

The Tech chronicle

Tech Trivia

Which search engine was Google nearly sold to in the 90's?

First a little background...

In 1997, Larry Page of Google (known as BackRub at the time) wanted to sell the search engine to Excite for \$1.6 million: \$600k in cash, \$700k in stock and \$300k for Stanford. The deal obviously didn't happen, though the reason why varies depending on who you ask.

In an interview years after the negotiations, then CEO of Excite George Bell said the company was comfortable with spending that amount of money on Google, but instead couldn't agree to Page's insistence on having Excite's technology completely replaced by Google's.

Although Bell has refuted the claims, other takes on the history say that Excite was intimidated by Google's superiority and declined the purchase because its search results were "too good," suggesting that it might ultimately cut user activity and



Why NOT Investing In IT Can Cost You BIG

If you haven't invested in IT security, then your business is at risk.

These days, it's easy to take technology for granted. It just seems like everything works so well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

Here's a startling fact: a lot of business owners take this approach to network security. They might think, "This will never happen to me," when it comes to data breaches, malware and hacker attacks. While they might be great at running their businesses, they may end up skimping on their IT security.

They see it as something they simply don't need to invest in. But a lot of business owners end up paying big

because they aren't serious enough about IT security. A simple virus scan app or firewall just isn't enough. Hackers and cybercriminals are *relentless*.

Here's another startling fact: threats like data breaches, malware and hacker attacks are a lot closer than you think. When you go cheap with your network security or don't work with an experienced IT services company, it can end up costing you big in the long run.

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the up-front cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be

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Did You Know?

The world's first international submarine railway tunnel was opened between Port Huron, Michigan and Sarnia, Ontario, Canada in 1891.

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remarkably cost-effective (and smart!).

When your network security solutions are running smoothly, you won't know it. It all happens in the background. But because it's not something you "see" on a daily basis, you might wonder if you're really getting your money's worth. This can be a challenge for business owners who may want to see tangible results for something they pay for. The good news is that you *can* get tangible results!

Many IT services firms let businesses customize their reporting. You can actually get daily, weekly or monthly reports from your IT security company! You can see exactly what they're doing for your business and the exact threats they're protecting you from.

More than that, a good IT services company is going to work closely with you. They'll provide you with the information, resources and tools you need in order to focus on your customers and the successes of your business. They'll educate you and your team and help you identify the best technology for your needs. That's the definition of peace of mind!

Here's why it can be so costly to NOT invest in IT security:

SCENARIO 1: Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a

"When your network security solutions are running smoothly, you won't know it."

screaming halt. You have to call in IT experts to fix the problem ASAP. This is a break-fix approach to IT services.

In this event, you're going to be charged BIG to get your business up and running again. The IT specialists will have to scrub your network and make sure everything can be recovered. Not only do you have to pay to get your network cleaned, but your cash flow also takes a hit while you wait around to get everything fixed.

SCENARIO 2: You're hit by a data breach. Hackers are looking for information they can exploit, such as credit card numbers, passwords and other identifying information. They often sell this information to other cybercriminals. In almost every case, this information CANNOT be recovered. Once it's gone, it's gone.

This means you have to take action FAST to make sure stolen information cannot be used. This includes changing credit card information and updating passwords. In the event of a data breach, the sooner you inform your customers, the better. But this is a double-edged sword. Your customers need to know so they can protect themselves. At the same time, your customers may lose faith in you because you put their data at risk.

These are just two examples out of many. When you don't take IT security seriously or you're cheap with your technology, it can end up costing you BIG in the end. Work with an IT security company that will work with you to protect your business the right way - and help you avoid scenarios just like these.

Get your Free Dark Web Scan Now!!

Do you know if your company's network credentials are on the Dark Web?

We would like to offer you a dark web report for your company. This will tell you if any of your domain's credentials are on over 600,000 sites on the Dark Web.

If there are no compromised credentials, you will have peace of mind. If there are issues, we can help.

Call or visit our website to sign up and take advantage of this \$99 offer for free!!

Sign up for your free scan now at:



Five Business Trend That Will Be the New Normal

1. Companies will embrace working from home. When Covid19 forced small businesses to work from home, many business owners saw a benefit to allowing remote work. Productivity is statistically higher and the risk of getting sick is lower. The shift was forced on people but the benefit has changed the minds of CEO's across most industries.

2. Many industries will move online. E-commerce is far from new but there were still plenty of companies who either had no online sales or had a very small presence. Take the grocery stores for instance. Many people were wary of having someone else pick out their produce or substitute their favorite brands so they just wouldn't shop online for things like groceries. There has been a significant shift in this school of thought and some people haven't stepped foot in a grocery store in months. Expect companies to keep shifting to online when at all possible.

3. Telemedicine will dominate the family practice. While virtual appointments with doctors existed before the outbreak, they weren't readily available or popular. Now both patients and physicians realize not every patient needs to be seen in person. Of course, the more serious cases will never be replaced with remote visits but routine visits will lower costs and save valuable time for the patients and the physicians.

4. Companies will focus on better hygiene. Everyone has a story about calling in sick and having your boss guilt you into showing up anyway. Those days are gone. Many companies are requiring a negative Covid19 test to come back to work in order to protect co-workers. Not to mention, people are cleaning several times a day and taking precautions that were never thought of before.

5. Corporate travel will never return. We learned that video conferencing could accomplish just as much as a face to face meeting. Most trips are not worth the risk of spreading illnesses and an in person trip would have to outweigh the risks. The amount of money saved from online meetings is also a huge consideration.

It Better Be Packaged Right

Joshua Bell is a world-renowned American violinist who made his Carnegie Hall debut at the age of 17 and now performs with the world's premier orchestras and conductors. His talent causes concertgoers to flock to the greatest concert halls in the world where the average seat costs \$100 and front-row seats are in the thousands.

The *Washington Post* newspaper set up an impromptu concert with Bell as an experiment on perception and priorities. Would people in a hurry recognize the brilliance of this musician, even though he was dressed in jeans, a long-sleeved T-shirt and a baseball cap? Would the beauty of his music transcend the moment and cause them to pause and enjoy this incredible talent in the busy train station in Washington, DC? Would priorities take precedence over listening to an international virtuoso who had recently won the Avery Fisher Prize as the best classical musician in America?

The only thing that was exceptional to see for those who passed by Bell that day was the \$3.5 million Stradivarius violin he was playing (made in 1713). But to those who saw him playing, it just looked like a regular old violin. The "package," the perception of the concert, didn't draw people's attention, even though the talent was exceptional. There was no advertising, no fanfare, no hype, no fancy clothes, no amazing concert hall or fabulous stage - it was just some guy in a baseball cap, standing up against a wall with his violin case open to receive donations.

Could a man who is paid \$1,000 per minute to perform, a man who was playing the music of Bach, Brahms, Ponce and Massenet, get their

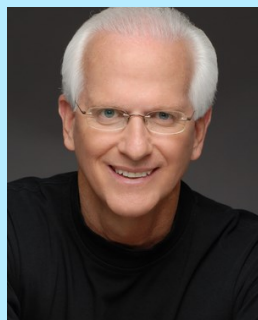


attention? Not really. The three-minute video will show you that 1,097 people passed by. Only 27 people put money in his violin case as they walked by, and of those 27, only seven of them paused for a moment to listen. Bell made \$32.17 in 43 minutes of playing. There was NO applause or acknowledgement of his skill ... a skill that, three days prior to this experiment, had drawn people to completely fill Boston's Symphony Hall.

See Bell playing at the Metro at [YouTube.com/watch?v=LZeSZFYCNrw](https://www.youtube.com/watch?v=LZeSZFYCNrw).

The point I am trying to make is that packaging is critical. When you are making a presentation to your client, boss or peers, you can never forget that. You may have all the data and skills to make the presentation, but if you want to stand out, then pay attention to how it is packaged. Perception isn't everything, but it helps. As the experiment with Bell proves, it takes a lot more than just talent to get their attention.

Author Terry Goodkind once said, "*Reality is irrelevant; perception is everything.*" If a person doesn't perceive the value, then to them, it's not valuable. Good packaging



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving*

■ Don't Overlook This 1 HUGE Issue In Your Company

Is it possible to communicate too much? Yes! In a report from GuideSpark, researchers found that the average employee receives about nine e-mails every day that are labeled as "must-read," which means these e-mails are relevant to their day. These are mixed in with less relevant e-mails, and that causes a lot of clutter.

This is just one form of communication we deal with every day. Add in face-to-face, phone and text communication, and it really piles up. It becomes a communication overload.

Communication overload destroys productivity. E-mails take time to read and to respond to. When your in-box becomes full, you're looking at a large part of the day.

How do you fix this? Prioritize your messages. Use e-mail as efficiently as possible and keep it short. Avoid sending company-wide e-mails if they aren't relevant

to everyone. Target e-mails to the people who need that information. Also, if employees are getting outside e-mails that have zero relevancy, unsubscribe from those sources. *Small Business Trends, May 12, 2020*

■ Staying Secure In A Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot. Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider using a

pseudonym. Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good social media policy in the office now can save headaches down the road.

■ Top Tips For Improving Remote Working

Limit meetings. Remote meetings over Zoom, for example, can bring productivity to a halt. While in-office meetings also slow productivity, Jason Fried, CEO and founder of Basecamp, suggests it's more harmful in a remote setting. Instead, focus communication through simple e-mails or chat apps.

Foster community. Leaders within your company should routinely check in on the rest of the team. Ask them how their work is going, how their weekend was or what they're looking forward to in the week ahead. A little regular social interaction goes a long way.

Have a dedicated workspace. The great thing about remote work is that you can do it anywhere. But this can also invite distraction. Encourage your team to have a dedicated work environment outside of their normal living space. Having access to a door that can close is invaluable! *Inc., May 7, 2020*

