

What's New

New IT Genie Client Portal & Interactive Support Report

We are constantly looking to improve your accessibility and communication with us.

New developments from our **Centralised Services** team are helping with this:

IT Genie Client Portal

Submit tickets, check statuses, view projects and more - itgenie.myportallogin.co.uk

Interactive Service Desk Report

Monthly automated and interactive reports will be sent to you, giving details of:

- Number and status of tickets raised
- How long you waited for an engineer
- Your Devices and their status
- Backups completed and statuses
- Automatic smart monitoring results

We hope you find these useful, and would appreciate your views - [email us](mailto:email@itgenie.com)

October 2021



Gino Chouair,
Managing Director
IT Genie.

Our Mission:
**To align your
technology to
support your
business growth.**

From our [HQ in the heart of the Gatwick Diamond](http://www.itgenie.com) we support businesses through their challenges and build the right solutions to enable them to succeed.



Want To Make Sure Your Business Is Protected From A Data Disaster?

Did you know that 93% of all businesses without a disaster recovery plan, go out of business within a year of a serious disaster?

And yet, 68% of businesses don't have a Business Continuity Disaster Recovery (BCDR) plan.

Losing access to your business' data in this day and age could very well mean losing everything. As data becomes an increasingly important commodity to businesses of all types and sizes, so does having a plan for should your business experience a data disaster.

The thought of protecting your business against a data disaster might be daunting, but don't worry. By following the steps listed below in this article, you can make sure that your business is ready to take on the challenge.

However, before we actually get into those steps, there is one distinction you should understand: the difference between a Business Continuity plan and a Disaster Recovery plan.

- A Business Continuity plan is primarily proactive, in that it is a strategy by which a business can continue to operate no matter what kind of disaster or setback befalls it.
- A disaster recovery plan is primarily reactive and has to do with how a business acts immediately following a disaster of some sort – in this case, a data disaster.

So, now that we're clear on what a disaster recovery plan is, here are the steps your business can take to create one that works for you and your employees.

Continued on pg.2

*Continued from pg.1***Step 1: Rally The Troops And Assess Your Equipment**

In the fight against data disasters, everyone has to be on board. Otherwise, there will always be holes in your defense plan. That's why executive buy-in – getting everyone in the company, from the top management to the entry-level employees – is crucial. You need everyone to collaborate cross-functionally in order to fully protect your business.

From there, you need to thoroughly analyze each of your business's systems, applications and data sets, as well as how they're physically accessed, in order to suss out any potential vulnerabilities. Then you should determine which systems are absolutely critical to the operation of your business and for getting products and services to your customers. These are the functions that will need to stay up and running, even after a data disaster.

Step 2: Create Your Disaster Recovery Strategy

Once you have everyone on board and an understanding of your equipment and assets (as well as their vulnerabilities), it's time to actually formulate your disaster recovery plan. To do this, you should take a look at your budget, resources, tools and partners in this endeavor. When you understand how long it takes your

business to get back online and the cost for doing so, you'll have a good idea of how to move forward.

Step 3: Test Your Strategy

No great plan is complete without first testing it to see if it will work. Put your disaster recovery plan through a trial run to see how quickly your team responds to solve the problem and see if there are any improvements that need to be made to the process.

Then, by the time an actual data disaster occurs, your business will know how to shut it down and keep running with no problem at all.

While the steps themselves aren't difficult to understand, preparing your business to combat data disasters takes a lot of work. In the end, though, the work is worth it if it means protecting your data. As a recap, here are the four main action steps that you need to take in formulating a disaster recovery plan:

1. Get executive buy-in for creating the plan.
2. Analyze and evaluate your business's systems, applications and data to understand how they could be impacted.
3. Find out which systems you need to keep running and prioritize them during the fallout of the data disaster.
4. Test your plan before you actually need to put it in action.

Follow these steps, and your business's data will be safe from any threat that comes your way.

"68% of businesses don't have a disaster recovery plan in place."

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.

It's coming ...

- That day a hacker steals critical data, rendering your office useless ...
- That day when your bank account or credit card is compromised ...
- Or that day when your customers' private lives are uprooted ...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is by CONSTANTLY EDUCATING yourself on how to PROTECT what's yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-sized quick-read tips to your e-mail in-box. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step



Get your FREE "Cyber Security Tip of the Week"
at <https://itgenie.com/cybertips-signup/>

Client Spotlight



Making good use of the things that we find

[WMR Waste Solutions](#) was formed in 2017, bringing together expertise from the fields of waste management and recycling to provide disposal services to businesses. We deliver **personal account management, improved collection services, and through smart recycling initiatives, cost savings & cost avoidance.**

Starting out we made use of a local self-employed consultant for IT support when required. However, as our business grew, we found our support and expertise needs also grew.

We took the decision to find a larger, **better resourced IT provider**, and a new employee recommended **IT Genie**, having found them very helpful and accessible, in a previous role.

We were impressed by the professionalism of the IT Genie support desk, their SLA guaranteed response times, the way they spoke about the protection of our data, and their suggested long-term IT roadmap developments. We also liked their proximity to us and felt comforted by the fact that they were only a couple of miles away.

So we amicably moved to from our IT guy to IT Genie.

Migration "D" Day

The day of migration went smoothly, with everyone moved over to the new Office 365 system, as the business carried on without anyone noticing the changes.

The migration process also included, moving our business data from Dropbox to SharePoint - to improve integration, collaboration, and security of data disaster recovery.

As well as the productivity applications of Office 365, WMR uses web-based NetSuite for its sales and purchase invoices, all these applications and full device and user support is included in the IT Genie flat-fee support package.

WMR USP

As a 'boutique' waste management company, we are competing against much larger waste companies. WMR continue to win new clients due to our personal account management; Clients are rightfully demanding more than just taking away their rubbish - Reliable collections and smarter recycling leads to cost savings, with landfill cost avoidance.

We see environmental regulations as being a 'friend' to us in some ways, as it requires UK businesses to look at their waste in a different light. Our understandable invoicing and reporting simplify clients' environmental regulation compliance.

We also offer washroom services, food waste, cooking oil, disposal, secure document shredding, and other services. It is for this reason; we often describe ourselves as a 'total waste management' provider.

For enquiries call 0203 857 4760 or email sales@wmrwastesolutions.com

Don't Give Up On You, No Matter What Anyone Says

At the office, in our shipping area for our books, there's a little shelf on the wall, displaying a copy of each of the six books I've written. However, technically, there is one book missing from the display: my book *Profit First*.

Now, there is a copy of *Profit First* on the shelf. However, it's not the first copy that I published - it's self-published, actually. *Profit First* was the third book that I wrote, the first two being *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*, both through Penguin Random House Publishing. When I pitched *Profit First* to them, however, their exact words to me were as follows: "No one needs another accounting book."

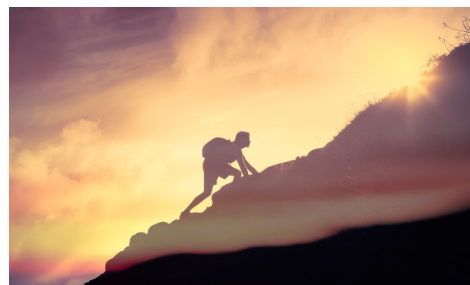
And they declined to publish it - at least at first. Not too long after facing that rejection, I spoke with someone who was mentoring me at the time about my frustrations at not getting *Profit First* into the hands of business owners everywhere just because my publisher didn't have faith in it. After I finished explaining all of that, my mentor left me with the words that I would actually follow: "Make them regret it."

I had to make them see that in refusing to publish *Profit First*, they were making a huge mistake. I had faith in my book. I knew it could help so many business owners out there. All I had to do was prove it.

So, that's why I initially had to self-publish *Profit First*. And guess what? It sold so many copies that Penguin Random House eventually came back to me and said that they wanted to buy the book and republish it in a revised and expanded edition. *Profit First* is by far my most popular book, and it's helped more than 600,000 business owners apply the profit first

method and mentality to their business.

It's my hope that sharing this story leads to a wake-up call for you. Don't let the few naysayers who are scrunching their noses at your big ideas dictate the direction you take in your business and in your life. If they don't share your vision (at least at first), that doesn't mean you have the wrong vision - it just means you have to double down and press forward. You have to believe in your idea even more than you already did.



If I hadn't stuck to my guns and published *Profit First*, regardless of what my publisher said, there would be thousands of business owners out there who would not be nearly as successful as they are now. They've grown, curated their clients and automated their business in ways that wouldn't have been possible otherwise.

What's your next big idea? Does the thought of how it could help people fire you up? Are there people in your life, even people who care about you, who tell you that your idea won't work? Don't give in. Don't give up on your dreams. Keep pushing forward, and I promise you that eventually, you'll see the success that you already know is possible.



Mike Michalowicz is a very successful author, entrepreneur and lecturer. He has written several successful books, including his latest, Get Different. He is currently the host of the Business Rescue segment on MSNBC's Your Business, and he previously worked as a small-business columnist for The Wall Street Journal.

■ A Massive Threat To Windows 10 Users?

Security researchers discovered a vulnerability in Windows Hello's facial recognition programming that could potentially impact Windows 10 users, but does it warrant much fear? Experts say no – at least, not to the average user.

The vulnerability has to do with Windows Hello's camera system. It uses a camera with an infrared sensor and an RGB sensor. However, only the infrared image is processed during facial recognition.

This theoretically means that if someone were to get a hold of an infrared image of your face, they could use it to access your computer – and that's where the threat starts to fall apart.

Whenever a hacker needs physical access to the computer and the computer's user, they won't waste their time unless you're hiding some pretty juicy data.

So, don't worry, Windows 10 users – you can sleep easy knowing that no one is trying to steal your face.

■ Keeping Up Workplace Relationships Even When You're Working From Home

When you're working from home, the valuable bonds that you naturally form with your coworkers in the office will be hard to form and maintain – but not impossible. Here are a few ways that you can build relationships with your coworkers from home.

Communicate (And Listen) Often And Well. That means going beyond just the daily Slack check-ins on progress. Let your coworkers know about areas in which they could improve, and don't forget to really and truly hear (or read) what they have to say. Active listening is just as important as effectively communicating yourself.

Create Channels For Building Strong Teams. Strong teams mean increased productivity and satisfaction from employees. To build

strong teams, build channels for those teams to use to communicate throughout the day.

Find Opportunities For Coworkers To Socialize Online. To get coworkers relating to one another, make online coffee hours (or happy hours!), contests, competitions, and classes. Coworkers who have fun together work well together!

■ What Does 2021's Record IPO Market Mean For Your Business?

If you're a private business owner looking to take your business public, now is the time.

So far, 2021 has seen a higher full year average of IPOs than those of the previous 10 years, rivaling that of the dot-com boom. To take advantage of the upswing, just use the first three of the four stages of scaling to guide your way to incredible revenue gains.

1. Get "early adopter" customers to help you develop a product that differentiates your business from the competition. This will lead them to bring you more customers.
2. Build a scalable business model where you can change how you sell, market, design, build, ship and service your products. Your costs will decline as you grow, and this will help you generate more revenue as your business gets bigger.
3. Finally, make sure your business gets more and more liquid, expanding into new regions and new customer demographics. Now you're ready to raise some venture capital!

