



*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



# The Smarter Path



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

- Willie Kerns, SmartPath Technologies

## What’s Inside:

The Truth About Email

Page 2

The Lighter Side

Page 2

Marketing Through Customers

Page 3

Shiny New Gadget

Page 3

(270)238-8997

## Luck Is For Leprechauns — Is Your Business Prepared for Future Security Threats?

If your business hasn’t been the target of malicious intruders or cybercriminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your business’s Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren’t going to stop simply because the “damage has been done.” In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that’s only counting the attacks that authorities have uncovered.



For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren’t interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

Security industry analysts predict that 2016 won’t be much different from 2015 when it comes to cyber-security. There are going to be more data breaches. It’s just a matter of where and when. It’s also a matter of being prepared.

During the month of March, we are offering local businesses a **FREE** 30 Point Cyber-Security Audit to help uncover loopholes in your company’s online security. At no cost or obligation, our highly trained team of IT pros will come to your office and conduct this comprehensive audit. And after we’re done, we’ll prepare a customized “Report Of Findings” that will reveal specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber-Security Audits, we can only extend this offer to the first seven lucky companies who request it by March 17th—St. Patrick’s Day. All you have to do is call our office at 270-238-8997 or go online at [www.smartpathtech.com/cybermarch](http://www.smartpathtech.com/cybermarch) to request yours today.

## SmartPath Employee Spotlight



Ken Stapleton is the Senior Systems Engineer for SmartPath Technologies. When the most complex technical problems surface, Ken is the go-to source for our technical department. He has 20 years experience in the business and

technology industry and is responsible for implementing and managing small business and enterprise-wide networks, specializing in database and application management. He obtained his MCSE and MCDBA certifications in 1999 and is proficient in Windows and application deployment. Ken is also highly skilled in software development with C and C++ experience, as well as systems integrations, and also SQL (Structured Query Language). Call our office anytime 270-205-4709 to see how Ken can help your business.

*The Lighter Side...***Endorse This Skill: Jihad**

We endorse the skills of our coworkers, friends, acquaintances and other connections on LinkedIn all the time. But what would you do if one of your connections listed “jihad” as one of his skills? Unless you’re in the business of extremism (you’re probably not), you’re likely to slink away quietly and alert LinkedIn admins.

Well, one senior Taliban commander decided to update his LinkedIn profile with this very “skill.” Specifically, he listed “jihad and journalism.” This particular terrorist leader, Ehsanullah Ehsan, even lists himself as “self-employed.”

Unfortunately (or fortunately), when LinkedIn was contacted by the *Telegraph* for further information, the social media company decided it was best to take the account down.

There has been some chatter as to the legitimacy of the account. The profile’s distinct lack of Taliban propaganda and recruiting information suggested it wasn’t operated by the terrorist leader himself or anyone in a significant leadership position.

Of course, as a terrorist leader and all-around terrible human being, he has more pressing things to worry about other than a suspended LinkedIn account, such as a \$1 million bounty placed on him by Pakistani officials.



“You know what I just noticed about playing outside? No pop-up windows.”

# The Truth About E-mail In 2016

Love it, hate it or call it the gold at the end of your rainbow, e-mail is here to stay. Over the past two decades, it’s become deeply ingrained in our day-to-day business communication. It’s basically a requirement. Despite a number of software advances and changes in the online communication landscape, e-mail is more important than ever.

This was recently confirmed by a study conducted by Pew Research. They found that e-mail is indispensable among those who are Internet-connected at work. These days, that covers a lot of people. In fact, 61% say it plays an integral role in their job. Additionally, 46% say e-mail access keeps them more productive (while another 46% say e-mail has no bearing on their productivity one way or the other). Only 7% say e-mail hurts their productivity.

In 2015, social media analysts warned that e-mail was on its last legs and that it would soon be overtaken by other online services. However, as this study seems to confirm, that is not the case. In fact, in the workplace, it’s very much the opposite. The Pew study found that social media, including Facebook, LinkedIn and Twitter, benefited only about 4% of those in a connected workplace.

Even among the millennial generation, and those who regularly use social media networks in their personal lives, it hasn’t been something fully translatable to the professional environment as a productivity factor. This doesn’t discount uses for social media in the workplace—as a marketing or customer outreach tool—but no social media platform has come close to replacing e-mail as the go-to communication tool.

That doesn’t mean Silicon Valley start-ups aren’t trying. They are always at work trying to find that next four-leaf clover in online communication, hoping to develop that so-called “e-mail killer.” So far, nothing has stepped up that can achieve what e-mail can, particularly for businesses.

For many businesses, it comes right back to the fact that e-mail works. It’s a proven platform and it remains the business communication “golden child.” It’s the same reason phones and fax machines aren’t extinct. They serve a purpose and they help us get things done. That doesn’t stop businesses from always looking for ways to streamline that process.

Another reason e-mail works: accessibility. E-mail is used on nearly a universal level. Social media platforms, while many are incredibly popular, can’t touch the truly global reach of e-mail. Have you considered how e-mail impacts your job? Does it keep you productive? Or are you ready to move on to the Next Big Thing?

## Need An Extra Eye in the Sky?

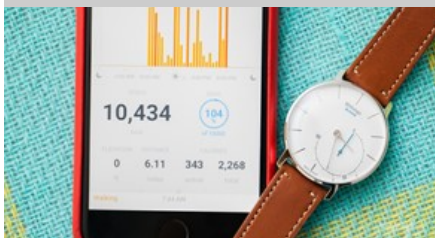
SmartPath Technologies will work with you to determine the best surveillance options for your needs. We begin with a site survey and interview process to determine system specifications and get an idea of the areas you need to monitor. We then will recommend quality equipment to fit your needs. SmartPath can install the complete system and take care of getting the surveillance system configured and available out on the internet for your viewing. We utilize only high quality equipment, and all products include a warranty. Please contact us today for a completely free surveillance system consultation for your business.



**270-238-8999 or via email at [klassiter@smartpathtech.com](mailto:klassiter@smartpathtech.com)**

*Where Technology and Dependability come Together: [www.smartpathtech.com](http://www.smartpathtech.com)*

## Shiny New Gadget of the Month



### The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray. It's currently available at Best Buy, in-store and online.

## MARKETING THROUGH YOUR CUSTOMERS

Word of mouth—the better-than-anything-you-could-pay-for form of spreading the word about companies and products worth supporting. Your customers do your marketing for you, and you simply continue delivering the high-quality product they're raving about.

But how do you get your customers to do it?

On May 9, 2013, an article was published by a journalist who'd stopped in Dominique Ansel Bakery in New York City and asked what was new.

The staff offered the journalist a taste of a new product that would launch to the public on the day after the article was published. On May 10, 2013, the Cronut™ was born. There were customers waiting outside the little bakery, lined up to sample the delectable baked good they'd read about.

By the end of the week, the line outside the bakery was 100 people long. People stood in line to sample the Cronut™ they'd heard about from their friends. And they didn't just buy one Cronut™; they bought lots of them—as well as all of the other unique, handmade pastries the shop produces.

The Dominique Ansel Bakery is a small business. They don't have a big marketing department who dreamed up the Cronut™ as a publicity stunt. They simply embrace the creativity inherent in baking, and word of mouth pulls customers from all over the world into the little shop. It's organic. It's natural. It's the power of word of mouth.

Another great example of a company whose customers are ardent fans is a well-known jewelry store (whose name I can't share with you). Their policy for purchases of engagement rings is pure genius. A couple selects a ring—say a diamond of one full carat. The jewelry store has a secret upgrade policy, and they supply the client with a stone that's just a little larger than the one they paid for. When customers take their one-carat ring to an appraiser, they discover that it's a carat and a quarter. The customer—stunned at having received more than they paid for—returns to the jewelry store, at which point the jeweler thanks them for their business, tells them about the secret upgrade and—here's the genius part—asks the customer not to tell anyone about the secret upgrade.

But the customer does tell. The customer tells everyone he can think of about the spectacular customer service he received and about the exceptional value the jeweler provided. That customer ropes in hundreds more customers, and the jewelry store doesn't do anything except make customers happy and wait for new customers to pour in. It's brilliant.

Whether customers are sharing a Cronut™ with a friend, or whether they're swearing a coworker to secrecy about the jewelry store's secret upgrade they swore not to divulge, if you can get your customers talking about you, your company and your brand, then you're starting a marketing trend that can not only become self-sustaining, but can also bring more customers than you'd ever dreamed of—right to your door.





78 Ash St  
Calvert City, KY 42029  
(270) 238-8997

## Tell a Colleague, Score Some Cash

We feel that a referral from our clients is the sincerest forms of “atta boy” you can get. That being said, when one of our great clients refers us, we like to say “thanks” back in the form of money.

Simply refer any company with 5 or more computers to SmartPath Technologies for a **FREE** Computer Network Audit (a \$397 value) and once the initial visit is complete, we will rush a \$25 Visa card to you to show our appreciation.

### **But wait, it gets better...**

When the business you have referred to us signs a contract with SmartPath Technologies, we will send you ANOTHER \$25 Visa card for **EVERY** computer user! Do the math, 10 computers equals \$250 in your wallet! And we mean **YOUR** wallet. Even if you are not the owner of the company for which you are employed, if you drop our name, we are dropping **YOU** some credit.

**Visit our website [www.smartpathtech.com/about-us/referral-program](http://www.smartpathtech.com/about-us/referral-program) to get more info today!**