



5 New Year Resolutions for Your Business

As the new year approaches, you might be thinking about the goals you would like your business to achieve in 2020. By entering the new year with specific goals in place, you can help make 2020 your best year ever. From building a five-star team of healthy employees to protecting your data, your new year resolutions should feature goals that make your business a safer, more secure place to work. Below are the top five new year resolutions for businesses.

1) Engage more with your customers

Bolstering customer engagement is important because it shows your customers that you value them. Additionally, by remaining in regular contact with your clients, you may help prevent them from exploring your competitors' services. Here are a few ways to boost engagement with customers in 2020:

- Consider launching a live chat if you do not currently offer it
- Invite local customers to visit your offices for a personalized tour
- Develop a targeted and personalized e-mail marketing campaign

2) Hire and retain top talent

"Attracting, retaining and energizing employees appears to be a primary goal for companies of all sizes this year, as the study revealed that 43 percent more C-Level executives said employees would receive the bulk of their attention..."

- Jon Gingerich, Senior Editor of O'Dwyer's monthly magazine

Hiring and retaining top talent will prime your organization for stardom this year. The hiring and retention process begins with a targeted recruiting strategy. If you do not have in-house staff with the skills to prepare a top-notch recruiting plan, you can outsource this task to a trusted talent acquisition agency. This strategy will also help you save money, as you will only pay for services that are used instead of paying a full-time salary.

3) Create a disaster recovery plan

Researchers with Richmond House Group indicate that 20% of small to medium size businesses will suffer a critical data loss every five years due to a major disaster. Having a sound disaster recovery plan in place is the best step you can take to protect your business against critical data loss. As you dive into preparing a plan, make sure that you choose a trusted provider who can offer the following:

Upcoming Events

Webinar: State of IT in 2020

January 9, 2020

Webinar: How to Protect Against Cyber Attacks

January 23, 2020

Lunch & Learn: Disaster Solutions

February 27, 2020

For more information on our upcoming events, please visit <https://www.tcsusa.com/calendar/>.

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- A comprehensive backup system evaluation to assess your organization's risk level
- A total solution that will reduce server downtime through specialized backup
- A plan that is both outstanding and cost-effective
- Encrypted data that will not be accessible to anyone without the passkey
- Complete and ongoing monitoring of all elements of your plan

4) Conserve energy and resources

Kicking off the new year with a plan to conserve energy and resources will benefit the environment and business owners alike. By taking steps to save energy, you can reduce overhead expenses and help your business become eligible for tax credits. Here are a few simple ways you can conserve energy at your business:

- Upgrade your lighting to LED lights
- Switch to electronic billing to reduce printing and paper costs
- Use eco-friendly cleaning products

5) Introduce an employee wellness program

"Wellness programs are clearly a win-win, especially at a time when employers and their employees are more budget conscious. Employers benefit by retaining top talent, energizing their employees and reducing the number of sick days. Employees benefit from improved physical health, reduced stress in the workplace and the financial benefits of a healthy lifestyle."

- Lee Dukes, President of Principal Wellness Company

An employee wellness program is a great means of showing your employees that you value their health and quality of life. The first step to designing a winning employee wellness program is to establish a planning committee that features employees from different departments to provide input. Here are some other tips to help you launch an effective wellness program:

- Establish realistic goals that are motivating yet attainable
- Secure the buy-in of your leadership team and department heads
- Recognize employees for their participation and acquisition of goals

The Bottom Line

Attracting top-notch employees and keeping them safe and healthy will help your organization thrive.

And by updating your technology and disaster preparedness, you will be able to enjoy the peace of mind that comes with knowing your business is ready to handle unexpected challenges. By following the steps above, you can create a safe, secure, and more profitable year than ever.

A Brilliant and Effortless Way to Optimize Hardware

Believe updating software on electronic devices does not do anything to increase the productivity of the machine? Think again. Those annoying, constant reminders that plague welcome screens everywhere can serve a multitude of purposes. Examples include bug fixes, providing critical upgrades to the device, preventing the device from crashing, and much more.

While the classic Southern phrase, "If it isn't broke, don't fix it" applies in several other areas, it creates a common misconception among technology users that devices do not need to be updated or changed just because they are still working. Computers begin to lag if they are not updated properly, which may cause them not to operate well. Remaining loyal to obsolete technology when more useful programs have been created may result in lost productivity for employees and business owners.

Electronic gadgets such as smartphones and laptops are often released with more powerful specifications than programs at the device's release can utilize. This means that when these devices are released, the software is often created for older products. Programs need to be developed to benefit from the newer, more powerful machines.

Once software is created to utilize the full capability of a machine, it becomes necessary to update programs periodically to ensure continued compatibility with the device. Applications can become slow and frequently freeze, hindering the performance of both the program and the machine itself. Keeping applications and programs updated is imperative for maximum performance, and is an effortless method to effectively benefit from impressive computer capabilities.

Users are required to update software on a device to fix bugs, "A problem that causes a program to produce invalid output or to crash (lock up)." These occur in computer programs as they become older and used by more employees, creating the need to propose solutions, making applications run more smoothly. This will essentially eliminate the kinks of a program that is widely used; like how assembling a traffic light helps lighten congestion on roadways.

Since programs often not fully optimizing the capability of a device right away, the full potential of each will not be fully attainable for quite a bit of time. As programs are developed to take advantage of the technology's capability, an update becomes essential to completely utilize that device's specifications. An example of an update successfully using these specifications can be found through comparing the differences between Windows 8 and Windows 10.

Updating software on computers can easily increase longevity of the machine since the upgrades will improve performance, discover Malware and keep older technology working. It is a relatively simple method of guaranteeing more use of a device, which ultimately provides an opportunity for businesses and employees to complete tasks more effectively. This will result in drastic savings for everyone since workers will increase productivity and the technology will last longer.

Keeping software up-to-date is, overall, an extremely simple task that will make technological devices more effective, maximize their capabilities and increase the lifespan of the product. Taking note of the constant reminders to perform updates on programs could ultimately prevent a device from meeting its unfortunate demise, saving both time and money for businesses worldwide.

FREE Guide: 3 IT Problems that May Be Costing You Money

IT is the backbone of corporate productivity. Internal email servers store confidential information about your company and clients', data loss prevention systems ensure corporate saboteurs struggle to steal your information, and internal communications keep your teams flowing freely toward achieving their combined goals.

When the system breaks, however, teams are not working together, hackers can steal your data, and your competition can close the gap more quickly. The three issues discussed may be signs of larger concerns within your network. We have included some potential causes of each and how they may impact your revenue.

Get your FREE copy today!
Visit tcsusa.com/resources/e-books/



Meet Our Team: Ben Pike



Please join us in welcoming our new Analyst, Ben Pike to the TCS Team! He is originally from Alabama, with a degree in Computer Science from Gadsden State Community College. Ben is Apple Certified for MAC OS 10.13 and has Office 365 experience.

The TCS Ministry Committee Shares the Gospel Through Giving During the Christmas Season



This year, the TCS Ministry Committee has actively been helping our community for the holidays. We have collaborated with Angle Tree Ministries, a program of Prison Fellowship that reaches out to children of prisoners to provide Christmas gifts and the message of the gospel to these families. TCS has adopted two families through the Angle Tree, and two of our employees volunteered for the day at the distribution center. The TCS family came together and provided gifts for the eight children in these two families, and we celebrated with a gift wrapping party.

In addition to the Angle Tree program, the Ministry Committee adopted four Salvation Army Silver Bells. These Silver Bells are senior citizens in the Triad that may struggle financially this time of year. We wanted to make sure these elders of our community felt they were cared for during the holidays.

Digital Newsletter

If you would like to receive our newsletter digitally, please visit tinyurl.com/ycqv2r6.



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State of IT 2020

Join us for our upcoming webinar!

Date: Thursday, January 9, 2020

Time: 11:00 am ET

Cost: Free

Presenter: Barry Utesch, President, Total Computer Solutions

Registration: Visit tcsusa.com/calendar/ or call us at 336.804.8449

IT budgets rise as businesses update their technology: 44% of companies plan to increase tech spending in 2020, up from 38% in 2019 (Spiceworks). Therefore, it is essential for small to medium size businesses or SMBs to understand where they should be spending their technology budgets for 2020 and to identify which emerging trends are on the horizon. To be successful in the coming year and into the future, SMBs need to plan for innovation, infrastructure upgrades along with software and service upgrades.

Join us during a live and interactive webinar to take charge of the directions of your IT to guide you into the new year.

Learning Objectives

- Consumer insights accross key technology categories
- Top factors leading to IT budget growth in 2020
- Evolution of technology in the workplace
- IT challenges organizations will face in 2020