

What's New



As part of Syscom's investments to improve our client support experience, we recently promoted Andrea Smith to a dedicated Service Delivery Manager role. Andrea is in charge of the Support Team and the Professional Services Teams.

Andrea has been with Syscom in the Pennsylvania office for 3 years. Her career in the IT industry spans more than 10 years. Originally from New Jersey, she is an avid Jets fan.

Congratulations, Andrea!

July 2023



Syscom Business Technologies is dedicated to technology success for your business. We support businesses throughout Michigan and Pennsylvania from our offices in Grand Rapids, Traverse City, Greater Metro Detroit and the Lehigh Valley. Over many years, our clients have truly seen increased success through our business relationship.

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Scott Huxley, Managing Principal



Unlock Your Company's Superpower Technology Success with Standards and Alignment

Metrics are critical to every business's success, its functions, and every role within those functions. You expect your employees to meet key metrics of productivity and accountability. Shouldn't your business technology be held to the same standards? It can be challenging to determine what those tech performance metrics and standards are, and what success looks like. This is where your Managed Service Provider can help.

What are Technology Standards and what do they have to do with me?

Technology standards are defined as a set of best practices that provide an objective view of an individual company's optimal technology environment. Think of this as the gauges in your car that monitor elements of the car's system such as gas and oil levels, tire air pressure, etc. When those elements approach unsafe levels according to the standards set by the car manufacturer, the car generates an alert. Technology standards are your IT network's gauges. They are a powerful tool that

establish clear benchmarks for which types of technology are best suited for your company's unique functions, and how that technology should be utilized. Aligning your business to those standards reduces troublesome tech problems and accelerates the advancement of your business goals.

Determining technology standards begins with an on-site assessment focusing on technology and compliance to create a comprehensive standards library covering all elements of an IT network such as email, data backup and security, disaster recovery, and remote work practices. Technology standards include best practices from manufacturers, industry frameworks and company experience. Compliance standards come from a public or private entity's statutory, regulatory, or contractual requirements.

Standards consist of multiple components to bridge gaps between technology and any negative impact

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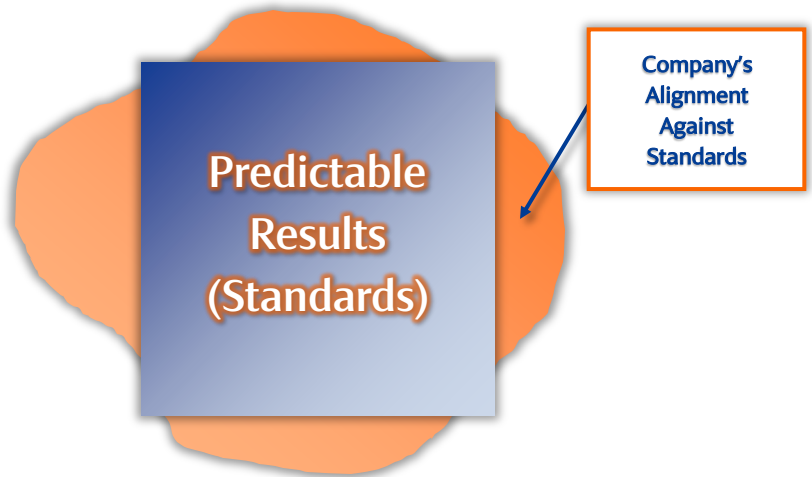
on the business. After a first technical assessment, every misalignment is analyzed and prioritized for resolution according to level of impact on the business.

Standards are intended to prioritize the reduction of business risk over technical risk. Business risk impacts daily operations, while technical risk centers around IT problems. Downtime, loss of productivity and opportunity cost are associated with misaligned standards and present a business risk.

How will aligning to these standards improve my bottom line?

Implementing and aligning your business to a set of IT standards will generate numerous benefits. For one, technical alignment gives you a competitive advantage because it allows you to concentrate on your business goals rather than maintaining your technology. Tangible benefits can be realized in improved IT service quality, reduced technology management costs, and more.

“ Technology standards are a powerful tool that establish clear benchmarks for which types of technology are best suited for your company’s unique functions, and how that technology should be utilized. ”



In this model, the box specifies standards (predictable results), while the blob is elements falling inside and outside of standards (risk). The box is a sign of the technical alignment necessary for Technology Success.



Implementing tech standards establishes a well-defined roadmap that accurately plans for future expenses and defines how to reach your business goals. When a Technical Alignment Manager (TAM) performs their technical assessment, they pass their findings to the virtual Chief Information Officer (vCIO), your strategic partner, to make those recommendations a reality. As part of the technical alignment process, the vCIO performs business impact analyses to evaluate the risks of improving tech resources vs. risk of failure and strategizes with your team to develop the best short- and long-term plans.

How do I get started?

Contact us and we will schedule an on-site evaluation.

Do You Safeguard Your Company’s Data And Your Customers’ Private Information BETTER THAN Equifax, Yahoo and Target Did?



If the answer is “NO” – and let’s be honest, the answer *is* no – you are leaving yourself and your company open to massive liability, **millions** in fines and lost business, lawsuits, theft and so much more. Why? Because **you are a hacker’s #1 target**. They know you have access to financials, employee records, company data and all that juicy customer information – social security numbers, credit card numbers, birth dates, home addresses, emails, etc.

Take Action Now To Protect Yourself, Your Company and Your Customers

Our 100% FREE and confidential, exclusive Dark Web Scan is your first line of defense. To receive your report, visit our link below. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, profits and customers are AT RISK, we’ll dig deeper to make sure you’re protected.

Claim your FREE Dark Web Assessment at www.SYSCOMBUSINESS.com/cyberaudit

Or call our office at (866) 558-1411

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. 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.



Are You a Great Remote Leader? Find Out by Answering These 5 Questions

Business books from the 1980s encouraged managers to wander around the office, chat with colleagues and learn valuable information at the watercooler. Today, leaders of various organizations find themselves managing people remotely, which means it's time to say goodbye to watercoolers and hello to Zoom.

My company, ghSMART, has been fully remote for over 25 years, and in that time, I have found a few essential qualities that great remote leaders often possess. Here are five questions you should ask to determine whether you're a great remote leader.

1. **Are you great at setting goals?**
2. **Are you great at hiring?**
3. **Are you great at delegating?**
4. **Does your compensation system reward high performance?**
5. **Do you always do what you say you will do?**

You're most likely a great remote leader if you answered "yes" to all five questions. In a remote setting, the importance of these leadership skills is amplified. Let me explain why.

If you set unclear goals, it's easier to clarify them for those working in the same office. But if you are working remotely with a team, it's vital that everyone understands your expectations and what they must

accomplish. If you're not great at hiring, you immediately notice the ill effects of a hiring mistake in a traditional office environment. But when you work remotely, it's harder to detect if you have made a hiring mistake, which can cost you time and money.

If you are not great at delegating, you might find that you can physically see if somebody is getting their work done and can pitch in to help them if you work in the same office. But you can't really operate that way in a remote setting. Delegating effectively — and following up clearly and regularly — is critical in a remote environment.

Compensation is just one way to influence human behavior. In a traditional office context, peer pressure also affects human behavior, but that is less impactful in a remote context. Therefore, it's extra important to ensure the compensation system rewards the right behaviors.

I believe building and maintaining trust is easier when you work in the same office as the team you lead. But if your teammates are spread around many locations, it's imperative to build two-way trust to give them the confidence to make decisions and ensure they stay rather than quit. To amplify the trust with your team and empower them to operate remotely, do what you say you will do.



Dr. Geoff Smart is chairman & 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.

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The Secret To Successfully Recruiting Gen Z Employees

Young employees join the workforce for the very first time every day. Now that Zoomers are graduating from college, business owners need to prepare so they can successfully recruit them and provide a workplace where they want to work. If you research different ways to attract these individuals to your business, you'll see conflicting ideas, but one strategy will immediately draw in Zoomers and other applicants: clear communication.

People want to know about day-to-day responsibilities, company culture, industry specifics and, of

course, compensation before they accept a job offer. Be sure to include these when posting a job opening and don't shy away from any questions an applicant might have during their interview. The applicant will quickly learn whether you were dishonest or unclear with your answers after they start working and may even resign if the issue is problematic enough. You can avoid this stress by being as clear as possible in all communication with employees and potential new hires.



Our Locations

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