



Executive IT Insider

...The Exclusive Edge to Today's Technology

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

"Security breaches are at an all-time high! The newest threats include keylogging exploits that save everything you type. Then, hackers use that information to access your emails, bank accounts, and other sensitive data. **Security Firewalls help prevent these attacks from occurring. If you don't have a Security Firewall, **contact us today!**"**



4 Must-Have, Low-Risk Cloud Solutions

Let's face it, your business has more competition than ever. And they'll eat you alive if you fall behind in today's technology "arms race."

Maybe your network needs greater security. Or you haven't yet taken advantage of new cloud-based apps that help your team get more done in less time. Today, the action is in the cloud. And if you don't know what's out there, it's just that much easier for competitors to pull ahead.

To help you stay on top, here's a quick survey of four ways to put the cloud in your corner, along with examples of each.

Network Security

As devices on your network become more diverse and mobile, monitoring them in real time is absolutely critical to averting cyber-attacks. A good network-security tool probes for weak points and

alerts you to potential threats. It can employ both hardware and software technologies. And today's environment demands a bevy of checkpoints, from access control to WiFi-intrusion monitoring.

But how do you protect against threats that evade your monitoring efforts? Due to the recent spread of "fileless" malware, no antivirus program is 100% "bullet-proof." However, you should have at the very least, some basic protection for each user. Look for features such as e-mail security, data loss prevention, network segmentation and behavioral analytics. And ideally, it scans quickly, takes up little space on your devices and may even be able to recover files encrypted by ransomware.

Collaboration

Giving your team the right cloud collaboration tools can be almost as good as giving them

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steroids... (Except, of course, it's legal.) With the wide array of apps available today, the trick is finding the best one – or the best combination – for your company. Top contenders include *Asana*, *Slack*, *Teamwork*, *Trello* and *Google Drive*. These and similar apps can improve efficiencies in areas like project and task management, team communications and collaboration, brainstorming, document processing and storage, and more. And with cloud collaboration, you're no longer restricted to bringing aboard talent from your local area alone.

Contracts & Accounting

Contracts and proposals that get bogged down in logistics can hurt monthly revenues. Is your sales team still asking customers to sign and fax back important documents? If so, they're losing precious minutes every day. Then there's the cost of storing and managing physical files. It all adds up. It's no wonder so many companies now use electronic signature apps, such as DocuSign,

Adobe Sign and RPost. They'll let you manage the signing of important documents entirely online, and will encrypt and store files for you. Some are even court-approved and create a full audit trail.

For small business accounting, industry veteran QuickBooks, now with an online version, and upstart Xero can help you keep the books with relative ease. They both offer a clean, intuitive UI and affordable

pricing with a comprehensive set of features. And, of course, being cloud-based, they can be accessed from a variety of locations, adding flexibility to

your workforce.

Business Planning

Does your company need to prove its mettle to investors? You'd be hard-pressed to find a better all-in-one planning solution than Tarkenton GoSmallBiz. Created by NFL Hall of Fame quarterback Fran Tarkenton, it's specifically built for small businesses. You get highly

customizable and detailed data fields to help simplify your planning process. It then lets you create financial statements and projections without external spreadsheets. And as a subscriber to GoSmallBiz, you also get access to business-planning experts who can help you tweak your plans and proposals.

Free Cloud Utilization Audit Reveals Costly Gaps In Your Company's Cloud Technology

If you'd like to know how well your company is (or isn't) taking advantage of today's cloud, I'd like to offer you a FREE Cloud Utilization Audit, through the end of this month only. Normally priced at \$300, this customized inspection could be worth thousands to you in both cost savings and increased efficiency for your business. We've helped dozens of companies set up and run cost-effective, powerful and secure cloud applications. For your FREE Cloud Utilization Audit, at no cost or obligation to you, contact us at **401-684-3036** or support@itsupportri.com TODAY.

Is Your Office Cloud-Ready?

Refer-a-Friend and Get Free Gifts!



We **love** having customers like you and, quite honestly, wish we had more like you! So instead of just wishing, we are doing an ongoing "**Refer-a-friend**" event.

Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll send you a **\$25 Amazon gift card**. As an ongoing promotion, for **every referral** that you send, you will receive a \$25 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us. As an added bonus, if they join and become a client of ours, **we will send you a \$250 Amazon Gift Card** for introducing your friend to us.

Simply call us at **401-684-3036** or e-mail us at support@itsupportri.com with your referral's name and contact information today!

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Technology Spotlight: Bragi Wireless Earbuds

Since Apple has “cut the cord” by removing the headphones jack from their newest iPhones, many users are seeking an alternative. Now, with the Bragi Wireless Earbuds, anyone can get a quality wireless headset without a large investment.



The Bragi Earbuds are lightweight, comfortable, and intuitive. By utilizing Bluetooth technology, these little buddies will work with just about any Bluetooth device. They get about 6 hours of wireless play on a single charge which isn't too bad.

With all the buttons on the bud itself, you can switch tracks, adjust volume, accept calls, and deliver voice commands without having to look at your smartphone. Also, they are designed for 3 different size types to deliver a secure fit without much fuss.

Another neat feature is that they are sweat-proof meaning a gym session isn't gonna short these babies out. If you are looking for something that has biometric sensors and is waterproof, check out the Bragi Dash. They have more features but sport a \$300 price tag.

Available at bragi.com for \$149, these Earbuds will give Apple a run for their money!

The Power Of Our Thoughts

It's a paradox. Success requires a clear vision. The more you can see it, the more likely you are to achieve it.

I get it. In fact, I believe in it so much that I repeat a “success mantra” every morning and every night. I have a clear vision for what I have defined as success in my business, in my health, in my spirituality and in my family life.

But I also noticed that sometimes I get way fixated on the vision. Take softball, for example. I play in a pickup game about five to ten times during the summer months. I decided that I wanted to be a regular home-run hitter and set the vision. No mantras needed for this one. Just envisioned myself hitting the ball out of the park every time.

Sure enough, I did. With my newly found hitting skills, I earned the coveted batter's position – fourth spot in the order.

Then I expanded the vision. I decided I wanted to hit the home runs so far that they went sailing into the distant woods. Something that I believe no other batter has done. This vision was so clear that I played it over and over again in my mind.

As I approached the batter's box, I walked through each step necessary to hit the ball that far. I overthought it.

As the pitch came my way, my mind was going crazy with all the things I

needed to do perfectly to hit it that far. I needed to have a slight down to upswing. I had to snap my wrists a little bit earlier. I had to put more muscle into it, for sure. I had to take a slightly bigger step. As I thought, the ball sailed by. Strike! I thought so much that I forgot to swing.

Next pitch. My mind was going more crazy. All the same steps, but had to remember to swing this time. With all the thoughts rushing through my head, I swung too early. Strike two! The third pitch was worse. I swung so late and so hard that I nearly threw my shoulder out. Strike three!

Subsequent up-at-bats, I went through the same mind-talk nonsense. My fluid swing became a mechanical choppy-chop-chop. The more I screwed up, the more I overthought it. And the worse I got. That Sunday was my worst outing ever, even though I envisioned it would be my best. The mistake? Overthinking.

Vision is power. Preparation is necessary. But when you are up at the plate, it is time to stop thinking. It is time to let your natural instincts take over. It is time to sit back and observe yourself. I have found this to be the only way to hit home runs.

In fact, next year I envision myself hitting “into-the-woods” homers.

I'm just not thinking about it.



MIKE MICHALOWICZ (pronounced mi-KAL- o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next E-Myth!” For more information, visit www.mikemichalowicz.com/.

Experts of the Month: Dr. Scott Colonna and his team from “Westminster Eyecare Associates”



This month, we are focusing in on Dr. Scott Colonna from Westminster Eyecare Associates. However, he is just one of the eight experts at the practice located at 891 Westminster St. in Providence. Together, he and Dr. John Ormando are the senior partners of the practice. The other doctors that make up their extensive team of specialists are Dr. Theresa Colonna, Dr. Susana Chan, Dr. Jodi Pukl, Dr. Nicholas Feucht, Dr. Alexandra Sexton, and Dr. Jennifer Le. Each doctor has their own core focus which makes their practice perfect for many types of patients. Because of their unique approach being able to provide the right doctor for each patient, Westminster Eyecare Associates are our “Experts of the Month”!

Originally, the two senior partners bought the practice in 2001 from a retiring doctor when they were fresh out of school, graduating from the New York College of Optometry. Since then, they decided to get out into the community and turn it into a group practice. “We have 8 ODs on staff, all with different specialties. Whether it’s in pediatrics, cornea or contact lenses, specialty contact lenses, or ocular disease specialties, that’s the route we went,” says Dr. Colonna. “What makes us unique is that John and I had a mission that whether it was our staff or our patients, we wanted everyone to leave happy and satisfied with their service here.” Another convenience for their patients is that most of the staff is multi-lingual, including English, Spanish and Portuguese. “We had one doctor that went to Brown for night classes and learned Spanish just to communicate with patients better,” Dr. Colonna added.

As for “speaking the same language”, Dr. Colonna mentioned this about working with SNECS; “I know you guys have experience in what we’re talking about and what we’re trying to setup in the eyecare industry. From our different medical instruments and software types, I know I don’t have to explain it to you.”

Located in the heart of Providence, their team is ready to help six days a week. If you are looking for more information, call them at 401-331-7850 or visit them online at www.wecareri.com; the name says it all!

Ever been at a loss for the right word or phrase? If you want a quick way to look up that pesky missing word, check out Writefull (writefullapp.com). Just type in the phrase surrounding the word you’re looking for. Writefull instantly offers suggestions from a vast database of commonly used phrasing. Not only that, if you’ve ever wondered how to use a word or phrase in context, Writefull can help. For instance, it can show you examples of where the phrase “less people” vs. “fewer people” is more commonly used. What makes Writefull different from similar apps is that it goes beyond basic grammar to actually improving your writing. It’s available for Windows, Mac or Linux devices or as an extension to Google Chrome. — *LifeHacker.com*

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“After analyzing all your data, I think we can safely say that none of it is useful.”

Here’s good news for Chromebook lovers.

Chromebooks made in 2017 and beyond can now run over a million Android apps. So why is that important? It means Chromebook has grown up from having limited support for a handful of apps to full support for over a million apps. Google now also supports a long list of older Chromebooks, good news if you own a pre-2017 model. While many Android apps aren’t as robust as full-blown desktop programs, you can still do a lot with them. All said, the Chromebook now stands out as an easy-to-use power tool at a low price. A variety of manufacturers offer Chromebooks, including Samsung, which wowed crowds at the 2017 CES with its Chromebook Plus and Pro. — *DigitalTrends.com*