



Friendly Customers!
 Friendly Connections!
 Friendly Computers!

April 2013



Technology Today

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“As a business owner, I know 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!” - **Bill Schubert, Friendly Computers**

Inside This Issue...

BYOD or COPE? Do You Allow Employees To Use Their Own Devices For Work?.....Page 1

Refer a Friend – Win An iPod Touch.....Page 2

5 Easy Ways To Spring Clean Your Computer For Maximum Performance.....Page 2

Shiny New Gadget Of The Month: Ultra Small Bluetooth Location Stickers.....Page 3

Prepared, Equipped And Armed With The Right Habits.....Page 3

The Lighter Side: April Showers Bring...Laughter.....Page 4

Is Microsoft’s New Cloud Based Office Licensing Model Going To Affect Your Business?.....Page 4

BYOD or COPE? Do You Allow Employees To Use Their Own Devices For Work?

The evolution of personal mobile devices and the rise of how necessary they are to business success these days are forcing many small business owners to make a choice. BYOD or COPE? Or “Bring Your Own Device” vs. “Corporate Owned, Personally Enabled”.

The Typical Solution - BYOD. According to the CDW 2012 Small Business Mobility Report, 89% of small-business employees use their personal mobile devices for work. But the headache involved here is how do you support and secure all of these devices? The scary thing is that most small businesses don’t even try! The CDW survey found that only 1 in 5 small businesses have deployed (or plan to deploy) any systems for managing and securing employees’ personal devices.

The Alternative - Is COPE Any Better? A minority of small businesses has implemented a Corporate Owned, Personally Enabled (“COPE”) policy instead. They buy their employees mobile devices, secure them, and then let employees load additional personal applications. The employers control what types of apps can be added, too. The “personally enabled” aspect of COPE allows employees to choose the company-approved device they prefer while permitting them to use it both personally and professionally. COPE is certainly more controlled and secure, but for a business with a limited budget, the cost of buying devices for every employee can add up pretty quickly. If you go the COPE route and are large enough to buy in volume, you can likely negotiate substantial discounts.

Security Concerns With BYOD. If you have client information that must be kept secure or other industry specific regulations regarding the security of client data, then COPE is likely your best approach. It takes out any gray area of whose data is whose. Plus there is a certain comfort level in being able to recover or confiscate any device for any reason at any time to protect your company without any worries of device ownership.

Advice For BYOD Companies. Despite the numerous advantages of COPE, most small businesses will still choose BYOD because it can save them money. Here are 2 of Lawrence Reusing’s (GM of mobile security at Imation) important rules for BYOD. Consider these when creating your mobile device policy.

1. Assume employees will use personal devices on the corporate network even if they are told not to. 50% of employees use personal devices to take confidential data out of companies every day.
2. Assume employees value convenience more than security. If your policies are inconvenient, employees will work around them.



“It’s been a long winter and Milton has been waiting for spring. I beg you to look the other way.”

Get More Free Tips, Tools, and Services At My Web Site: www.FCOFG.com

A Quality Referral Is Music To Our Ears...A FREE iPod Is Music To Yours!

(See Below For Details On How The Two Are Related.)



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer-a-friend" contest for the month of April.

Even if your referral doesn't hire us, they'll benefit from having a third-party conduct an audit of their systems. Normally we charge \$300 for this service, but we'll give it to them free since you referred them.

All you have to do now is go online to www.fcofg.com/refer and give us the name of one fellow business owner you know who might benefit from our services. There's no obligation for them to buy anything. We'll award a brand new iPod Touch to the customer who refers us the most quality contacts!

If you have any questions about our contest, you can also call me direct at 512-931-0303 or simply e-mail me at bill@fcofg.com with the name and contact information of one of your business colleagues who might benefit from hearing from us.

5 Smart Tips For Mobile Devices

If you're planning on heading out of town – or simply to the coffee shop to work – here are a few tips to keep in mind.

1. **Protect your devices from thieves.** All mobile devices should be passcode-protected and loaded with apps that will help you track and find them in case they get lost or stolen. "Lookout" application will track your I-phone even when the battery is dead. "SeekDroid" will do similar work with an Android. These apps allow you to remotely wipe the device if it falls into the wrong hands; you definitely don't want to expose yourself to identity theft or allow someone access to your company's network and client data. Never leave your device anywhere you wouldn't leave your wallet.
2. **Backup.** Mobile devices get lost and destroyed more often than desktop computers because you're dragging them around from place to place and exposing them to non-gadget-friendly environments; therefore, make sure you are backing up all the data to the cloud. All it takes is a spilled cup of coffee to erase those precious family photos and videos; and most people don't think about backing up their phone.
3. **Take caution when connecting to free public Wi-Fi.** Hackers with routers and readily available software set up rogue hot spots for spying and serving you fake websites. They often name these hot spots something generic such as "Coffee Shop" or "Linksys" to fool you into thinking they are safe. You think you're connecting to the coffee shop's Wi-Fi, but you're actually accessing the web through their portal. If you are going to use public Wi-Fi, simply use it for general web surfing, not shopping, banking or accessing critical data.
4. **Turn off sharing.** If you use a laptop, you might have it set to share files and folders with other computers at work or home. However, you don't want those settings "on" when connecting to a public network. When connecting to a public hotspot for the first time, Windows will ask you for a location type; choose "public" and it will automatically reset your settings to turn off sharing.
5. **Carry your own connection.** If you're going to access your bank account, go shopping online or retrieve critical data when traveling, invest in your own personal Mi-Fi connection. Talk to your service provider (Verizon has a good system) to get more information. If you don't have one and you need to make an emergency balance transfer or an immediate purchase to save a significant amount of money, it's safer to use your cell phone. When banking, use your bank's official app and sign up for any extra security they offer. For example, Bank of America's SafePass program sends a text message with a 6-digit code to authorize a transaction. The code expires as soon as you use it.

Shiny New Gadget Of The Month:

Ultra-Small Bluetooth Location Stickers



With Stick-N-Find, never lose your keys again, find your remote control, track your luggage or keep a virtual leash on your pet fluffy so that you get notified when they go too far away.

About the size of a quarter and 0.16 inches thin, you can stick these just about anywhere! Stick them to any device, person or animal and find them with your smartphone.

With an Apple iOS or Android app, you can view your misplaced items on a radar screen and decide if you would like to have it buzz, flash or do both. Or create a "virtual leash" with the sticker – if that sticker moves away more than a selected distance, your phone will alarm you. Lastly, "Find It" alerts allow you to be alerted when your lost item comes in range of your phone.

Stick-N-Find Stickers have a Range of about 100 feet with a battery that lasts for over a year. Find out more at www.sticknfind.com.

Prepared, Equipped and Armed with the Right Habits

At the peak of their expansion, Starbucks was opening 7 new stores every day and adding 15,000 employees every week. How did a small coffee shop in Seattle end up with over 17,000 stores and revenues of more than \$10 billion, selling \$4 coffee in a fancy cup? How did Starbucks build such an incredible organization that has over 135,000 employees? How do they get their new employees to show up on time and excel at delivering exceptional customer service, especially when many of them are young, unskilled, and lacking little if any experience in business? If you knew the answers to those questions, do you think it might help you expand your business or on a personal level ... help you to become more successful? Let me give you just a little insight to their formula for success.

Howard Behar, the former president of Starbucks once said, **"We're not in the coffee business serving people. We're in the people business serving coffee."** When your entire business model is built around delivering exceptional customer service, you have got to figure out a way to instill the necessary SELF-DISCIPLINE in your people so they can correctly handle almost any situation. Long lines, complicated orders ... and dealing with sometimes angry, mean, and in-a-hurry customers can be a daily routine for an employee at Starbucks. But, the customer and situation I just described can be the norm in a lot of businesses, so why are employees at Starbucks so good at dealing with it?

It all starts with training. Each **first year employee** will spend **over 50 hours** in the classroom and more time at home studying workbooks or conversing with mentors. Starbucks spends hours upon hours **developing powerful habits** to prepare their people for the onslaught of customers. They have found **that following disciplined habits will enable their people to DEAL with almost any challenge they may face.** They focus on life skills and helping them to handle their emotions and show them how to deliver a **BURST of energy, pep, and enthusiasm when dealing with every customer.** They role play with them, interact with them, help, guide, nurture and **SHOW** them how to handle many different SITUATIONS.

Starbucks has spent millions of dollars creating courses that TRAIN their people on not just the steps of the process, but more importantly, on how to **maintain the self-discipline** to **"do it"** every time. One acronym Starbucks uses to help their people is **LATTE**. It stands for **Listen** to the customer, **Acknowledge** their complaint, **Take Action** by solving the problem, **Thank** them, and then **Explain** why the problem occurred. Starbucks has developed numerous routines for their employees to follow to help them during stressful situations. By developing these routines, they are helping their people create the **RIGHT HABITS** to serve their customers. **When an employee is PREPARED, EQUIPPED, and ARMED with the RIGHT HABITS to address almost any situation, delivering exceptional customer service becomes easy.**



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.
www.robertstevenson.org/

Client Spotlight: Clawson Disposal

AI Clawson Disposal in Jarrell, TX has been a client of ours for two years. Their always growing and changing business has been a wonderful challenge for us. We provide virtual CIO services helping them make sound business decisions with their technology. We are their off site IT department.

Proactive business support is our goal. Let us fix problems before you even know they are there.

Give us a call to get this kind of service for your business. 512-931-0303

The Lighter Side: April Showers Bring...Laughter!



Q. What season is it when you are on a trampoline?

A. Spring-time!

Q. When do monkeys fall from the sky?

A. During Ape-ril showers!

Q. Can February March?

A. No, but April May!

Q. What flowers grow on faces?

A. Tulips (Two-lips)!

Q. Why is the letter A like a flower?

A. A bee (B) comes after it!!

Q. What's the best day for monkey business?

A. The first of Ape-ril!

Q. Do you know all about April 1st?

A. Yes, I'm fooly aware of it!

Q. Why is everyone so tired on April 1?

A. Because they've just finished a long, 31 day March!

Knock, knock!

Who's there?

Noah.

Noah who?

Noah body . . . April Fool's!

Is Microsoft's New Cloud Based Office Licensing Model Going To Affect Your Business?

Microsoft announced earlier this year that they are going to place all of their Microsoft Office desktop and cloud-based Office 365 software applications under one umbrella in a renewed effort to push their cloud-based subscription model.

Microsoft will still sell their existing desktop versions, but these will not be as "fully featured" as the upcoming cloud-based versions (note that any Microsoft software that ends in 365 is their cloud based software). It's becoming very apparent that whether you're a home user or a large company, Microsoft wants you to buy the cloud version of their products going forward. If you don't want the cloud version on a monthly subscription, you'll have to settle for a dumbed down version of the product instead.

Here's what this potentially means for you:

- The new "Office" family covers all different editions of Microsoft Office, from Student and Home Editions to the most powerful tools that Microsoft offers.
- You will never have to worry about buying CALs (Client Access License) for Office 365.
- You will now be able to shift your budget dollars from one time or annual license purchases to an ongoing monthly operating expense, thus evening out cash flow.
- Things should be getting easier for you to manage. Whether you are starting from scratch or updating software licenses for your office, you'll be able to get everyone running on Office, Exchange, Sharepoint, Lync, Word, Excel and even Skype under one single license.
- Microsoft is also preparing a half-dozen bundles for Office and Office 365, many aimed at small business.

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Joe Zapata of Edward's Health Care**. He was the first person to correctly answer my quiz question from last month: Which of the following inventions was patented March 7, 1876? The correct answer was b) Telephone.

Now, here's this month's trivia question. The winner will receive a gift card to Gumbos North.

April is named after the Greek goddess, Aphrodite. She is the goddess of: a) Fire b) Light c) Love d) Spring

Call me right now with your answer!

512-931-0303

If you've won before, sit on your hands!