

# RevITup™ Business Care TechEd Lunch & Learn Webinar Series

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## The Top 10 Tech Hit List for 2010: Technology Mistakes Small Businesses Make and How to Avoid Them



All registrants who participate in our online Hit List survey and join us for the webinar will be entered into a drawing for a **FREE Kindle!** The winner will be announced at the conclusion of the webinar.

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Partner

*You pursue your vision...  
we'll manage the technology*

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# The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down.

## THE OLD MODEL OF IT



*Putting out fires – reactive, break/fix, costly downtime*

### About The Launch Pad

The Launch Pad is a leading web and technology services provider with a customer base spanning professional services, medical, legal, non-profit and small manufacturing sectors.

#### Operations

- Founded in 1992
- Accredited member of the MSP Alliance
- 24x7x365 monitoring /remote management
- 24x7x365 Help Desk
- Web Services, Professional Services,
- Hardware & Software Sales & Data Cabling
- 2009 Tampa Fast-50 fastest growing companies



## OUR APPROACH



Our **ReviTup™ Business Care Managed Services** mean our clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.

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## Our Mandate is to be a Single Point of Contact for All of Your Technology Needs

The Launch Pad's seasoned Client Solutions Team – with years of experience handling many engagements that cover a broad spectrum of requirements within small and mid-sized business – can help manage and facilitate new technologies and migrate to new applications.

## RevTup™ Business Care Series = Fixed Fee, Worry-free Technology Management for your Company

- ❖ 24x7x365 remote monitoring, management, instant remediation, user helpdesk
- ❖ Work with existing IT staff to bring efficiencies and wide range of knowledge
- ❖ Integrate our ticketing and support management system into your organization.
- ❖ Professional services including project design and implementation, assistance for upgrades and migrations
- ❖ Hardware & software sales, Web design, development & hosting, data cabling services
- ❖ Technology solutions development and business automation intelligence
- ❖ Significantly reduce IT costs and complexity through proactive monitoring, ticketing and remote remediation
- ❖ Manage vendor relationship and facilitate resource selection



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## Challenges for Business 2010

- The IT industry is constantly changing, particularly as it relates to cloud/SAAS
- Choices in available strategy, products and tools for business can be overwhelming.
- Even with internal IT resources, few organizations have time to stay completely on current key changes and stay focused on core competency.

As a result many fall victim to critical and costly technology mistakes and lose out on many of the best benefits.



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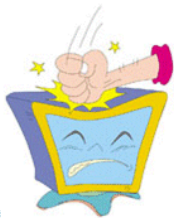
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## What Technology Mistakes Consistently Rise to the Top of the Pile?

- 1 • Pinpoint the most common technology mistakes businesses make.
- 2 • Teach you simple, targeted and easily applied strategies to avoid them.
- 3 • Live Q&A to discuss your top technology frustrations and provide some targeted solutions

## The Top 10 and How Can you Avoid Them?



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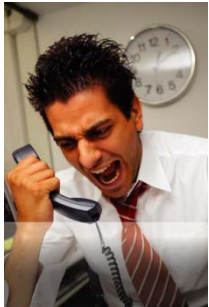
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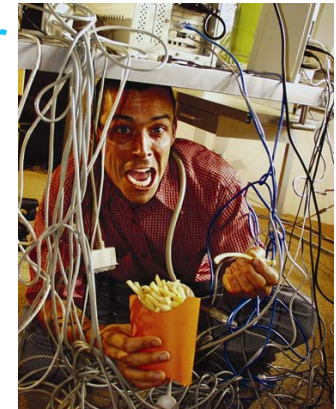


### Tech Hit List: Top 10 for 2010

#### 1 Not Having the Right Technology Management or Partner Relationship. Outgrow Current Provider.



- IT “Guy”, “Power User”, Boss’s son...
- Wrong model – “break/fix or hourly billing.
- Staying with non responsive provider out of fear/loyalty.
- Only focus on reactive infrastructure – no real planning or road-mapping. No solutions development.



#### Strategy/Solution:

DIY is NOT a solution. Don't fall into the trap of outsourcing bits and pieces. Calculate true costs/ROI

**Step 1:** Tally your current IT capital and operating expenses; hardware, software and staff costs.

**Step 2:** Identify the in-house staff costs for people formally assigned to manage your IT operations.

**Step 3:** Calculate any outside IT fees incurred to implement or maintain your office technology.

**Step 4:** Estimate the indirect costs of network or system downtime, including lost revenue due to customer and partner dissatisfaction, and lost employee productivity.

**Step 4:** Seek out a fixed-fee managed solutions provider. Check references/industry experience.

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### Tech Hit List: Top 10 for 2010

## 2 Purchasing Wrong Hardware or Low Quality Hardware

- The great hardware deal online or at electronics store...
- Impulse purchases.
- Purchasing non business-class components/systems
- No upgrading at appropriate times
- Not checking compatibility before buying



### Strategy/Solution:

- Great hardware deals can end up costing can cost your company big \$\$
- Planned purchases, No ad-hoc buying,
- Business quality equipment. Don't get caught up on brands.
- Equipment designed to work together.
- Equipment designed/certified for your solution.
- Consistency – Easier use/management/service



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### Tech Hit List: Top 10 for 2010

## 3 Purchasing Wrong Software/Improper Licensing Inefficient Licensing

- Software piracy cost = 12 billion annually. BSA says almost ¼ of software is not licensed
- Microsoft licensing is complex; OEM, Open License, Retail, Education/Student
- Investing in wrong licensing type/strategy can cost thousands in short and long term
- Many businesses not aware of lack of compliance, borrowed software, employee loads
- Online activation is common and software providers track usage and actively impose sanctions
- If repairs or reloads are needed, unlicensed software can cause delays/expense

### Strategy/Solution:

Software license compliance is the most important legal point you need to understand to protect your technology purchases. Fines can be tremendous. Learn the requirements.

- A good technology partner can help navigate licensing /perform audit.
- Proper documentation on purchases, copies of software licenses /product key, user matrix critical.
- Purchase software only from legitimate channels. Beware online “deals” (grey market)
- **All workstations/servers should have Microsoft license stickers with key codes**
- If you receive an audit letter, respond promptly, immediately gain compliance



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### Tech Hit List: Top 10 for 2010

#### 4 Lack of True Understanding of Security/Lack of Tools & Strategy

- Most security breaches come from within not outside the network or ex employees.
- Many organizations are not adhering to data compliance requirements in their industry and do not realize it.
- Antivirus software is not enough to adequately protect the network
- Only business class firewalls have the controls necessary to lock down/monitor breaches.



#### Strategy/Solution:

#### Three key security takeaways that you will be able to implement immediately

- Use strong passwords and keep a central list of all program, user and server passwords. Change every 90 days and immediately after an employee leaves. Change device PWs.
- Implement a written/signed-off security policy for employees that includes web use, remote access, download and installing software. Huge productivity killer!
- Use a corporate antivirus program centrally managed with all desktops protected. Also implement at least one AntiSpyware program such as Spybot or Malware Bytes which runs nightly.

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### Tech Hit List: Top 10 for 2010

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## No Power Protection/Improper Power Protection

- Workstations not all equipped with battery backups/quality products
- Servers not using monitored battery backups/improper size/low quality
- All network components including Internet router, modems need to be on battery backups
- Using surge strips or wall outlet expanders. Can cause equipment to go down
- Not testing backups/Not replacing every 2 – 3 years

### Strategy/Solution:

This is one simple, inexpensive purchase that can save you thousands of dollars and hours of employee downtime

- Each workstation should have a good quality battery backup under 3 years old and tested. Less than \$50. Saves equipment, prevents downtime, extends equipment life.
- Do a survey and remove surge strips, wall expanders. Servers on their own circuits
- Deploying high-quality surge suppressors for all computer equipment and other peripherals.
- Make sure all networking devices are properly cabled to tested battery backups
- Have your technology partner do an audit to identify deficiencies



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### Tech Hit List: Top 10 for 2010

## 6 Cheaping out on Infrastructure – Cabling/Components

- Using a non-certified installer to run your cabling (phone installer), DIY
- Using inadequate/low quality cabling and/or Cheap patch cables, wall plates, jacks
- Not using quality patch panels, hanging cable out of wall with jacks, no labeling
- Using poor quality patch panels, low quality switches

### Strategy/Solution:

High quality, properly run, patched and terminated cabling is critical to a sound network. This is the biggest cause of unexplained network issues.



- All cabling should be properly run through ceilings/walls and terminated to plate/patch panel. Do not lay cabling on the floor. Cables neat/tied Label Everything
- Use business class switches, preferably managed switches
- All cabling should be Cat6 with proper insulation. Patch cables should be high quality
- Do not use existing cabling if you relocate
- Check references, licenses of cable installers. Make sure they provide schematic

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### Tech Hit List: Top 10 for 2010

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## Lack of Sound Data Backup/Loss of Server or Site Strategy

- Using Tape Backups. Using a single external disk backup
- Backup jobs not monitored and verified. Assuming employee/IT provider is checking backup jobs regularly.
- Not backing up entire server/system state – can lead to hours/days of down time
- No strategy or “plan b” in event server goes down. How long will it be offline
- No disaster recovery strategy, no data backed up offsite, no test restores



### Strategy/Solution:

#### Review your existing strategy, Identify Weaknesses & Develop DR strategy

- Contact your IT provider or personnel and ask the above questions
- Check your backup sets today.
- Have your provider do a test restore now and regularly
- What is the policy for updating backups when new programs are added?
- What is the policy for data retention? What is the policy for offsite backup?
- Explore integrated solutions that provide both onsite/offsite backup plus stand-by server capabilities.

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### Tech Hit List: Top 10 for 2010

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## Not Providing Adequate Training to Employees

- No documented workflow or standard operating procedure for key software
- Most software is under utilized by more than 75%
- No on-boarding program for training employees on software use/standards
- Inadequately trained employees cost the company money, have low morale and are less productive.
- Implementing line-of-business software without training on key features



### Strategy/Solution:

**Make the most of Technology Investments. Training should be part of the culture.**

- Have a plan and process for implementing software.
- Work with your IT partner to review your business automation processes/workflow
- Identify inefficiencies and implement training and process to remove them
- Utilize free training available through Microsoft online and LOB providers
- Survey your employees. Where do they need training?
- Incorporate technology training into quarterly expectations.

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### Tech Hit List: Top 10 for 2010

## 9 Not Having a Comprehensive Technology Roadmap

- Smaller organizations often ad-hoc technology approach
- Spend dollars on wrong equipment/software
- Treat technology as a distasteful expense not an investment
- No technology planning, ROI analysis. Impulse or short-sighted purchases

### Strategy/Solution:

#### Technology Planning is Key to Small Business Success Today

- Align with IT partner that provides solutions planning and ROI analysis
- Spend the time to review needs, current problems to solve
- Plan purchases and budget for them. Understand the short and long term ROI
- Look for a fixed fee, proactive provider that is a trusted advisor.
- Review what your competitors are doing? How much are they spending. What technology tools are they using?



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### Tech Hit List: Top 10 for 2010

## 10 Don't Get Stuck in Old Ways of Thinking about Technology

- Small businesses tend to think that their options are limited
- Afraid to make changes because don't know how to assess the implications/benefits of technology
- Lack of internal resources may mean not taking advantage of value/improper implementation.
- SMBs assume that these technologies will be expensive or are fearful of losing control.



### Strategy/Solution:

#### Embrace New Technology... As an Educated Consumer

- Traditional server/desktop networks are being replaced/ changed
- Mobile solutions can reduce costs and increase productivity
- Cloud computing and SAAS are very appealing for SMBs
- Virtualization is now affordable, green and can save \$\$
- Work with a solutions provider who can evaluate these tools with you



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# RevTup™ Easy-to-GreenIT™

## The Launch Pad's Initiative

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- ❖ **Incorporate Managed IT Services** – remote remediation means 90% reduction in truck rolls
- ❖ **Implement Energy-Efficient Servers and Printers with Power Saving**
- ❖ **Implement Notebooks Instead of Desktops** (50% savings)
- ❖ **Virtualization** – Using virtualization to maximize IT resources, save power and greatly reduce cost of ownership
- ❖ **Using a Data Center** – By moving servers to a data center businesses can save money and equipment costs.

Reduce Hardware/Management Costs 50% RevTup VirtualGreen Office™



Recycle Old Equipment The Launch Pad Teams with eCycling.com

Computers, monitors and other electronics contain toxic materials that can harm the environment and creates an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, nationwide IT asset disposition and electronics recycling (eCycling) service provider. Through this relationship, we can provide a smooth and easy recycling service to Launch Pad clients during upgrades and equipment decommissions with 3 easy steps.

GreenBack™ Community Outreach Program – Nonprofit Organizations

In addition to facilitating eCycling services for clients, gently used PCs and other equipment will be recycled back into the community and made available to nonprofit organizations throughout the Bay area. If you are a nonprofit organization, you can sign up on our website through the Easy-to-GreenIT link with your wish list, and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can opt to designate your equipment to be recycled to the local nonprofit of choice or the next in need on our list.

Engage our Green IT Initiative – Sign up today for our Free RevTup™ Easy-to-GreenIT™ Technology Audit



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“The Top 10 Tech Hit List 2010 - Technology Mistakes Small Businesses Make and How to Avoid Them”

Webinar attendees who participated in our “Hit List” survey have been entered in a drawing to receive a free kindle. [Announcing Winner](#)



We encourage you to take advantage of our free audit. Signup on our home page at [www.launchpadonline.com](http://www.launchpadonline.com)



All registrants will receive a FREE Whitepaper “The Top 10 Tech Hit List” which identifies the top 10 Hit List in detail and offers an expanded paint-by-numbers recipe for taking them out of your IT equation.

For more information, contact Megan Meisner at [mmeisner@launchpadonline.com](mailto:mmeisner@launchpadonline.com) or (813) 920-0788 x210.

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