

NEWSLETTER

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WHAT'S NEW

- With cybercrime on the rise, we have been actively looking for new additions to our tool stack to keep our clients safe and secure. Keep an eye out for two new products launching this fall!
- Happy two year work-iversary to Katie, our marketing team lead!
- Welcome Matthew! Matthew is our newest sales development rep, joining the Loyalty team after many years of working in sales in the Greater Green Bay area. We are elated to have you on our team!



This monthly publication is provided courtesy of Kari Renn, President of Loyalty.

Our Mission: To make IT work at work so our clients can focus on their company goals without interruption.



Prepare Your Kids For A Successful School Year: Tech Tips To Maximize Learning Potential

Back-to-school season has finally arrived, and it won't be long before our kids are back in the classroom, learning all sorts of different subjects. Although it's an exciting time for our kids, this transition back to school is often difficult. Many of them enjoy summer more than any other time of year because they get more freedom to participate in their favorite activities. When school starts, they have additional responsibilities to keep up with to ensure future success.

As a parent, you play a vital role in your child's success, and there are some tech strategies you can use to help give them an advantage. Whether we like it or not, technology plays a part in our children's education and lives, so it's in our best interests to get familiar with the tech our kids use regularly and create guidelines to ensure they stay on task.

We've gathered some of our favorite back-to-school tech tips to help you prepare your children for a successful school year.



1 Protect Their Devices:

If your children have a smartphone, tablet or computer, they will likely use the Internet and visit various websites. Some of these websites may be unsecured and could download malware or a virus to their device. The device will likely stop working as efficiently as it should, and your family's personal information may become compromised. It's imperative that you download some type of antivirus or security software. Most web browsers offer free security features, but you can also buy enhanced security plans if you want extra protection.

You should also look into restricting certain websites and apps on your network and your children's personal devices. You don't want them to stumble upon a website that's not age-appropriate or is unsecured.



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Enjoy the last few days of summer! - Juliette & Piper

2 Set Rules Around Screen Use:

Many experts agree that children ages 5 to 17 should not be on a screen for more than two hours per day. Screen overuse can lead to mental and physical health problems that could hinder your child's development. That being said, the American Academy of Child and Adolescent Psychiatry reports that, on average, children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours.

As the parent, it's your responsibility to enforce guidelines around screen time usage. While you might have been a little more lenient during the summer months, now is the time to set ground rules. Give them a certain amount of time they're allowed to use their devices for personal use, and make it so they can only use the screens in public areas of the house, not a bedroom. That way, you can monitor what they're doing and how long they use their devices. Keep in mind that you will have to follow these guidelines to a similar extent, or else your child will find your rules unfair.

3 Back Up Their Data And Update Software:

Your child likely has a lot of important information and documents on their laptop or personal computer. Make sure you're regularly backing up their data so they don't lose it if something happens to the hardware. It's also a good idea to store and save everything to a cloud storage service so they can access their homework and other important files from other devices.

Finally, check their devices to see if any software needs to be updated. Companies are constantly releasing updates to their software to plug any cyber security holes and ensure it runs to the best of its ability. Keeping your devices up-to-date will offer additional security and allow them to run faster.

Your children are probably very excited about the start of the school year. Help make this year one to remember and set them on the path to success by implementing some of the above tech tips!

Enhance Business Efficiency and Security with Our Advanced Monitoring Services

In today's technology-driven world, effective monitoring solutions are essential for businesses to ensure the smooth functioning of their operations while protecting critical assets. At Loyalty, we have been at the forefront of proactive monitoring for nearly 20 years, providing a comprehensive and technical approach that goes beyond traditional systems administration. Our expertise lies not only in the tools we use but also in how we utilize them to deliver exceptional results.

We employ a combination of three powerful monitoring tools:

- **Monitoring Suite:** This industry-standard tool serves as the backbone of our monitoring services, handling a wide range of monitoring tasks across various device types, including Windows, network devices, VMware, UPS systems, and more.
- **RMM:** For advanced monitoring needs on Windows systems, we leverage scripts and automation, ensuring a comprehensive monitoring solution that covers all aspects of your infrastructure.
- **Notification System:** Our notification management tool plays a crucial role in routing alerts, determining recipients, and establishing notification timelines, enabling swift and efficient responses to potential issues.

The seamless integration of these tools allows us to monitor virtually anything, offering a competitive edge that sets us apart from the competition. We leverage custom scripts and configurations to maximize monitoring capabilities and provide tailored solutions for your specific needs.





Our proactive approach focuses on identifying and addressing potential issues before they impact your business. By actively monitoring key parameters like disk space, we can anticipate and resolve problems promptly, preventing downtime and minimizing disruptions. Our alerting system enables us to respond swiftly to issues as they arise, and helps us identify root causes quickly, reducing recovery time and demonstrating our commitment to client satisfaction.

What Does Our Monitoring Cover?

- **Device Status:** We monitor the availability of every network-connected device, ensuring you have real-time visibility into the status of your infrastructure, including servers, network devices, and more.
- **Windows Server Monitoring:** We go beyond basic availability monitoring for Windows servers, extending our coverage to include disk space, critical services, and other essential parameters that impact performance.
- **Comprehensive Monitoring Templates:** Our extensive library of templates covers diverse device types and offers predefined monitors to track backups, power loss, hardware issues, high resource utilization, and more. We can also create custom monitors for specific applications or business-critical functions, ensuring no potential threat or performance issue goes undetected.

While cheaper alternatives exist, they often come with limitations and lack the comprehensive functionality and integration offered by our monitoring services. Our approach is scalable, robust, and tailored to meet the unique needs of each client. Whether you require basic monitoring or advanced configurations, our monitoring services provide the peace of mind that comes from knowing your infrastructure is in safe hands.

Free Report Download: The Business Owner's Guide To IT Support Services And Fees

-  The three most common ways IT companies charge for their services and the pros and cons of each approach
-  A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
-  Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
-  How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate



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"Their service is beyond comparison. I would not want to entrust our IT services to any other company."

-Vesely Law

3 Questions Every Leader Should Ask On Monday Morning

What is the first thing you do on a Monday morning? Do you dive straight into responding to e-mails or use your first minutes of the week more strategically?

My colleagues and I at ghSMART have collected data on 3,052 leaders and their teams over a decade. We reached a surprising conclusion about what predicts team success with the statistical help of professors and research team collaborators at the University of Chicago, UCLA and Columbia University.

In that study, we isolated three things that matter most. Leaders with teams rated as "strong" at these three things (by professional evaluators using structured in-depth interviews with high inter-rater reliability) were 20 times more likely to report successful outcomes than teams that were not strong at all three things. Think of this pattern like a triathlon – you must be great at swimming, biking and running to win.

Following the research implications, consider reflecting on these three questions every Monday morning.

Do We Have The Right Priorities?

Only 24% of leaders are strong at prioritizing, and 90% of the time, when they struggle with this leadership skill, it's because they lack the analytical skills and decisiveness to narrow their team's priorities down from a long list to a short list. When you have too many priorities, you don't really have any priorities, and energy gets wasted.

Do We Have The Right People?

Only 14% of leaders are skilled at hiring and developing talented teams. This is the most common weakness we observe in leaders and their teams. Flawed hiring methods yield a 50% hiring mistake rate vs. research-based methods that produce a 90% hiring success rate (e.g., having a consistent set of criteria to rate candidates; unbiased, structured, past-oriented interviews; reference validation; etc.).

Do We Have The Right Relationships?




About 47% of leaders achieve good relationships with people within and outside their teams. "Trust" typically gets a lot of attention as a variable that predicts or even defines relationship quality, but our database suggests that 91% of leaders behave in a trustworthy fashion. Therefore, while important, it is not rare for a leader to build trust. Instead, the "special sauce" in building successful relationships in a professional context is to create relationships that are focused on achieving win-win results. Mutually beneficial results matter when forming and maintaining productive professional relationships, not just feelings of trust or empathy.

If you want to build a team that runs at full power for the good of your teammates and the constituents you serve, consider spending a few moments on Monday morning asking these three essential questions.


Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.



PRO

-  Email Security
-  Server Security
-  Network Security

PLUS

-  Email Backup
-  Cloud Security
-  Password Manager

CORE

-  Unlimited Support
-  Quarterly Budgeting
-  Insurance Compliance

Google Has A Renewed Competitor: Have You Tried The New Bing?

Google has dominated the search engine market for over two decades. According to web analytics service StatCounter, Google makes up 93% of the global search engine market. Most of us hop on Google whenever we have a question, and we have no problem finding an answer, which has left the other search engine developers wondering how they can compete with the industry titan. Bing, the search engine with the second-highest percentage in the search engine market at 2.8%, has unveiled a handful of new features its developers believe will help it gain a greater foothold in the search engine market.

One of the most unique features of the new Bing is its expanded search box. It allows users to type up to 1,000 characters into the search box, which enables them to be more specific than on other search engines.

Authenticity In Action: The Benefits Of Showing Vulnerability In The Workplace

Many business leaders believe they shouldn't show any vulnerability in the workplace. They think that it will come off as a weakness and cause them to lose the respect of their team. This couldn't be further from the truth. A recent study from Catalyst found that employees say they are more creative, dedicated and willing to go above and beyond when their leaders display vulnerability and openness.

In many ways, vulnerability can be a strength. When you're vulnerable, you show your employees that you're willing to admit your mistakes and ask for help when needed. You're less likely to get in over your head, and your employees will follow suit. Vulnerability also improves trust among your team and will make them more comfortable voicing their opinions, concerns and ideas without fear of judgment.

Additionally, some users will have access to detailed AI-powered answers that help them refine their search and locate the information they need. Bing will even produce additional questions related to the search to provide users with even more information.

Bing also allows users to change the personality and tone of the AI chatbot that assists them. They can choose between three different options: creative, balanced and precise. Creative allows the chatbot to provide more original or imaginative responses, while the other two lean more toward providing factual and accurate information.

While Bing still has a long way to go until it can truly compete with Google for the lion's share of the search engine market, the developers are taking steps in the right direction to create a more intuitive search engine for Bing users.

So, how do you become more vulnerable in the workplace? It starts with how you talk with your team. Don't be afraid to share your feelings and any wins or losses you've experienced at work. Frequently check in with your employees so they can voice their feelings. And if they mention that something is bothering them about the workplace or your leadership style, take action and make some changes.



Loyalty Annual Baseball Game!

STAGGERING SECURITY STATISTICS

It's rare to go a week without news of a cyber-attack or virus causing chaos across the globe. If you're skeptical about whether these threats could affect you or your business, here are some eye-opening statistics from the past few months:

We have successfully prevented 87 virus attacks, safeguarded 1,789 computers and servers, addressed 336 security alerts, and are on track to replace more than two dozen pieces of outdated/failing networking equipment by the end of August.



READING CORNER

The Mom Test By Rob Fitzpatrick

When you develop a business idea you believe is good, you want to get feedback from others to ensure it's worth pursuing. Most people will tell you they like it, love it or hate it, but how do you know they're being honest in their response? Rob Fitzpatrick's *The Mom Test* has you covered.

This book will teach you how to frame your questions to get honest, intelligent, and relevant answers to your questions. If you're looking for practical advice to grow your business or get your start-up off the ground, look no further than *The Mom Test*.

