Tech Times



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

Security Update

How Big Data Reveals The **Humans Behind Your Users**

The Internet is a data mine. From search engines to ad clicks, we can see what people are interested in. Big Data is accessible to just about every business, and it can tell you a lot about the people you do business with — or the people you want to do business with.

If you aren't tapping into Big Data (Google Analytics is an example), you're missing out. You can use data to home in on the customers you want to acquire and reduce those costs at the same time. You can better develop products and services you know customers will love. And you'll be able to adapt to changing trends driven by real people.

Summer 2023



This monthly publication provided courtesy of Tom Crossley President of Fairoaks IT

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

- Tom Crossley



Over the past few years, awareness business on a daily basis. They can about IT services has significantly handle most minor tech issues in a increased. Businesses of varying sizes timely manner and recognize the need for and importance be available to answer questions. of utilizing IT services to protect You'll also maintain sensitive data, keep operations running smoothly, increase and protections that are in place. productivity throughout various departments and stay up-to-date with the most recent technology trends. Without IT services, companies put themselves and their clients at risk. So, if you're looking to add these kinds of services to your business - or are in need of an update - you may wonder what your options are.

IT Services Providers Available For My Business

When it comes to adding IT services to your business, there are essentially three main options. Sure, you could incorporating practices new yourself, but this will take you away from other projects, so it's best to turn to the professionals for what you The final option is the best of both need. One option that's becoming worlds, and it's called co-managed IT rare is hiring an team. This allows you to have an IT outsource some of your more critical professional or team working at your

always control over day-to-day the different practices, programs

> Another option is to hire a managed services provider. MSPs come with a host of benefits and take much of the stress out of your IT needs. MSPs your can help systems more efficiently, reduce costs related to managing IT software, improve your cyber security efforts and answer any questions you may MSPs third-party have. are that must adhere to companies certain industry standards, but they don't work directly out of your business. This means if vou services, you utilize MSP relinquish many of your IT decisions and responsibilities to the experts.

in-house IT services. This option allows you to

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your infrastructure, manage network ensures your routers, firewalls and network devices continue to work correctly. an MSP can manage packages depending co-managed IT monitor your data backup and recovery solutions, cyber security and defenses, cloud management and optimization and flexibility over your IT infrastructure and even IT project management. They can available at all hours of the day guidance for any needs you may team manages. support and get to experience have. And you'll all these benefits while still maintaining an in-house department. in-house problems all quick and assistance while the MSP handles everything else.

The Benefits Of Co-Managed IT

IT services, you might wonder what the benefits have experience and knowledge to guide you are so you can determine if it's the right fit for your business.

One of the first benefits is that co-managed IT can save businesses quite a bit of money. Maintaining a

No matter what the IT needs are for your business, there's an IT option that's bound to help your business find more success.

IT functions while still maintaining an in-house full in-house IT department or depending on an You can have the outsourced IT service MSP for every IT need can get expensive. But which by outsourcing specific functions, you can lessen other the number of people on your in-house IT team, With and many MSPs provide differently on your company's needs. and This will help you find the right balance that practices also fits your IT budget. You'll have more control be well, so you can choose who handles each to offer responsibility and what functions the third-party

IT Another great benefit you'll gain from a co-managed team can handle IT service is a double layer of expertise and security. offer immediate Not only will you have a team on the ground able to provide quick fixes to common problems, but you'll also have an MSP holding down your back line ensuring everything else runs Now that you're more familiar with co-managed Both your in-house and outsource team through any dilemma that may arise.

> No matter what the IT needs are for your business, there's an IT option that's bound to help your business find more success. We can help if you're still unsure which option is best for you and your business. Once your IT needs are met, you can focus your attention on the daily operations of your business and find new ways to become more profitable and efficient.

Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN **Equifax, Yahoo and Target Did?**



If the answer is "NO" - and let's be honest, the answer is no - you are leaving yourself and your company open to massive liability, millions in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information - social security numbers, credit card numbers, birth dates, home addresses, emails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company, and Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now!

Get your free Dark Web Scan TODAY at www.FairoaksIT.com/DarkWeb

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Shiny New Gadget Of The Month:

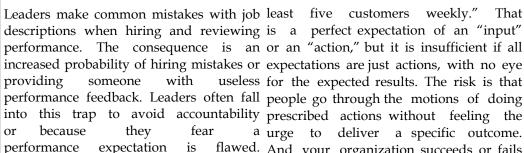


The Ring Battery Doorbell Plus

Video doorbells all the rage right now. They offer an extra layer security while providing a constant with users video stream of their front Ring The Battery Doorbell Plus is an affordable option that competes doorbell with every other market. camera on the This video doorbell has 1080p HD video with enhanced HDR and color night vision, so you can get clear and detailed footage of the area around your door. Thanks to the camera's wide field of view, you can even packages spot your doorstep. It provides with customizable motion detection so you'll know whenever anyone approaches your door. It even comes with a rechargeable battery pack! If you've been waiting for the perfect video doorbell, this might be just what you're looking for.

Become Better At Hiring And Coaching

BY AVOIDING THESE 3 MISTAKES



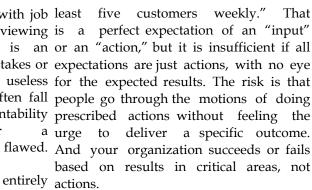
errors are preventable. Here are three mistakes

Describing A Job In Vague Terms

"Supporting the marketing in promoting our products" is too vague. What does that mean? What "Grow revenue at least 15% per year" is a level of performance is considered poor, good or great? Watch out for "-ing" verb tenses, as they are often too vague. consider Instead, a more specific statement of the job, such as "To help our customers modernize inventory management systems increasing sales of existing customers by 20% per year through new product introduction." We would consider that an statement mission, which is a high-level specific explanation of why the job exists.

Focusing Only On Actions, Not Results

Some leaders make the mistake wording their expectations in terms of will improve your ability as a leader to only actions, not results. "Contact least 20 existing customers per week the organization's purpose and take and conduct an account review with at actions that achieve results.



every leader should watch out for. Solely Focusing On Results, Not Actions Other leaders make the mistake of wording their expectations in terms of bigteam picture results without regard to the actions that are likely to achieve them. very specific "what." But to make that expectation more achievable, you must also list several actions that are expected to achieve that Instead of creating job descriptions, I encourage colleagues and clients to follow a practice called writing a "scorecard." A scorecard has a clear mission for the role. It identifies 5-7 outcomes you expect a person to achieve by a specific date. The outcomes are a mixture of actions you want the person to take and the results you expect them to achieve. This makes it easy to "score" whether someone has of achieved the outcomes. Using a scorecard at hire and coach people to



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 bestsellers. He stays active in his community and has advised many government officials.

Do you know anyone we can help?

We LOVE our clients and we want more like you! If you know of any business owners that could benefit from one or more of our services, we would appreciate an introduction. I promise we will treat them with kid gloves! Or You can just drop us an introduction email: Sales@FairoaksIT.com

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We'll Manage the Technology Behind It.

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Start Investing Today With This 4-Step Process

Many of us are looking for a secondary Keep an eye on your stocks after you've source of income to supplement our lifestyles or support our families. Some have started working part-time jobs, while others have attempted to play the stock market to try striking it big. If you've attempted this yourself and felt confused, don't worry you're not alone! Here's a four -step process you can utilize to invest in the right stocks for your situation.

1. Determine Investment Goals

Before investing, you must figure out what you want from your stocks. Do you want long-term gains or a quick turnaround? And how much are you willing to invest?

2. Research

Don't blindly buy stocks. Find companies that have a stable financial standing in a prosperous industry.

3. Diversify

Avoid putting all your eggs in one basket. Spread your investments across businesses, industries countries.

4. Monitor

invested in them. Pay attention to how the company is doing so you can determine the best time to sell.

Building Better Client **Relationships In A Remote** Setting

Does your business operate remotely? Do you work with clients you've never met in person? If so, you might have



wondered how you could build more meaningful long-term relationships with your clients. In most cases, it all boils down to communication. Your clients want clear and consistent interactions with you and your team, so be transparent and up-front when talking with them. You should also find out how your client prefers to communicate. Some may exclusively want to talk through e-mail, while others might prefer text or phone calls.

If you really want to exceed your clients' expectations, be proactive. Don't wait for them to contact you for every little thing; reach out weekly or monthly to ensure you're meeting all of their needs. Possibly, the most crucial aspect of communication is reliability. People want to work with someone they can trust and rely on. Don't give them a reason to doubt working with your business. By improving communication, you'll have a much easier time building strong, long-term relationships with your