Newsletter

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 2021. By entering the new year with specific goals in place, you can help make 2021 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 2021:

- 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:

- A comprehensive backup system evaluation to assess your

Upcoming Events

Webinar: Technology Trends to Weather Disruptions
January 19, 2020

Webinar: How to Make Your Remote Staff More Productive and Profitable for Your Business
January 26, 2020

For more information on our upcoming events, please visit www.tcsusa.com.

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

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.

TCS App Available on the Apple Store and Google Play

The Total Computer Solutions (TCS) mobile app, is available for iOS and Android. We are continually looking for ways to improve our client's experience, and this new app provides users a new way to submit a ticket.

Two of our core values at TCS are effective communication, transparent exchange of information with mutual understanding and agreement, and continuous process improvement, getting better all the time. With these two core values in mind, we designed a tool for users that will improve communication.

We understand that our customers live busy lives and demand accessibility from a variety of different access points and devices, the app design keeps this in mind and ensures the screens are a useful experience across a range of devices.

The app's main objective is to provide current clients with an efficient and convenient way to communicate with us. Through the app, users can submit a service ticket and check on the status of existing tickets. The client portal will help streamline our ticketing process while providing the client with a service ticket catalog.

The easy-to-use modern interface makes it simpler for visitors to navigate rather than clicking through various layers of information Online.

To install the TCS app, please download directly from the App Store and Google Play. To find the app, search for Total Computer Solutions. Your feedback will continue to help improve our customer experience and new features and design enhancements. To send any feedback regarding your experience on the new app, please email info@tcsusa.com.

If you are looking to add IT services to your business, contact us to discuss available solutions with an experienced and professional TCS team member.

If you would like to receive our newsletter digitally, please email alimbers@tcsusa.com.

State of IT 2021: Strategic Technology Budget and Trends

Covid-19 has been the greatest challenge to lives, livelihoods, businesses, and corporations in 2020. Heading into the post-Covid-19 era, companies must be intentional about their organizational practices since unprecedented challenges can realign organizational goals now and into the future. In 2021, companies will need to rely on technology more than ever. After the pandemic, there will be no such thing as "resuming normalcy." The state of IT in 2021 will broadly weigh in on strategic technology budget and trends.

During the remote workforce rush, IT staff everywhere quickly deployed technology to maintain business continuity. The significant move to work from home policies drove shifts in hardware, software, and services spend and will continue to impact organizations' flexible working arrangements indefinitely. As organizations find new ways to operate and drive growth, these strategic trends will allow businesses to differentiate themselves from their competitors.

Study the Market Optics

Is your business versatile enough to adjust to the latest market trends? The pandemic forced organizations to work remotely, and the turnover, though challenging in the beginning, employees later adjusted. 76% of businesses are now contemplating long-term IT changes, while another 50% wish to retain flexible work policies.

What does this mean for your business? As you create your 2021 financial year budget, focus heavily on technology because the remote workforce would not be possible without advanced communications technology. Organizations have learned how to pivot from in-person meetings to digitalized processes and functions by adopting new software and tools. 56% of organizations plan on growing IT spend focusing on the need to upgrade outdated IT infrastructure.

Outsourcing IT Tech Team

17% of businesses plan to move to an "as-a-service" model, and 35% have or plan to accelerate the migration of workloads to the cloud. Managed hosting, managed storage and backup, and managed hardware support will account for most managed services spend in 2021. Your business-critical functions--servers, firewalls, remote offices, remote employees, line-of-business applications, spam filtering, and more-- are essential to your operations now more than ever.

Partnering with an outsourced IT firm can provide your organization with solutions to meet your specific needs, giving you the time and expertise necessary to keep technology from disrupting productivity.

Cybersecurity

The pandemic has increased the movement where employees connect personal devices on corporate networks or use company devices on their home networks. With heightened cybercrime, the adoption of a wide range of newer security solutions are expected to increase. There will be significant growth in implementing security training tools, anti-ransomware solutions, dual-factor authentication, monitoring systems, cloud protection, and security solutions implemented by human intelligence machines within the near future. All organizations need to train their employees, apply regular updates and patches, and set up reliable and secure backups.

Another area that needs protection is cloud computing and storage. Fraud operators are increasingly attempting to gain access to business and corporate networks, both cloud-based and on-premise. Where you store, your information is crucial. If you only focus on internal security and neglect the external storage and data, your network is not as safe as it needs to be. Protecting a network from hackers requires a layered approach, which is why it is a good idea to transfer the headache to an expert who will know what to do.

New Way Forward

With the shift to working from home unlikely to end in 2021, improving your office security position and remote / home users is critical. We hope for a normal return, but the new normal must include improving security on your network. Improving security can be challenging, so giving the IT department the budget they need to improve is essential. Surviving 2020 is commendable, and you should be pleased. Cybercrime is on the rise, do not allow it to be your downfall in 2021.

Are you looking for a strategic technology partner? Do you need help deciding where to spend your IT budget? Total Computer Solutions can help you plan your IT strategy for 2021. Request a FREE Consultation by calling 336.804.8449 or email info@tcsusa.com. If you have any questions about our service, do not hesitate to contact us.

Follow us on social media!

TCS total**computer**solutions

5601 New Garden Village Dr.
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LIVE Webinar: Strategic Technology Trends to Weather Disruptions

Date: Tuesday, January 19th
Time: 10:00 AM ET
Presenters: *Matt McNees, Business Consultant, Total Computer Solutions*
Registration: Visit www.tcsusa.com/events/ or call 336.804.8449

You are invited to join us for our upcoming webinar, "**Strategic Technology Trends to Weather Disruptions**". COVID impacted the business world in ways no one could have predicted. Organizations have had to pivot, strategize, adapt, and implement long-term changes. As organizations continue to power through the crisis and find new ways to operate and drive growth, this webinar will highlight strategic areas of opportunity and practices for organizations to differentiate themselves from the competition. Organizations that are prepared to pivot or adjust will weather all types of disruptions.

Key Takeaways

- Business Plans Resulting from COVID-19
- Top Factors Leading to IT Budget Growth in 2021
- Strategies for Maintaining Productivity and Business Continuity