



The Tech chronicle

Seasons Greeting!

During this season of reflection, we want to say thank you to our clients and newsletter subscribers. We enjoy watching you grow your business, and we learn from your commitment to your clients. We think of you each month when we write our newsletter – we want it to be full of useful information to help your business thrive. You (unknowingly) push us to plan better articles and more relevant content – thank you for your ongoing support and happiest Thanksgiving wishes to you and your family!

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Our Mission

To enhance our customers quality of life and the health of their business.



Don't Make This Mistake With Your Computer Network and IT Services Team

Your IT services company is one quick phone call away. This is true for a lot of businesses that outsource their IT needs through an IT services provider.

While having an outsourced IT company on standby is great, a lot of the time they stay on standby. That is to say, they only get a phone call when something goes absolutely wrong - networks crash, hardware fails, data is stolen or erased and so on.

This is a major mistake.

Your IT company is capable (and willing) to do so much more than react to a catastrophic failure. When you save the phone call for emergencies, you're leaving a lot of expertise on the table. Your IT

company can make a huge difference in the way your business operates day-to-day - and for the better!

CONSIDER THE FOLLOWING:

You reduce your risk greatly. Do you know if your systems and processes are compliant with current standards? Is your network security up to par? Do you want to risk it and assume everything is up to snuff? Your IT company is there to make sure your business is secure before something happens, whether it's a minor network outage or a catastrophic security breach. If you're storing your customers' financial details (or, really, any sensitive data) on a local server, this is HUGE.

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You have one less thing to worry about. When you delegate and rely on your IT services company, this frees you up to work on what really matters: your business itself. Your IT company helps make sure you don't spread yourself too thin. And when it comes to delegation, make sure your employees can contact your IT team as needed. After all, your employees are on the frontlines and may experience an issue that needs resolving. They shouldn't need to bug you about it. They should be able to submit a ticket directly to your IT. Simple!

Your business stays ahead of the curve. This comes down to proactivity. An experienced IT company

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knows IT like no one else; they can, in some cases, catch a problem before it becomes a problem. They are there to keep your network updated and maintained, and, should an issue arise, they can address it ASAP to ensure your business avoids any downtime or outages. Plus, this gives you a competitive advantage. A lot of medium and small

businesses skimp on security. They spend as little as possible on security and network management. You know who doesn't skimp? The bigger companies. You can get on their level and blow past your competition. This is something your own customers would love to hear.

You keep costs down. Business owners love to save money where they can. Outsourcing your IT *and* relying on your IT company helps you do this. First, you don't have to hire a dedicated, in-house IT team. This can be very costly. A qualified IT staff can come with a serious price tag because they're in such demand. Second, because you have an outside IT company maintaining your network, they can help you avoid costly disasters, such as a network failure or data loss.

Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk, both internally and externally. Let your IT company do what they do best: managing your systems! They help keep things running smoothly. You never have to worry if your firewall is up and running (and up-to-date). Don't keep them at arm's length. Let them do their job so that you can keep doing yours.

Help Us Out And We'll Donate \$50.00 To Your Favorite Charity

We are thankful to have you as a customer and, quite honestly, we 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 November.

Simply refer any company with 10 or more computers to our office for a FREE computer network assessment (a \$499 value). Once we've completed our initial appointment with your referral, as a thank-you, we will donate \$50.00 to your favorite charity in addition to the \$50.00 gift card you receive as part of our ongoing referral program (<https://www.ccmgtech.com/referral-program>)

Simply call us at 267-381-2025 or e-mail us at ccovington@canoncapital.com with your referral's name and contact information today!



3 Easy Ways to Cut Down on Mobile Data Usage

Data overages can be very costly — but so can unlimited, or high data plans. Here are a couple of tips to help reduce your company's data usages and minimize your data costs:

1) Monitor and customize your usage. Most current smartphones let you see how you're using your data and what you can do to change your habits. You may want to turn off certain apps or impose time limits for apps to cut down on heavy data usage. You can also turn off data anytime you don't have a use for it.

2) Use WiFi Assist or Adaptive WiFi. You can set your phone to automatically connect to trusted WiFi hot spots when in range. This is a great tool if you often forget to switch manually. You can also set your phone to alert you when you're in range of a WiFi network. This will help to remind you to connect to protected, trusted WiFi networks that you may have forgotten about or haven't connected to recently.

3) Download content when on WiFi. When you know you're going to want to listen to music, watch a video, TV show or movie when you're away from WiFi, many apps let you download these types of content to your phone. This way you won't be chewing through data by streaming or downloading music over a cell network.

Mashable, 8/20/2019

5 Secrets To Increasing Prices

We all have to raise prices at some point in order to stay solvent. Many people agonize over the decision and what the net effect on their business will be. Here are some strategies I've learned that will make your pricing decision even more effective.

1. CREATE A NEW LABEL

Language is powerful. If you're using a generic industry label for a product, it's going to be more difficult to charge a premium price. When I ran a computer forensics business, 'data imaging' was the industry term used for retrieving/storing data on a computer. In order to differentiate my services, I added features that my competitors didn't have, and I called my service 'data encapsulation'. When you use a new term, you can get a client to ask, 'What does that mean?' That's a chance to set yourself apart from the crowd and justify your price.

2. ONLY CHARGE BY THE HOUR WHEN IT MAKES SENSE

If you charge by the hour, then the better and more efficient you become, the less money you make. Charging on a project basis rewards efficiency because as you improve, you're able to complete more projects, and increase revenue. However, if charging by the hour makes sense for your business be sure to value yourself at the appropriate level! Don't charge \$50 an hour when you're worth three times that.

3. INCORPORATE BUNDLING

I once worked with a client who needed to improve his profitability — he sold iPhones on eBay, and thousands of people were doing the same thing, which drove prices down. Our solution? He created a DVD with insider iPhone secrets and bundled it with iPhone purchases. He combined products, creating a unique package that no one else could offer, which allowed him to raise his prices.

4. JUST DO IT

Your best customers will be surprised that you didn't raise prices sooner because they value your work. It's possible that you'll lose a customer over your increase, but the clients who leave are likely to be problem children anyway. If you're not sure about how your customers will react, introduce a price increase for new customers only and see how it goes.

5. EXPLAIN

Without an explanation for a price increase, customers will invent their own. They may speculate that you're greedy and taking advantage of them. If you take time to explain why you've increased prices, though, you'll find that your customers will accept the change much more easily. Cite your increased expenses, your expanded staff and your commitment to improve quality, and your clients will support your decision.



MIKE MICHALOWICZ started his first business at the age of 24. With no experience and no savings, he bootstrapped a multimillion-dollar business. Then he did it again! Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former columnist for The Wall Street Journal; 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!'.