

Executive IT Insider

...The Exclusive Edge to Today's Technology

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What's New

We are pleased to welcome you to the "New and Improved" version of the "Executive IT Insider"! With the upcoming New Year rapidly approaching, we wanted to roll out something fresh and exciting. Easier on the eyes, still packed with content and no "geek speak", we strive to keep you informed in an ever-changing technology filled world. Feel free to share this with your friends and colleagues.

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This monthly publication provided courtesy of Paul Riendeau, Owner of Southern New England Computer Services.

"As a business owner, you don't have time to waste on technical & operational issues. That's where we shine! With our dedication and knowledge, we can put an end to your IT problems finally and forever!"



You get in to work, sit down at your desk, clear out a few e-mails and start blasting through that report that's due in less than an hour... Looking good, on your way to the finish line when — whoops, what's that? A text from one of the kids — forgot his homework... You're just getting that fire doused when you get a Facebook IM from a friend, so you click to see what's up and... whoa, check out the leaping-lizard video... The minutes slip by, and when you finally look up and check the time... Yikes, five minutes to finish that report!

It's no joke. Not only are people more stressed than ever, but all those little attention shifts could be robbing you of as much as 3.2 hours every working day, according to recent studies in the new field of "Interruption Science."

Are Notifications Killing Your Productivity?

How To Win Back Your Sanity - And Your Time

An article in the Harvard Business Review says that trying to focus on more than one thing at a time lowers your IQ by 10 points — and decreases your productivity as much as 40%. (That's nearly half of your entire day — gone!) No wonder we end so many days with that gnawing sense that we got so little done...

Among the chief culprits in all this is the endless stream of notifications that our smart-phones and other devices send us whether we're in the middle of a meeting, trying to finish a report, dodging traffic on the commute home or doing our best to give full attention to the real flesh-and-blood person sitting across the table at dinner...

We're bombarded with an endless stream of visual and sound cues about the latest text message, e-mail, social update, *continued pg.2*

instant message, phone call, voice mail, chat request... It's all wonderful, but how do you balance it with getting important things done?

To conquer the endless interruptions when you need to concentrate, follow these steps:

Phone Calls And Text Messages

First, you'll want to weed out all but mission-critical calls and texts. That way, you can go into Do Not Disturb mode without feeling panicky that your kids, boss, client or aging parent may not be able to reach you in a pinch:

Android:

Tap Settings > Sound & notification > Interruptions and set your preferences. Then open Contacts and star the folks you don't want to block when you're in Do Not Disturb mode.

iOS:

Tap Settings > Do Not Disturb > Allow Calls From and select Favorites. Next, check your iOS Favorites list — texts and calls from these folks will get through even when you're in Do Not Disturb mode.

Social Networks

In Facebook, go to Settings > Notifications and turn off any notifications you don't need. In Twitter, select Settings from the upper-right drop-down menu, then your preferred notifications from the new menu on the left.

If you're a Gmail user and that little bright red circle from Google Plus screams "click me" more often than you'd like, unfortunately your only option is to download Google Chrome and install the Hide Google+ Notification extension.

E-mail

No matter which e-mail client you use, there's a setting for turning notifications off. And that's just half the battle... To really master time spent in e-mail, try limiting your responses to certain times of day. You may want to set up an autoresponder to let folks know what your "e-mail hours" are if you're concerned about not responding right away. If you'd like help with any of this, call us!

Let Our 'Force Be With You'

We can help you win the battle against techno-stress and time waste. Call (401) 764-3063 or e-mail us at news@snecsllc.com to book your "Win-back-your-time" workout with one of our tech superstars. We'll help you mute your e-mails, set up your smartphone, modify your social media and put your technology squarely back on your side.

But call now - before that crazy cat video sucks you back into the maelstrom.

*"How do you
balance it with
getting important
things done?"*

Refer Our Services And We'll Donate To Your Favorite Charity!



We love having customers like you and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of December.

Refer any company with 5 or more computers to our office and they will receive a FREE Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll donate \$25 to your favorite charity for every referral sent as a "Thank You" for thinking of us. If you believe "charity starts at home" then we will send you a \$25 Amazon gift card.

Simply call us at 401-764-3063 or e-mail us at news@snecsllc.com with your referral's name and contact information today!

Technology Spotlight: The iPad Pro

Apple is stepping up to the plate and offering their widely popular tablet, the iPad in a "professional" edition. But what's new?

The size: A large 12.9 inch display makes it easy on the eyes and the largest iPad display to date.

Performance: The iPad Pro is almost twice as fast as the iPad Air 2. This means faster loading times on anything you may be working on.

Stylus: The Apple Pencil is perfectly precise and the iPad Pro is the only iPad compatible with it.

For the "professional on the go", this is fine for emails, notes and travel. Otherwise, a true laptop is where you should go to get work done.

Expert of the Month: Elizabeth Dulude



Elizabeth Dulude is this month's "Expert of the Month". She is part of the 4th generation running the family owned and operated "Wright's Dairy Farm & Bakery".

In business for over 100 years, her family has provided fresh dairy and bakery goods of all types (including their famous "Hermits") to generations of families. Everything is made onsite to ensure the highest quality product is produced. The farm is fully operational with the bakery providing the "fruits of it's labors" to the community. All the animals are well cared for and can be visited during the day.

"We really feel honored that there's multiple generations of customers that came here when they were kids that are now bringing their grandchildren here to see the cows. We really feel blessed to have been a part of that. " said Dulude. "The family members that are involved in the business are here every day. We answer the phones, we're baking, we're decorating. We're very hands on and we feel that's so important to keep the quality where we need it to be."

When we asked Elizabeth what she liked best about us she replied, "We deal with private and confidential information on our computers. I trust that you are taking care of what I need and everything is confidential. There's no regulations in the industry and it's tough but I don't have to worry about that with SNECS. Every employee at every level takes security seriously. It's a big plus for us."

If you would like more information on Wright's Dairy & Bakery, visit www.wrightsdairyfarm.com or call them at 401-767-3014.

Your Systems... Windows 10

■ Feeling a little gun-shy about making the leap to Windows 10? After all, even Microsoft admits Windows 8 was a flop... So why switch to 10? To start with, the user interface just makes a lot more sense. It brings back the start menu that W8 ditched. Also, key functions are accessed from the task bar and it features a more refined design — for instance, smaller window borders. Finally, your first year is free if you have Windows 7 or 8.1, or a Windows 8.1 Phone. So unless your Windows device is an RT version or is about tapped-out on memory, you can feel pretty good about upgrading to Windows 10.

<http://www.techradar.com/us/reviews/pc-mac/software/operating-systems/windows-10-1267364/review/2>

<http://www.ibtimes.com/microsoft-charge-windows-10-upgrade-after-free-one-year-deadline-expires-1930783>

Your Sleep

■ Do you wake in the night, then find it impossible to go back to sleep? A restless night can ruin your whole day. And

ongoing sleep problems can become a serious health risk. What can you do? Here are five tips to help you get the rest you need: 1) Keep the room dark. If you need light for a trip to the bathroom, put a nightlight in the bathroom and leave the door open just a crack. 2) Don't touch your computer, smartphone or TV; the light "resets" your internal clock, making it hard to go back to sleep. 3) Resist the urge to eat unless you're truly starving; a revved-up digestive system can keep you awake.

<https://www.caring.com/articles/sleep-problems>

Your Sales

■ Think December is only about giving? For consumers and businesses alike, it can be a time to save on taxes and use up an unspent budget. That could mean pockets jingling with hot cash about to burn a hole... Here's how you can help solve that problem: 1) Offer multi-year bundles to increase the value of each sale. 2) Could any of your offerings serve as gifts? If so, promote that angle and have gift cards ready. 3) Close sales by the 15th. Things really slow down after that, so do what you can to close now

rather than carry over into January.

<https://www.waveapps.com/blog/small-business-maximize-december-sales/>

Your Web Site

■ Sure, you may not have put up your web site as a profit center in and of itself, but if it could make money for you, why not? Here are three tips and tools to help you harvest some of the hidden wealth in your web site: 1) Share what you know. In this age of info overload, people are willing to pay an expert to guide them. BuzzSumo.com is a great tool for seeing what your audience is hungry for. 2) Turn your web site into a selling machine. Roomjoom.com takes your visitors on a content journey leading to more sales for you. 3) Buddy up. If your web site or blog mentions other products, why not collect commissions on referred sales? ShareASale.com helps you do just that.

<http://www.inc.com/yoav-vilner/4-tools-to-improve-your-website-s-monetization-in-2015.html>

Your Hiring Process

■ What's the one hiring question no one asks (but maybe you should)? When you find someone who seems to be a perfect fit, there's always the risk that they're just really good at painting a picture they can be proud of... So how do you get the whole picture? Bert Lorang, CEO of FullContact, says he likes to ask for negative references. He's found it very revealing — and helpful. But there are a few things you need to do to make this work: 1) Begin by building trust. 2) Give them time to think about it. 3) Call the negative references and get them talking. 4) Present your findings to the candidate. His or her response may reveal volumes about who they really are.

<http://www.inc.com/minda-zetlin/the-deeply-revealing-interview-question-no-one-ever-asks-but-you-should.html>



"How come Lewis and Clark didn't just use MapQuest?"