POP QUIZ: YOU JUST DISCOVERED ONE OF YOUR EMPLOYEES HAD THEIR SMARTPHONE STOLEN...

QUICK, WHAT DO YOU DO?

Over the last couple of months, we’ve come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place.

The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.

In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent “remote wipes” of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That’s why it’s so important to take measures to lock down and secure any mobile devices you and your staff use to access your company’s network.

HERE ARE JUST A FEW STEPS YOU CAN TAKE NOW TO BE PREPARED:

**NUMBER 01**

**Strong Passwords.**

Enforce a strong mobile-device password policy and make sure your employees can’t leave devices unlocked and vulnerable.

**NUMBER 02**

**Enable Device Wiping.**

Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.

**NUMBER 03**

**Have A Plan In Place.**

If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!
HOW LONG DO HARD DRIVES REALLY LAST?

One-hundred percent of all hard drives will eventually fail. **THIS IS A FACT.**

Some will fail prematurely due to manufacturers’ defects while others will fail because a mechanical part finally wears out. The question is, how long until that happens?

Online backup provider Backblaze.com has kept 25,000 consumer-grade hard drives constantly running for the last four years, diligently noting whenever a hard drive breaks down. The results are very interesting.

**NUMBER 01**

**NINETY-TWO PERCENT OF ALL HARD DRIVES WILL SURVIVE THE FIRST 18 MONTHS.**

These failures are typically due to manufacturers’ defects (oftentimes called the “lemon effect”). Hard drives’ warranties are typically one to three years, which is basically the manufacturers saying that they are only on the hook to replace the lemons.

**NUMBER 02**

**DURING THE NEXT 18 MONTHS, ONLY A VERY SMALL PERCENTAGE OF DRIVES (~2%) WILL FAIL.** These failures are from random “unlucky” issues and occur rarely anytime during the life of the drive.

**NUMBER 03**

**BEGINNING IN YEAR THREE, HARD DRIVES START TO WEAR OUT DUE TO USAGE.**

They are simply mechanical devices that are getting old. Eighty percent of drives will make it to year four and then they drop off at about 12% or more per year thereafter.

**NUMBER 04**

**THE FAILURE RATE IS ESSENTIALLY A U CURVE.**

Most failures happen very early on or after the three-year mark.

SO, WHAT DOES THIS MEAN?

Simple. Back up your data. With a 1-in-10 chance that your hard drive dies in the first three years of its life and an accelerating chance of failure after that, there is no excuse for being caught without a solid backup. Ever.

Make a plan. Build equipment replacement into your budget at least every four years for most devices, with a 10% equipment-replacement expense built in over the 1st year and then again starting in year three.

As for that 10-year-old PC in the back room still running Windows XP and your most critical reporting software, the clock is ticking ...

SECURITY ALERT: WHAT PRECAUTIONS SHOULD I TAKE ON SOCIAL NETWORKING SITES?

**01. Do not assume privacy on a social networking site.** For both business and personal use, confidential information should not be shared. You should only post information you are comfortable disclosing to a complete stranger.

**02. Use discretion before posting information or comments.** Once information is posted online, it can potentially be viewed by anyone and may not be able to be retracted afterwards. Keep in mind that content on government-related social networking pages may be considered public records.

We will have more Social Networking security tips in the March issue, hitting your mailbox soon.

FOR MORE INFORMATION ABOUT CYBER SECURITY

GIVE US A CALL TODAY AT 310-641-6551.
THE LINES IN YOUR BUSINESS

I have been working on my new book, which, most likely, will have the word “line” in the title. So, I decided to do a little research on the word “line.” I had no idea there were so many words that have “line” in them ... that have a great deal to do with being successful. Let me give you a few examples:

DISCIPLINE. Discipline and success go hand in hand. You cannot have one without the other.

STREAMLINE. The successful companies today are doing everything they can to streamline operations. Complicated policies, procedures, rules and regulations are being simplified, replaced or deleted. Subtraction (simplifying) is the exercise of genius ... addition (complicating) is the exercise of fools ... so streamline your operations and your life every chance you get.

DEADLINE. A goal without a deadline is just a wish, so it is important to set deadlines. But also understand that a missed deadline is more than a disappointment, it is a statement to your client or boss that you can’t be counted on.

ONLINE. Being online can be a useful tool for productivity but also a terrible distraction to productivity if something else catches your attention ... so be careful and stay focused on the task at hand.

GUIDELINE. If it was important enough to establish a guideline, then it should be followed.

BOTTOM LINE. Companies that don’t make a profit will eventually fail. It is not how much money a company takes in (revenue) that will make it successful ... it’s all about profitability. To sustain success, you must always control your bottom line.

FRONTLINE. The problem with so many companies today is those making the decisions are so far removed or have been away from the frontline for so long that they haven’t a clue what the true consequences of their decisions are until it’s too late. If you want to be successful, then you need to stay as close to the frontline as possible. Get out from behind your desk and get on the frontline to see what is really going on in your company.

LAUGH LINE. While you are doing all of this, it is important for you to keep your sense of humor and have some fun. Any wrinkle I have on my face caused by my laughing or smiling is a welcomed wrinkle. As far as I’m concerned, laugh lines are signs you are living a happy life.

LIFELINE. You have no idea how long or short your lifeline is, so make the most of the time you have. Keep asking yourself ... “Is what I am doing taking me where I want to go?” Your lifeline is a finite amount of time ... there are no “do-overs” or recouping of moments lost ... so make the most of the moments you have.

SIDELINE. The sideline is not where you want to be. Get in the game. Learn the necessary skills and have the courage to be a player. To paraphrase former President Theodore Roosevelt ...

This is all about YOUR TIME LINE so ... pay attention to how you are handling the LINES in your life.

Guest article provided by Robert Stevenson. For more information, visit www.robertstevenson.org.

5 CRITICAL FACTS EVERY BUSINESS OWNER MUST KNOW BEFORE MOVING TO THE CLOUD

If you need to upgrade your current computer network and are considering cloud computing to save money and simplify IT, the insights in this report will arm you with the right information and questions to ask to avoid getting “sold” a solution that doesn’t work for you.

YOU’LL DISCOVER:

- What cloud computing is and why it matters to small and medium sized businesses.

- The various types of cloud solutions you need to know about and how to determine which is right for you.

- What you should expect to save on IT costs initially and over time.

- 15 critical questions you must know the answer to about the cloud.

- The most important thing you need to know about security and where your data is hosted.

- Little known facts about moving to the cloud most IT consultants don’t know or won’t tell you that could end up costing you big.

Get Your Free Copy Today: www.i2x.net/move2cloud

GET MORE FREE TIPS, TOOLS & SERVICES AT OUR WEBSITE: WWW.I2X.NET
POP QUIZ: YOU JUST DISCOVERED ONE OF YOUR EMPLOYEES love match. The best chance that you'll make a long-term partner; that provides people before choosing a theory, we should date a dozen smitten.

Perhaps that's why it's so easy to obsessive-compulsive disorder. Levels seen in people with hormone serotonin – as low as produce decreased levels of the

People who are newly in love of Burgundy. Diamond ring to his fiancée, Mary who, in the 15th century, gave a Archduke Maximilian of Austria engagement ring comes from

+ The tradition of the diamond engagement ring comes from Archduke Maximilian of Austria who, in the 15th century, gave a diamond ring to his fiancée, Mary of Burgundy.

+ People who are newly in love produce decreased levels of the hormone serotonin – as low as levels seen in people with obsessive-compulsive disorder. Perhaps that’s why it’s so easy to feel obsessed when you’re smitten.

+ According to mathematical theory, we should date a dozen people before choosing a long-term partner; that provides the best chance that you’ll make a love match.

Web site reports can tell you a LOT about the visitors to your web site IF you know how to read them. Here’s a quick lesson on how to decipher those reports ...

**HITS VS. UNIQUE VISITORS**

It’s been said that “hits” is short for “How Idiots Track Sales.” Total hits is a deceptive number because a single visitor on a single page could easily pull a dozen files or more.

We focus on “unique visitors,” the best indicator of how many individual people are actually visiting your site. If your number of unique visitors is extremely low, it’s either a sign of weak marketing or a technical issue. Note however that 61.5% of web traffic is via “bots” (non-human traffic) searching the web.

**BROWSERS**

What web browsers are visitors using when coming to your site? There are many browsers in use today, including mobile browsers. You need to test that your site works with all the browsers identified in your reports.

**EXIT PAGE**

Your “Exit Page” shows the last page someone is at before they leave your site. If you’re not getting visitors to “convert” to a customer or lead, take a closer look. There may be a technical issue, a bad web site headline, no offer, slow-loading graphics or confusing copy. Something on this page is making your visitors leave without doing what you want them to do.

Experiment with various headlines, offers and designs until you find something more successful.

**UPDATE KEYWORDS AND KEYWORD PHRASES**

Be sure your web site keywords line up with the words people use when searching for products or services you offer. Keeping these aligned will allow you to optimize your conversion rate and minimize your expenses when using pay-per-click search-engine marketing.

**GET $1,000 OR MORE FOR NEW REFERRALS**

WE ARE GROWING OUR BUSINESS AND YOU CAN MAKE EASY MONEY IN THE PROCESS! The I2X Customer Referral Program is a super easy way to make money. You already know we do great work. So do your business colleagues a huge favor and introduce us. If we sign them up, you can receive up to a FULL MONTH of their contracted service amount as a Thank You from us.

TO RECEIVE YOUR REWARD ... Simply tell other business owners you already know how great I2X is and how we can help them make the most of their technology. When you do so, please also send me an email that you gave us a referral. If they sign up for service with I2X, you get paid!

EMAIL ME RIGHT NOW WITH YOUR REFERRALS TO: arnie@i2x.net

GET MORE FREE TIPS, TOOLS & SERVICES AT OUR WEBSITE: WWW.I2X.NET