

TECHNOLOGY TIMES

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

CEO Corner

“Numbers Matter”

There’s a famous saying: “That which is measured, improves.” I think most of us would agree with this, as we know from experience, that when we are watched or held accountable to a number, we tend to perform better.

At KPI, we take Key Performance Indicators (KPI’s, ironically) seriously. On screens around our office, we measure ourselves on such items as SLA (how fast we respond to and close tickets) and Customer Satisfaction. We know it’s important that we are effective and that our clients are happy with our work. We all look at these numbers several times a day. In what ways could we all improve our businesses/ourselves by just measuring better or more often?

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4 Things You Should Absolutely Demand From Your IT Services Firm

How much do you rely on your IT services provider? It’s startling to think that a lot of small businesses outsource their IT (which is a good thing), only to get little to nothing out of that relationship.

Why is that?

Well, some businesses just aren’t proactive. They only rely on their IT services company when something goes horribly wrong. If there’s a network failure or their website gets hacked, they’ll make the call to their IT people, but that’s the extent of the relationship.

On the other side of the same coin, there are a lot of IT companies that wait around for that phone call. They don’t work with their clients as closely as they should. Both of these reasons are downright irresponsible.

First and foremost, business owners should work closely with their IT pros. They should have the staff and resources to not only address your IT emergencies

but also to keep your business safe and secure to minimize those emergencies. Here are four things you should ask of your IT services provider.

“Keep my business safe!” Your IT company should make sure your network security, firewalls, malware protection, etc., are installed, operating and up-to-date. They should be working with you to do everything to keep your business’s data secure and make sure it can be restored in the rare event that data loss does occur. Keeping your customer data secure should be a top priority. Don’t take unnecessary risks, because when you do, the consequences can be devastating.

“Help me keep costs down!” You outsourced your IT to save money. Hiring an internal IT person or staff is a massive expense (plus, many small businesses simply don’t have the revenue to sustain IT personnel). However, your IT company should be working to maintain your network and associated hardware and software. They



KPInterface strives to be the premier provider of outsourced IT consulting and services in the greater Philadelphia market offering professional guidance, expert knowledge, and the best customer experience possible so that our clients can leverage technology in the most effective way possible.

Brian Pickell, CEO

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CLIENT SPOTLIGHT



Cross X Platform (CXP) is a portfolio of human capital solutions firms that deliver results across talent acquisition consulting, staffing, international recruiting, benefits consulting, wellness, and human resource consulting.

Their portfolio companies leverage the CXP shared services platform – including collaborative sales engines, valuable back-office support, and experienced leadership – to increase speed and operational agility to better serve their clients and expand their businesses.

Recently, CXP was experiencing quality issues with their current VoIP service to the point where it became unbearable. They allowed time for the provider to fix the issues but alas, the problems persisted.

KPIInterface sat down with CXP to discuss our VoIP solution and how we could help them leverage our system for good use, including quality of service. After a strategy discussion, CXP became confident that KPI would turn their VoIP services into a positive experience.

At this point in time, CXP has been using their new VoIP service for a few months and the feedback has been very positive!

KPI's clients are some of the best in their industries. We encourage you to reach out to our clients for any non-IT related needs you may have, or even just to network!

7 Ways To Make Your Business Money While You Sleep

1. MAKE YOURSELF INTO A PRODUCT.

Position yourself as the authority in your niche. Develop products like videos or books that share your secrets of success. The beauty of a book is that, once the hard work is over – it's written, edited and published – you simply collect proceeds while you move on to your next project.

2. DO FEWER THINGS.

It's impossible to automate aspects of your business if you do everything personally. Train staff to handle certain aspects of your business and simplify your output. Identify strengths and streamline your offerings, focusing on the items that you can train your staff to replicate.

3. CREATE CONTINUITY.

Billing for each service or product you supply is volatile. Your revenue and your client's expenses vary wildly. By selling a subscription at a flat rate, you create reliable income and provide clients with predictable expenses. Both parties are invested in maximum efficiency – maximizing quality and minimizing hassle.

4. SELL YOUR SYSTEM CHEAP AND MAKE MONEY ON THE REFILLS.

We're talking here primarily about businesses that produce tangible goods. The best two examples of this model are printers and Keurig coffee makers. The devices themselves are relatively cheap. The profit is in cartridges of ink or individual coffee refills. If your machine makes a great cup of coffee or great quality copies, once consumers own the

device, you're guaranteed continued business.

5. BECOME THE MIDDLEMAN.

Find a way to broker business and let other folks do the work for you. Becoming an Amazon affiliate is a great example. You link to their site, they sell, and you make money. There's also a fortune to be made in consolidating and coordinating the transportation of goods.

6. BECOME A TEACHER.

Find ways to teach other entrepreneurs how to acquire the skills necessary for opening their own business modeled on yours. Say you own a successful pizza shop. You could write a book or create a series of instructional videos on your family's recipes, or you could market a consumable version of your plan for opening a profitable pizza shop. You can even generate greater consumer awareness for your business.

7. BECOME AN INVESTOR.

Money makes money, but it's important that you're careful about how you invest as an entrepreneur. Here's my tip: look at your clients and assess their needs. Find a company that addresses those needs and invest there. Not only will you be forging a bond between your company and others that focuses on enhancing client relationships, but you also cement your position in your customers' minds as the business that caters to their desires. Once you've done the groundwork, you're the good guy who makes money without effort.



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 Provendus 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 www.mikemichalowicz.com.

Shiny New Gadget Of The Month: Dyson Pure Hot + Cool Air Purifier



The Dyson Pure Hot + Cool Air Purifier takes air purification to the next level. It's a fan, space heater and air purifier all in one. It includes a HEPA filter that helps reduce allergens and pollutants as it quietly cycles air through your home or the room of your choice.

One of the best features of the air purifier is the ability to monitor your home's air quality in real time, and the information appears on an easy-to-read display. Through this display, you can actually see your home's air quality improve! On top of this, the air purifier is an Internet of Things device. Connect it to your WiFi and control it directly from your smartphone, or enable voice control through Amazon Alexa.



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■ 6 Things Successful People Do Right Before Going To Bed

Read - Many of the world's most successful people are big readers. They take time every night to read, which sharpens creative and critical thinking skills.

Avoid Technology - They shut off electronic devices and let the brain relax. Blue light from our devices, including TVs and smartphones, makes it hard for our brain to prepare for sleep and can be very disruptive.

Walk - A few minutes of walking just before bed helps to reduce stress and anxiety. Walking is another great way to decompress after a long day.

Make Lists - We all have things we need to do tomorrow. Writing these tasks down gives our brains one less thing to think about, which equals better sleep.

Meditate - Ten minutes of meditation can do the mind and body good. Apps like Calm can help you focus and achieve inner peace before bed.

Reflect - Specifically, reflect on what went well. Going to bed with positive thoughts is a great way to elevate your mood and stay motivated. Keep a gratitude journal and write down what went well that day before going to bed. *Business Insider, 8/12/2019*

Candy and Cal's Cyber Tip of the Month:

Over 50% of businesses take more than one hour to get back up after a crash or power outage. You don't want to put yourself in a position where downtime becomes an expensive risk. What can you do? Get a monitoring service! Monitoring services can keep tabs on your infrastructure and report their status 24/7.

