

# NEWSLETTER

## HURRICANE PREPAREDNESS

### ARE YOU PREPARED FOR A NATURAL DISASTER TO STRIKE?

Natural disasters can strike at any time. And we all dread it, but can you rest easy knowing you have done all the preparation you can do? Do you know what you'll do if a natural disaster strikes? Do you have systems in place and are you ready to implement them?

Hurricane season can be devastating. The aftermaths of natural disasters can also be wonderful examples of communities banding together. Thousands of volunteers and neighbors, working as one to rebuild and find the way forward. There is no doubt, however, that the havoc wreaked by hurricanes produces aftershocks that will echo through affected areas for decades.

To anyone who turtled up in their attic in the middle of a storm or just saw a picture of the wreckage in the news after a hurricane departed, the physical damage caused by the storm is obvious. What's less obvious is the effect these storms have on the futures of the survivors, the reverberating impact that cuts thousands of life plans short and forces individuals to completely change their course in a cruel reversal of fate.

**"Forty percent of small businesses don't survive these events,"** said Russel Honore, the previous Joint Task Force Commander for Hurricane Katrina. The electrical grid is knocked out for days, and businesses are forced to close the office for what they hope is a temporary period due to flooding.

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# PREPAREDNESS

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Each day that a business can't provide service, it's bleeding money – a cost that many businesses, especially the little guys, can't absorb. So, they close for good, their buildings go up for lease and those who were once the heads of promising young businesses are now unemployed, in the market for a job in a city up to its neck in water.

Just as common is a business that finds its central data structures wiped out by physical damage. Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it's a completely different story.

Oftentimes, a catastrophic loss of data will shutter a business for good. A 2010 report by technology research firm Gartner Group stated that 43 percent of businesses went belly-up almost immediately after a "major loss" of data, while 51% shut down within just two years. That leaves a **measly 6% survival rate for businesses that suffer company-wide data loss.**

These are scary numbers, to be sure, but there is good news: **Businesses that migrate their data to the cloud are at significantly less risk of losing vital data.**

This is not only because your typical cloud service will back up your up-to-date data with several levels of redundancy, but because most cloud services are actually more secure than their on-site counterparts in general.

And make no mistake, businesses with on-site data are susceptible to loss far beyond physical disasters like hurricanes, flooding, earthquakes or solar flares. Don't forget the risks disgruntled employees, freak accidents and, especially, hackers pose to your precious data. While it's true that all of these risks still exist with cloud-based services, they're much reduced. A 2012 Alert Logic report stated that "on-premises environment users actually suffer more [hacking] incidents" than cloud-based users, while also being subjected to "significantly more brute force attacks." When you think about it, this makes sense. With your entire system backed up on a number of off-site locations, it's much more difficult for hackers to encrypt the entirety of your data and hold it for ransom.

That said, not every business absolutely needs the cloud to stay secure. Certain business models need on-site structures for various reasons, and a few find it more cost-effective. Still, the cloud is definitely something that any savvy business owner needs to examine closely as a potential option. It could mean the difference between flourishing in the next fiscal quarter and going under.

**Are you prepared for a natural disaster?**

**If you're not sure, contact us and**

**let us tell you!**

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# IT SUPPORT

## 3 OPTIONS FOR IT SUPPORT & HOW TO CHOOSE THE ONE THAT FITS YOUR BUSINESS

If you're a business owner or planning to open a new business, chances are you have looked into IT support options. For those unfamiliar with the world of IT support, it can be confusing trying to figure out which option is best for your business. You might be interested in the most cost-efficient option but worry that it won't offer enough support. Maybe you have looked at more extensive options and wondered what is truly necessary for your company's needs.

It can be problematic to look at cost alone to decide which option is best for you. When determining IT needs, there are three to four predominant options to consider. They all come with different benefits and drawbacks.

### **Time And Materials**

This is also commonly referred to as the hourly or break-fix model. Basically when a user detects that they have a problem, they contact their IT provider who comes out to look at the problem and resolve it. There are several issues with this model.

First, the IT provider's goal and the client's goal are at odds with each other. The client's goal is to have minimal downtime. The IT provider's goal is to have issues that need repairing at the client site so that he can get paid. While most IT providers are relatively honest people, some of them are dishonest and will cause issues so that they can get paid to fix them.

The second major issue with this model is that there is no proactive approach to preventing or resolving issues. The IT provider has no idea that there are issues with the systems until something breaks. Many issues can be prevented or dealt with much more quickly if they are resolved before the problem gets to the point that it causes the client downtime.

### **Maintenance Contract**

This is also called the block time model. Some IT providers sell their clients on "preventative" maintenance contracts where the client gets a certain block of time per month. There are multiple problems with this model, here are a few examples.

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# IT SUPPORT

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First, most clients do not get a technician for the amount of time they pay for per month, and these extra hours just go unused with no refund. Second, if issues go over the allotted block time, the technician has to stop working or bill the client for the overage. Third, very few of the companies who have these maintenance contracts actually attempt to do any proactive maintenance.

Even if they do, going through the event logs on each machine looking for issues would take many hours per machine not including the research and resolution time. If a client had more than just a handful of machines, the technician trying to be proactive would be looking through these logs all day every day just trying to keep up with these issues.

### Fully Managed IT Support

This is the model that Quinn Technology Solutions uses. We bill a flat rate based on the number of machines on our client's network. This means that the IT budget doesn't fluctuate and allows the client's accounting department to calculate the company IT costs based on their own growth rate. We use software tools to proactively manage issues on client machines. Some of these issues are

resolved automatically by our software tools, others generate tickets for our technicians to work on. In addition to this, we also manage the patch installation, provide antivirus software and manage the antivirus updates, provide the server backup software and manage the backup and restore jobs, and handle client issues both remotely and on site, all at no extra cost to the client.

### Co-Managed IT Support

Quinn Technology Solutions also works with companies that have IT departments. Instead of trying to come in and take over, we work with the IT teams to learn their needs and provide them with tools and services to help them become more efficient and make their businesses more secure.

Choosing the correct form of IT support for your company is incredibly important and something you want to attend to. Mistakes could have disastrous effects on your business.

### Need help deciding which model works best for your business?

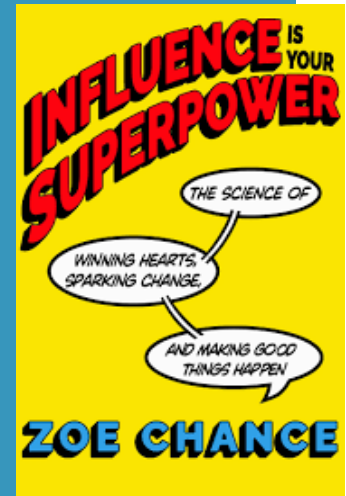
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# PERSONAL DEVELOPMENT

## INFLUENCE IS YOUR SUPERPOWER BY ZOE CHANCE

Persuasion can be powerful when used effectively. When you hone your persuasion skills, you'll find it much easier to sell to customers, get your points across to executives and build your business from the ground up. However, not everyone knows how to harness the power of persuasion. That's where Zoe Chance's book, *Influence Is Your Superpower*, comes into play. Chance explains that influence is not necessarily an inherent trait but something we can learn. She dives into case studies, stories and examples in an easy-to-understand format to drive home her point that anyone can become influential.



## HOW TO SELL FROM THE HEART

It's no secret that happiness can't be bought, but it can be sold. Companies sell happiness every day, but how do marketers consistently display positive feelings? Below, you'll find a few tricks they utilize.

### **DON'T TRADE YOUR HAPPINESS EVERY TIME.**

Make conscious decisions to trade your money, time and effort for happiness – and nothing less.

That means cutting out unhealthy decisions that might've been useful coping mechanisms but are no longer necessary to help you thrive.

### **SELLING HAPPINESS STARTS WITH POSSIBILITY.**

Even when you and your employees don't feel 100%, remember that happiness starts with a common truth: anything is possible.



# BUSINESS NEWS

## LEARNING ANY SKILL FASTER WITH THE 85% RULE

Everyone wants to learn new skills as quickly as possible, but each individual has different learning strategies. Some people try to push themselves out of their comfort zone, which a Yale study confirmed does work – but pushing yourself too far can have adverse consequences. Instead, we should try to find our sweet spot.

A recent study conducted by the University of Arizona found that we maximize our learning efficiency when we fail 15% of the time. This means that we learn at our best when we're succeeding at a given task 85% of the time. It's okay to fail sometimes, and failing 15% of the time may even be the best way to learn.



## 4 WAYS TO BUILD TRUST WITH YOUR EMPLOYEES

If a business owner wants to see success, they must have a strong team behind them that trusts and believes in their vision. Many business owners have recently realized this and are scrambling to repair old relationships or build new ones. It doesn't matter how new or big your business is, you need to develop trust with your team. Here are four easy ways to do so.

1. Ask your employees for feedback, and listen to what they tell you.
2. Find ways to implement the feedback and insights your employees shared with you.
3. Make yourself and other members of management accessible to your employees.
4. Trust your employees to do their jobs.



# BUSINESS & LEADERSHIP NEWS

## THE MOST IMPORTANT WORD IN BUSINESS

“What’s the most important mindset for success in business?”

I was recently asked this question by a video podcaster, and I carefully thought about my response. It dawned on me: the one mindset that I have observed in successful vs. unsuccessful entrepreneurs countless times is generosity.

Oftentimes, you will see companies place honesty as their top mindset value, but in my opinion, that’s putting the stakes a little too low. Companies shouldn’t have to remind their employees not to be dishonest. You may also hear businesses putting kindness first, but kindness doesn’t actually bring any value to their customers’ lives.

Companies that put respect as their mindset are on the right path but still fall short of the benefits that generosity brings. To show someone generosity, you are giving them respect while also giving them something valuable. When you actually think about it, leaders who succeed are often generous. They’re able to treat their employees, their customers, their shareholders and the community with a sense of generosity that brings them success. Those who

fail to show generosity rarely succeed over the long term. Throughout my experience, I have met many business owners who have seen success and failure through their use of generosity.

I once talked with the CEO of a mortgage company who implied that his business succeeded by “tricking” low-income homeowners into signing up for mortgages that had hidden terms that were unfavorable to them. Once the housing crisis hit in 2008, which was caused by bad players, this guy’s company and career were snuffed out under a pile of lawsuits.

In contrast, I remember talking to Ted Waitt, one of the co-founders of Gateway. I was blown away that a guy like Ted, a cowboy sporting ripped jeans, could create a multibillion-dollar computer manufacturing company in the middle of South Dakota. Ted loved making technology less stressful for his customers while giving people good value for their dollar. His spirit of generosity was reflected in his company culture.

We often think that we need to do everything in our power to bring in more money, but adopting a mindset of generosity is better if you want to see success in life and your career.



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best-sellers. He stays active in his community and has advised many government officials.*



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