

Ribb "IT" Review

Does Your IT Guy Have You In Mind?

Choosing the right IT guy for your business can be a slippery slope. Here are a few starter questions to help get you on the right track: Do they answer the phone live? Do they take time to explain things in plain English? Do they insist on monitoring your network 24-7-365 to prevent problems from turning into downtime, viruses, and other nasty issues? Do they guarantee to complete projects on time and on budget? If you've answered no to any of these questions, it may be time to re-evaluate your choice of IT support. Frogworks guarantees all these things and then some, so why not give us a call?

June 2016

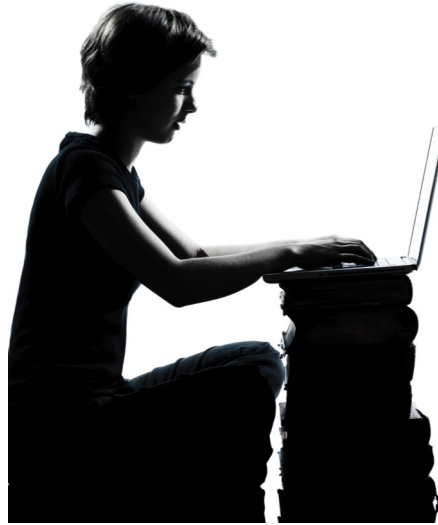
Issue 6 Volume 06



This monthly publication provided courtesy of Alex Bleam, Owner of Frogworks.

*"As a business owner, you don't have time to waste on technical and operational issues. That's where we **shine!** Call us and put an end to your IT problems finally and forever!"*

- Alex Bleam, Frogworks



Shadow IT: Ignore At Your Own Risk

It's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail, or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs, and Evernote. Or collaboration spaces like Slack, Asana, and Wrike. And then there are devices: USB sticks, smartphones, tablets, and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the

whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

The Hidden Dangers Of Shadow IT
When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it, and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues, and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling

productivity and innovation.

Bringing Your Shadow IT Out Into The Light.

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company:

1. Cut Loose The “Control” Mentality. It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they may start using their own. They can easily access a vast and growing variety of apps, all without your help—or control.

2. Recognize The Delicate Balance Between Risk And Performance. Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

3. Foster Open Communication. Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

4. Develop A Fully Tested Plan. Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise manageable event from turning into a

full-blown business crisis.

5. Finding The Right Balance. Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

Frogworks can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection.

Contact Us Today At (240) 880-1944 Or Info@GetFrogworks.com To Take Advantage Of Our Security Assessment (Normally \$895), FREE Through The End Of June, And Put An End To Shadow IT In Your Organization Finally And Forever.

“Take control of high-risk situations and keep an eye on the rest.”

Free Report: 7 Little Known Facts Every Business Owner Should Know About Remote Backup



Read this report to discover:

- The only way to know for SURE your data can be recovered if lost, corrupted, or deleted—yet fewer than 10% of businesses have this in place.
- 7 critical characteristics you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

Download Your FREE Copy Today At: www.GetFrogworks.com/Security

Get More Free Tips, Tools, and Services At Our Web Site: www.GetFrogworks.com (240) 880-1944

Shiny New Gadget Of The Month:



What If Your Smartphone Had Wings?

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS, and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward, or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at: xCraft.io/Phone-Drone.

Client Of The Quarter: A Property Management Company

Our Client Of The Quarter is David Baizley, the IT administrator for a property management company. Since 2007, the property management company has overseen 39 projects in 8 states to provide the best in housing development, management, investment, and consulting.

Headquartered out of state, the company began the search last spring for local boots on the ground to provide responsive IT support for their 14 properties in the Washington DC metro area. David describes, "More than a year ago, our company had at our disposal a fulltime technician who was unable to keep up with the demands of the properties, and in some instances, the technician needed multiple visits to resolve issues. This put a burden on our company to provide satisfactory service to our sites."

When Frogworks stepped in, the difference was remarkable. Tells David, "We rely on Frogworks to provide feet on the ground for our multiple properties in the Washington DC area. Since our first interaction, Frogworks has proven over and over again that they have systems in place to provide outstanding support and communication not only with each individual office, but with our corporate office as well."

Gone were the days of not hearing back from their IT provider. David elaborates, "When our needs have required same day or next service, Frogworks has consistently been

willing to bend over backwards to accommodate us."

With Frogworks, David and each of the local properties can now focus on growing their business, knowing that

Frogworks will be here to help meet the challenges ahead. David raves, "The Frogworks technicians that have provided support to our company have done so in a manner consistent with excellence and thoroughness that has yet to be matched by other providers that we use in other cities. Their exceptional professionalism, procedures, and communication have set the standard by which we choose vendors in other locations.

Since hiring Frogworks, our company has been able to provide service to the sites that not only they require but they deserve. Problems have been resolved in a timely fashion working in coordination with myself to ensure that our site supervisors are more than just satisfied, they are happy. Choosing Frogworks over a year ago has improved the morale, productivity, and peace of mind to the corporate office and each location. That decision proved to be a wise choice, and one that any other company would immediately see a positive impact from their business."

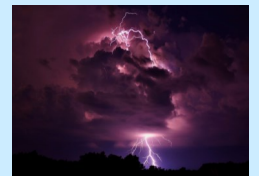


David Baizley, IT
Administrator, Property
Management Company

Thought Leadership:

"Thoughtless reliance on technology is a liability."

— Jim Collins, Author Of *Good To Great*



Imagine Just Taking A Pill To Acquire A Whole New Skill Set.

In *The Matrix*, Neo opens his eyes after being programmed and tells Morpheus, “I know kung fu.” According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nano-robots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson’s patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World Wide Web.

-Inc.com

Hootsuite, Buffer...Or Both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet

Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

Which App Best Helps You Take Notes On The Go —Google Keep Or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it’s free. If you want a deep database of notes, lists, and

web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

Facebook Wants To Help You Blow Up Your Business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don’t make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember “T-O-M”: TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, and keep your text simple and straight to the point. Make it easy to grasp, and end with a clear call to action. Facebook ads give you access to the world’s largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

Who Else Wants To Win A \$25 Gift Card?

The winner of last month’s Trivia Challenge Quiz—and Amazon gift card—is Susan Kingsberry, from Essex Construction in Upper Marlboro, MD! She correctly answered our quiz question from last month:

How many dimples are there on a regular golf ball?
a) 336 b) 294 c) 418 d) 377

The correct answer was a) 336. Now, here’s this month’s trivia question. The winner will receive a gift card to AMC Theaters!

Amazon was not the name Jeff Bezos originally selected for his Internet start-up company in 1995. What name was his first pick?

a) Kagera b) Bookmeister c) Juggernaut d) Cadabra

Send Michelle an email with “Trivia” in the subject line, your name, and your answer: Trivia@GetFrogworks.com

