

Polar Passage

"Tips To Make Your Business Run Faster, Easier And More Profitably"

June 2016

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Chris' Desktop

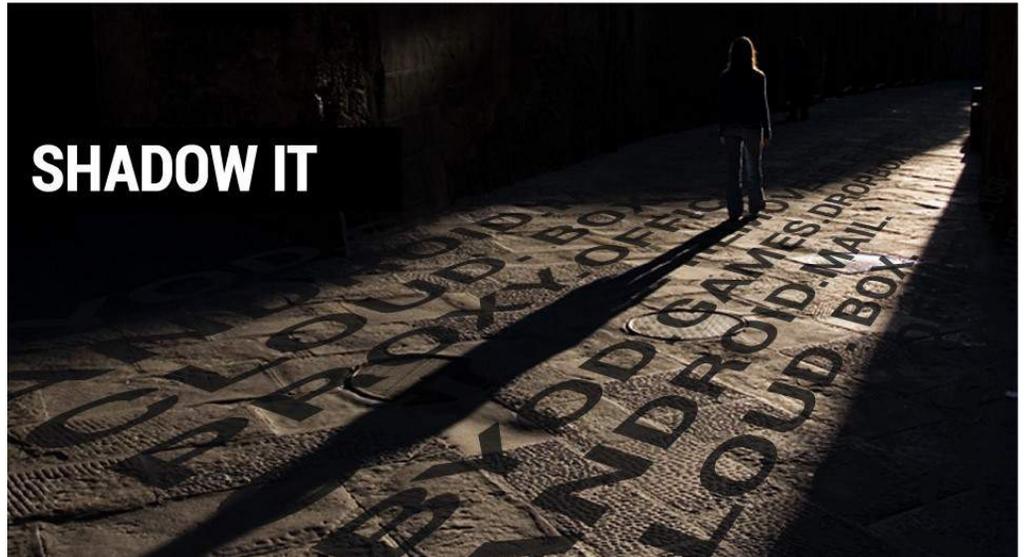
Jillian's Toddler Times



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Shadow IT: Ignore At Your Own Risk

It's one of those little secrets that nobody wants to talk about...



The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the

whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

The hidden dangers of shadow IT
When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.

Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use

Continued pg.2

of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

Bringing your shadow IT out into the light.

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

Cut loose the "control"

mentality. It's no longer feasible to simply ban certain apps. If you don't give employees the software they prefer, they June start using their own. They can easily access a vast and growing variety of apps, all without your help - or control.

Recognize the delicate balance between risk and performance.

Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.

Foster open communication. Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.

Develop a fully tested plan. Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise manageable event from turning into a full-blown business crisis.

Finding the right balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

Polarverse can help you with this. Our proprietary **Security Assessment** helps you take the friction out of data protection. Contact us today at 519.489.0646 or info@polarverse.com and put an end to Shadow IT in your organization finally and forever.

"Take control of high-risk situations and keep an eye on the rest."

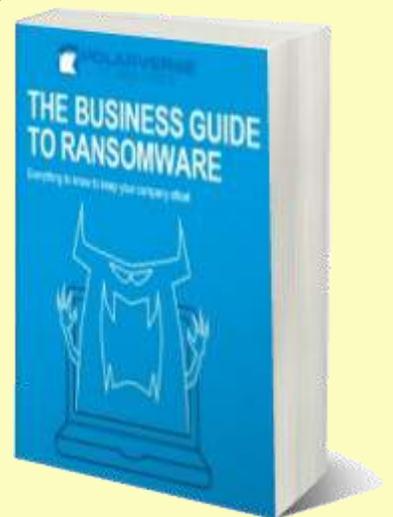
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Chris' Desktop



My move into my townhouse/combining of my office is pretty much done. Just some organizational stuff left (that will probably take forever). Jillian really loved her room and bed and the stuffed Everest toy. It was fun to see her get excited over everything and discovering the movable Paw Patrol decals on her wall.

What's New @Polarverse: Well this isn't really new but I have been rolling this out as a replacement to Soonr Workplace — — **Datto Drive!**

Datto Drive is a secure file syncing and sharing tool made with the small business in mind. It combines the ease of use of a consumer sharing tool (like Dropbox), with the robustness of tracking, auditing, versioning and accessibility controls of a big business solution.

Sign up now and take advantage of **1 TB of storage (1024 GB) free for a full year for your business.** That amounts to: 17,000 hours of music, 40 days of video, 500,000+ photos, 500 hours of movies .

To get your free dattodrive — [click here](#) — or contact me for help.

Jillian's Toddler Times



I got to see my new room at Papa's townhouse! I have stickers on the wall that I can move wherever I like of my pups! Best was finding a stuffy of Everest! Everest was even on my sheets and my pillow too!

I got another surprise later with an Everest figure and truck! Papa let me take her with me to my house to see and play with the other pups!

Papa says I'm not used to my new room cause I don't sleep well yet, I just want to check everything out! He keeps saying "you'll learn patience grasshopper" ha ha, what ??!

Shiny New Gadget Of The Month:



What If Your Smartphone Had Wings

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at <http://xcraft.io/phone-drone>



BANK BALANCE ACCOUNTING

I am sure you are familiar with the terms for your business's financial reports including the Profit & Loss Statement (also known as the Income Statement), the Balance Sheet and the Cash Flow Statement. The question is, do you know how to read them? I bet you don't. Not really.

If you talk with your accountant, she will explain to get a real sense of your company's financial health you need to read all three of these statements, and calculate specific metrics like your Operating Cash Ratio and your Quick Ratio. Additionally, to make sure your numbers are current, she will tell you to do this weekly. It sounds great, but it is too much to learn and way too much to do (even if it was only monthly). So what do we entrepreneurs do? We look at our bank accounts.

I am not sure when traditional accountants will figure this out, but few entrepreneurs have the time to learn and leverage these financial tools, let alone do it weekly. In fact, the whole reason we hired that accountant in the first place is so they can do all that stuff for us. We don't have the time to do the complex stuff, so we revert to Bank Balance Accounting.

How Bank Balance Accounting works is this: We log into our bank accounts, see what the balances are and then, based upon what we see, make decisions on how to proceed. We make collection calls and sell hard when our balance is low. We invest in equipment and expansion when the balance is high. It works. Kinda.

It works, because it is how we are wired to look at quick indicators (e.g. Does my bank account have enough money or not), trust our gut and then take an action. It doesn't work perfectly though, because it seems that we never have enough money left to pay ourselves. That's why I created Profit First.

[Profit First](#) is designed so that you can (and should) continue doing Bank Balance Accounting. With [Profit First](#) you pre-allocate money into specific bank account (e.g. A Profit account, an Owner's Compensation account, a Product Purchasing account, an Operating Expense account, etc.) in advance, so the next time (and every time) you log into your bank, you know exactly what the money is there for.

But it gets better. When you login and see that you don't have enough money in an account, you will immediately be aware of the problem. That's when you call your accountant and have her go through those statements and ratios with you. That's why you hired her in the first place. If your accountant doesn't get that, maybe it is time to [find a new accountant](#).

MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit www.mikemichalowicz.com/.

TECH TRENDS



Imagine just taking a pill to acquire a whole new skill set.

In *The Matrix*, Neo opens his eyes after being programmed and tells Morpheus, "I know kung fu." According to futurist and world-renowned inventor Ray Kurzweil, conversations like that will actually take place within the next 20 years. By implanting blood-cell-sized, cloud-connected nano-robots into the brain, humans will be able to literally download any skill set or body of knowledge from the cloud. Sound far-fetched? Scientists are already helping Parkinson's patients, using a pea-sized implant connected wirelessly to an outside computer. And Kurzweil has a 30-year track record of accurate predictions – including a little thing we now know as the World Wide Web.

-Inc.com

Hootsuite, Buffer...or both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

Which app best helps you take notes on the go – Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

