



The Tech chronicle

What's New

As part of our management services, a secure password manager is included! It may seem like unnecessary extra step, but passwords are digital keys. Would you leave your physical keys lying around? Here are some reasons to utilize a password manager:

Strong Passwords: Without having to remember complicated passwords, your team will be able to use stronger passwords, and use unique passwords for every account with the password generator feature. That way, in the event of a breach there will not be a cascading effect as each account becomes compromised.

Fast Access: Password managers allow people to type a single password, and then have each account automatically populated with a username and password.

Increased Efficiency: You can easily share passwords with other users, control who has access to your passwords and remove the hassle of frequent password changes.

Reach out today to begin the process of getting your password management system setup!

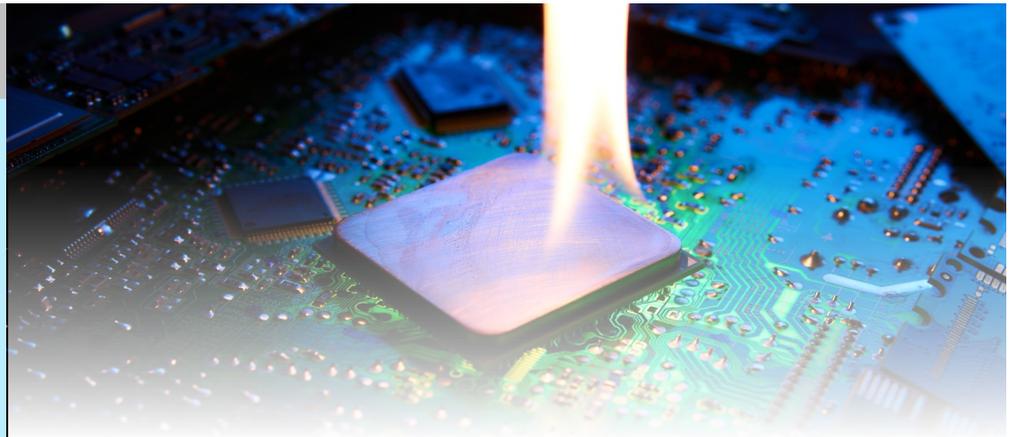
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Our Mission

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



Beat The Heat! How The Dog Days Of Summer Can Wreak Havoc On Your Technology

The dog days of summer are here, and it's hot out! Homeowners and business owners alike are bracing for their upcoming power bills as they run their air conditioners around the clock trying to keep cool. But for many business owners, it's not just about keeping your team cool – it's also about keeping your technology cool.

Every piece of technology you use is susceptible to heat damage. Sometimes they overheat due to internal issues. Maybe they're processing a lot of data. Or maybe the internal cooling system isn't enough. But they can also overheat due to external issues, such as high summer temperatures and inadequate air conditioning.

If heat overwhelms your systems, it has the potential to knock out your business. If computers go down or servers can't run

efficiently due to heat, it can be a costly disaster.

The average computer is built to work in external temperatures of 50 to 82 degrees Fahrenheit.

Laptops and tablets can handle 50 to 95 degrees Fahrenheit.

Every business should be aware of just how much damage heat can cause. For example, heat can damage individual components in your devices. There are records of graphic cards bursting into flame as a result of overheating and heat-related electrical issues. These components are designed to withstand high heat, but they can only take so much.

Heat can also disrupt productivity. It's one thing if your business is warmer than usual and you have fans running. It can make work harder. But heat slows down devices. They cannot run as efficiently and, as a result,

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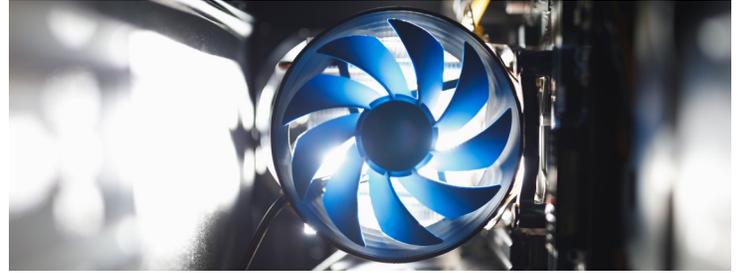
programs and apps will struggle to run. In some cases, they might not be able to run at all because they require a certain amount of data processing that is negatively impacted by too much heat.

If your systems are disrupted or damaged, you can also lose critical data. Heat can damage hard drives and solid-state disk drives, leaving you without access to your data. Sometimes, with proper cooling, this data can be recovered, but if the heat and damage persist, the data may be unrecoverable if you don't have a backup.

What's the next step? Every business needs to fully understand its cooling needs. It's one thing to cool people working in an office. It's something else entirely different to cool a server room. Ask yourself questions like:

- Does your business have adequate and efficient air conditioning?
- Does your technology (such as a computer or server room) have adequate air conditioning?
- Do individual devices have adequate cooling

“Every piece of technology you use is susceptible to heat damage.”



(have employees complained about weird app slowdowns)?

- Do you receive alerts if the temperature in your server room reaches a certain level?

On top of this, it's critical to ask questions about your data security needs:

- Do you keep all of your data on-site?
- Is your data protected from natural disaster or outside intrusion (have you invested in cyber security)?
- Do you have a plan if your data is damaged or lost?
- Do you routinely back up your data to the cloud or another off-site solution?

You never have to compromise your data or your business. There are countless solutions on the market today to help you protect your most valuable assets – and to help with your technology cooling needs. As you navigate the dog days of summer, remember you have options. A managed services provider (MSP) or an experienced IT services firm can help you determine if your tech is as cool as it should be. They can help you ensure the longevity of your technology and keep your data safe.

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your FREE copy today at
www.ccmgtech.com/protect or call our office at (267) 381-2025.

4 Cyber Challenges To Keep On Your Radar

Infrastructure Attacks. These are on the rise and have the power to disrupt supply chains, as we learned with gas shortages through large parts of the United States in May. Verizon reports that a majority (about 71%) of attacks are about extorting money. The pipeline attack was a ransomware attack.

Greater Persistence. With more people working remotely, more businesses relying on artificial intelligence and automation and more devices connected than ever before, cybercriminals are looking for new ways to exploit all of these areas.

Cybercriminals Working Together. As odd as it sounds, many cybercriminals are working together more than in the past. They rely on black markets and hidden forums where they can buy the latest disruptive tools and discuss tactics.

The Internet Of Things. There are countless devices that are a part of the Internet Of Things, including thermostats, refrigerators and even defibrillators. These devices can be hard to protect from outside intrusion, and users need to be aware of the security present on their devices and avoid those that lack it.

Forbes, May 9, 2021

Break The Bottleneck

The X-Factor For Exponential Advantage

Breaking the bottleneck starts with asking the right questions. Innovators ask what *could be*, not what *is*. They ask, "How can I find greater potential from every person, process, experience and outcome?"

Before you even start the process, you have to understand the difference between execution vs. innovation. If you focus only on execution, you won't get exponential leverage. Carve out a small amount of time for innovative thinking and you will scale the company. For instance, your planning sessions - whether they're monthly, quarterly, etc. should break down this way:

- 90% on execution
- 10% on innovative thinking

One area we encourage people to really think about is industry bottlenecks. What are five industry bottlenecks you face (including your top three competitors)? We break it down into five diagnostic levers:

- Eliminating expense
- Customer buying or usage experience
- Customers' psychological barriers
- Winning hearts and minds
- Eliminating negative externalities

For example, when it comes to eliminating expenses, you can look at your top five costs or how those costs relate to your revenue. Your main expense may be labor or, getting more specific, revenue per employee. Of course, you don't want to just eliminate labor - you want to look at ways to increase productivity.

What is getting in the way of customers buying or using your products or services when or how they want to? Write down five industry bottlenecks related to that. Jumping into customers' psychological



barriers, why might they be embarrassed or unsure about using your products or services? What are five psychological bottlenecks in your industry?

We also look at the hearts and minds. What can you do to win the hearts and minds of a key constituency group that would really propel your company to growth? It doesn't just mean winning the hearts and minds of customers, but those of your workers.

Consider Chick-fil-A vs. McDonald's. Chick-fil-A delivers a high level of service because their workforce is happy. Their profit per square foot basis is more than that of McDonald's, and they're only open six days a week.

Lastly, in eliminating negative externalities, look at the 'harm' your business may do to things like your community or environment. What can you do to mitigate these things? This isn't always an easy one to figure out or answer - and there might not even be anything. But look for things that have the potential to do harm, whether it is your community, customers or even the business itself.

P.S. See the full webinar for *Break The Bottleneck* at PetraCoach.com/break-the-bottleneck-the-x-factor-for-exponential-advantage-with-barrett-ersek.



Barrett Ersek is a serial entrepreneur and regular speaker on business innovation, with an expertise in the green industry. He created his first company at age 17 and later founded Holganix, a manufacturer of 100% organic plant probiotics. He has lectured at the London School of Business, the India School of Business and the Massachusetts School of Business. He's also the co-author of the Harvard Business Review article Break Your Industry's Bottlenecks.