all you hear about in the news is how many credit card numbers were lost or the scope of the financial damage. You rarely hear about the thousands of user accounts that were compromised. But they're there!

accounts, it's possible that your username and password are published and available to anybody who wants to look at it on the Internet. A clever crook knows that you probably use the same password on the compromised website as you do on your eBay, Amazon or other online accounts tied to your bank account. So, they try it out and, lo and behold, now they have access to your bank account.

It's possible to keep the password madness under control. Ask us for tips for having unique but memorable passwords. You might be surprised by how easy it really is.

■ Secret Techniques For Dealing With Late-Paying Clients

paying you late, it can be incredibly frustrating. But there are a few ways to mitigate the problem and get them back on track.

First, try billing twice per month or upfront instead of monthly. The former option will get them on a firm schedule and prevent getting backed up, while the latter will eliminate the problem altogether.

Also, try getting in touch with a contact in accounts payable. That way you can cut out the middleman and streamline the process.

Finally, make sure to send follow-up e-mails along with any invoice you send out. Pester them enough and they'll get the picture.

SmallBizTrends.com, 6/20/2018

If yours is among those compromised If you have a client who's habitually

Technologies That Make Your Business Run Faster, Better and Smarter

www.TechSupportKnoxville.com 865-693-0900