

# AMICUS TECHNOLOGY TIMES

*“Insider Tips to Make Your Business Run Faster, Easier, and More Profitably”*

## What's New

We hope all of you are managing and adapting as best we can in these challenging times.

Many of us are working from home, and unfortunately that can leave business networks vulnerable to malicious attacks. Unsecured home devices are especially dangerous. We're working hard to make sure all of our clients are able to work safely, so give us a call to make sure that your network is safe! Also, watch out for phishing emails mentioning Covid-19 which look like they're coming from official sources.

Call us to discuss remote access, online meetings, or anything else. Most importantly, stay safe and well!

**April 2020**



This monthly publication provided courtesy of Brian Jones, President of Amicus Technology, Inc.

### Our Mission:

To allow customers to focus on completing their mission by delivering right-fit / right-sized / world-class solutions and removing technological barriers to success.



## How To Quickly Shift To A Work-From-Home Business Model To Maximize Productivity In Today's Coronavirus Environment

As a business owner today, you are now facing unprecedented challenges to help deal with the coronavirus pandemic. You are asked to self-isolate and practice social distancing to “flatten the curve.” You are asked to allow your employees to work from home to reduce possible exposure and slow the spread of COVID-19.

These are all reasonable requests. However, as a business owner you also need to maximize productivity, bring in revenue and try to grow your business in these demanding times. How can you accomplish these goals when your office is now a ghost town and productivity has fallen off a cliff?

The answer lies in setting up your office to function remotely. If you've never implemented a work-from-home policy before, it may seem like a whole different world. Managing an entirely remote workforce goes far beyond giving your employees a laptop and reminding them to

check in every once in a while. After all, there are many factors most business owners haven't ever had to consider, such as:

- What technologies do I need?
- How can my employees work from home without compromising the security of our network?
- How can I make this new work environment as easy, comfortable and productive as possible?

We understand these are unique times. We know that “business as usual” is going to be quite different for an undetermined amount of time. But together we can help you adjust to today's new normal by giving you the tools, technologies and insights to create a secure and productive work-from-home business environment. Here are three important considerations to getting you set up and running a successful work-from-home business:

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**1. Don't allow employees to use home computers or devices.** Their mindset may be, "Well, I'm working from home so I may as well use my home computer." This is a dangerous mistake. Our team works hard to ensure your company computers and network are secure and protected from malware, viruses and cyber-attacks. Their home computers and devices could be littered with tons of downloaded music, videos, images and more. Because it's more exposed, it can invite malware into your network. Rather, provide a company-approved and secured computer/laptop for employees to use at home.

**2. Secure their WiFi access point.** Without a secure WiFi access point, you're essentially leaving a back door open to hackers. That's because WiFi signals are often broadcast far beyond your employees' homes and out into streets. Yes, drive-by hacking is popular among cybercriminals today. A few tips for securing your employees' WiFi access points:

- Use stronger encryption and a more complex password
- Hide your network name
- Use a firewall

These security measures are not difficult to set up. But if you have any questions or need assistance, we will be happy to help get your employees set up remotely.

**3. Use a two-factor authentication VPN.** VPN stands for virtual private network. It's essentially a private, encrypted tunnel that goes direct to your IT network in your office. Ideally, you'll want your VPN to support two-factor authentication. This means it's doubly secure because your employees will need to call in to access the network. If you don't have a VPN for your employees to use, you can consider other services, such as GoToMyPC or Zoho. While these products are not as secure, at least they keep your home network from being exposed.

As business owners ourselves, we too are having to pivot and work differently than we ever have before. However, because we have the technology and infrastructure in place, we are still surprisingly productive.

Our team wants to help your business survive and thrive during today's unique environment. If you and your IT team need extra hands right now...or solutions to help your employees work SECURELY from home...we have software tools, expert staff and resources we'd like to offer you to keep your business as productive as possible.

## Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



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" event during the month of April.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at **310-670-4962** or e-mail us at [bajones@amicustech.com](mailto:bajones@amicustech.com)

## Shiny New Gadget Of The Month:



### NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake).

# Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

#### Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

#### Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

#### Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole,



never to be answered. Not only do I answer, but I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

#### Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



*MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit [MikeMichalowicz.com](http://MikeMichalowicz.com).*

## Referral Campaign—Don't Miss Out!

Between now and June 30, 2020 we're offering a \$1,000 referral bonus to you or your favorite charity when someone you refer to us signs a minimum 12-month managed service contract! Know anyone who might benefit from our unique combination of managed services and personal IT support? If so, send us their contact information—and copy us on a simple email introduction. That's all it takes! ([bajones@amicustech.com](mailto:bajones@amicustech.com)) 310-670-4962

## ■ Ready To Transform Your Business With Technology? Follow These 5 Truths...

### Investing In Tech Is A Must.

Investing in your own IT infrastructure is critical, but you get what you pay for. Go cheap, and you'll expect to buy again. Go quality, and you'll be more pleased with the results.

**It's Not Easy.** Shifting a business mindset from analog to digital is hard, especially if you've been doing things one way for a long time. When you prepare yourself and your team for a challenge, you'll be able to better meet that challenge.

**It's Fast-Paced.** Tech moves fast. You see buzzwords everywhere – "5G" or

"blockchain" – and it can be confusing. You may feel pressure to keep up, but don't jump in without a plan. Do research and make changes that truly apply to your business.

### Cyber Security Is Essential.

Stay up to date on security trends and solutions. Remember that cybercriminals target small business, but when you stay ahead of the curve on IT security, you stay ahead of the bad guys.

### Leadership Is As Important As Ever.

Technology is only as good as the people who use it. As you learn about new tech or invest in it for your business, make sure your team is learning too. Understand how your customers use technology

and be willing to learn and adapt to them. *Inc., July. 30, 2019.*

## ■ Do These 4 Things To Improve Your Business

**Read.** There are always new things to learn or perspectives to gain. The top entrepreneurs in the world read every single day. Read books, blogs, articles, anything – but always be reading.

**Listen To Podcasts.** Podcasts are more popular than ever, and there is a podcast for just about every topic. This is a great way to hear from industry leaders on issues that are affecting them and may be affecting you.

### Continue Your Education.

How can you improve yourself? Take a class or a seminar! Keep your skills and knowledge base sharp by incorporating continuing education into your year.

**Be Open-Minded.** Be willing to give and receive feedback and critique on how you work, manage or anything else you want to improve on. The more open-minded you are, the more comfortable your team will be in giving you feedback – and the better you will be at applying it. *Small Business Trends, Dec. 30, 2019.*

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Robert Grossman of Los Angeles! He was the first person to correctly answer my quiz question from last month, the answer was: **A) worm**

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card to Coffee Bean & Tea Leaf. Ready? Call us right now with your answer!

The size of the computer's memory is measured by the number of:

- A) Memory Space
- B) Bytes
- C) RAM
- D) ROM

**Call us right now with your answer! 310-670-4962**