



T. Daniels Consulting

# THE T. DANIELS TIMES



Microsoft Partner

Silver Cloud Platform  
Silver Small and Midmarket Cloud Solutions

## What's New

As we continue to monitor the Coronavirus (COVID-19) developments closely, the health and well-being of our business community is of utmost importance to us.

As an 'Essential Business', we remain open and available to assist you with any of your technology needs. Security, safety and well-being is integral to our service delivery and we continue to take every precaution to limit any impact this health event could have on our service delivery.

T. Daniels Consulting unwaveringly believes in supporting the business community during these emergency situations, and we will continue to use every effort to deliver uninterrupted services.

To learn more about how we can help you with any of your technology needs, contact us at 810-629-0131 or e-mail us at [info@tdaniels.com](mailto:info@tdaniels.com).

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This monthly publication provided courtesy of Timothy D. Ricketts, President of T. Daniels Consulting.

"Thank you for the confidence you have given our entire team to manage and protect your valuable assets. We take great pride with our goal to exceed your expectations every day!"



## How To Quickly Shift To A Work-From-Home Business Model To Maximize Productivity In Today's Coronavirus Environment

As a business owner today, you are now facing unprecedented challenges to help deal with the coronavirus pandemic. You are asked to self-isolate and practice social distancing to "flatten the curve." You are asked to allow your employees to work from home to reduce possible exposure and slow the spread of COVID-19.

These are all reasonable requests. However, as a business owner you also need to maximize productivity, bring in revenue and try to grow your business in these demanding times. How can you accomplish these goals when your office is now a ghost town and productivity has fallen off a cliff?

The answer lies in setting up your office to function remotely. If you've never implemented a work-from-

home policy before, it may seem like a whole different world. Managing an entirely remote workforce goes far beyond giving your employees a laptop and reminding them to check in every once in a while. After all, there are many factors most business owners haven't ever had to consider, such as:

- What technologies do I need
- How can my employees work from home without risking the security of our network?
- How can I make this new work environment as easy, comfortable and productive as possible?

We understand these are unique times. We know that "business as usual" is going to be quite different for an undetermined amount of time. But together we can help you adjust to today's new normal by giving you the tools, technologies

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and insights to create a secure and productive work-from-home business environment. Here are three important considerations to getting you set up and running a successful work-from-home business:

**1. Use a Virtual Private Network (VPN) connection.**

VPN stands for virtual private network. It's essentially a private, encrypted tunnel that goes direct to your IT network in your office. It should be a requirement for all employees to have it setup and the only way they can gain access to your network from outside of the office.

In addition, don't allow employees to use home computers or devices if possible. Certainly, this may seem like an expense burden for the company, but it will cost much less than a breach of your network including, lost data and prolonged downtime. This is a dangerous mistake. Our team works hard to ensure your company computers and network are secure and protected from malware, viruses and cyber-attacks. Their home computers and devices could be littered with tons of downloaded music, videos, images and more. Because it's more exposed, it can invite malware into your network. Rather, provide a company-approved and secured computer/laptop for employees to use at home.

**2. Secure Internet Connection using a Wired Connection vs. WiFi.**

WiFi signals are often broadcast far beyond your employees' homes and out into streets. Yes, drive-by hacking is popular among cybercriminals today. If employees must use a WiFi connection here are few tips for securing that connection:

- **Add stronger encryption types like private key, block cyphers, including AES, and a more complex password**
- **Hide your network name**
- **Use a Business Class firewall**

These security measures are not difficult to set up. But if you have any questions or need assistance, we will be happy to help get your employees set up remotely.

**3. Use Multi-Factor Authentication.** Multi-Factor authentication is different than two factor authentication in that it does not necessarily need to rely on a working internet connection like two factor does. Both are doubly secure because your employees will need to enter a code that is sent to their specific phone number, email address or hardware token to access the company network. If you don't have a VPN for your employees to use, or need assistance, we will be happy to help get your employees set up remotely.

As business owners ourselves, we too are having to pivot and work differently than we ever have before. However, because we have the technology and infrastructure in place, we are still surprisingly productive.

Our team wants to help your business survive and thrive during today's unique environment. If you and your IT team need extra hands right now...or solutions to help your employees work **SECURELY** from home...we have software tools, expert staff and resources we'd like to offer you to keep your business as productive as possible.

Contact us today at (810) 629-0131 if you wish to discuss further. Please know that this is not a sales pitch but simply an outreach to help you stay afloat.

## Cybercriminals Are Counting On You Letting Your Guard Down During This Global Pandemic – Here's How To Stop Them



Cybercriminals and hackers know there's no better time to strike than during a global crisis. While you are distracted and spending your time trying to make sense of this new normal, they are finding new ways into your IT network so they can steal data and passwords, compromise your clients' private information and even demand large ransoms.

**Learn what you can implement now to help protect your business data, money and productivity:**

**<https://www.tdaniels.com/pandemic-cybercriminals/>**

## Shiny New Gadget Of The Month:



### NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at [NexOptic.com/doubletake](http://NexOptic.com/doubletake).

## Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

### Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

### Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

### Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole,



*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 Proventus 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 [MikeMichalowicz.com](http://MikeMichalowicz.com).*



never to be answered. Not only do I answer, but I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

### Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas

## The T. Daniels Difference



For over 25 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 10 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience and professionalism. We are continuously adding new and improved services to meet your ongoing needs. We never stop improving. That is the **T. Daniels Difference**. Thanks to all of our customers for making us one of Michigan's fastest growing IT consulting and service companies.

## ■ Ready To Transform Your Business With Technology? Follow These 5 Truths...

### Investing In Tech Is A Must.

Investing in your own IT infrastructure is critical, but you get what you pay for. Go cheap, and you'll expect to buy again. Go quality, and you'll be more pleased with the results.

**It's Not Easy.** Shifting a business mindset from analog to digital is hard, especially if you've been doing things one way for a long time. When you prepare yourself and your team for a challenge, you'll be able to better meet that challenge.

**It's Fast-Paced.** Tech moves fast. You see buzzwords everywhere – “5G” or “blockchain” – and it can be

confusing. You may feel pressure to keep up, but don't jump in without a plan. Do research and make changes that truly apply to your business.

### Cyber Security Is Essential.

Stay up to date on security trends and solutions. Remember that cybercriminals target small business, but when you stay ahead of the curve on IT security, you stay ahead of the bad guys.

### Leadership Is As Important

**As Ever.** Technology is only as good as the people who use it. As you learn about new tech or invest in it for your business, make sure your team is learning too. Understand how your customers use technology and be willing to learn and adapt

to them. *Inc.*, July. 30, 2019.

## ■ Do These 4 Things To Improve Your Business

**Read.** There are always new things to learn or perspectives to gain. The top entrepreneurs in the world read every single day. Read books, blogs, articles, anything – but always be reading.

**Listen To Podcasts.** Podcasts are more popular than ever, and there is a podcast for just about every topic. This is a great way to hear from industry leaders on issues that are affecting them and may be affecting you.

**Continue Your Education.** How can you improve yourself? Take a class or a seminar! Keep your skills and knowledge base sharp by incorporating continuing education into your year.

**Be Open-Minded.** Be willing to give and receive feedback and critique on how you work, manage or anything else you want to improve on. The more open-minded you are, the more comfortable your team will be in giving you feedback – and the better you will be at applying it. *Small Business Trends*, Dec. 30, 2019.

