

CST Tech News

What's New

Have you ever been caught with your pants down? You know what I'm talking about?

When it comes to your technology that's how I feel sometimes. Like we have one leg hanging out or our zipper is down. There are constant changes which is why we work hard at making sure we have every base covered. Problem is, there always seems to be one more thing we need to deploy, add or sometimes, take away. We try to ensure you understand what you have and what you don't and more importantly that you understand the risk YOU are taking.

Which brings me to this...how dependent are you on your technology? I mean everything from your computers, printers, credit card machines, security camera's, software programs customized for you - **everything!** What if you lost Internet? Would you still be able to make money? Would your employees stay busy? How many days could you go without it? Would your business thrive, or would it die? Have you thought about it? Have we discussed it?

I think some of you may have your pants down...or at least one leg out!

I bring it up because we need to start

5 Ways Technology Can Take You To The Next Level

It's nearly impossible to run a business in today's climate without using up-to-date technology. This doesn't necessarily mean bringing in the best computers, printers and other pieces of hardware needed to run a successful business. Instead, it means you should utilize the most current software and programs to ensure nothing falls through the cracks.

If you're just starting your own business, or even if you've been in business for years, it can be difficult to figure out what programs and websites will help you stay ahead of the pack. One of the biggest concerns that has plagued businesses lately is productivity. It can be difficult to ensure your employees are staying productive, especially if your business is operating remotely right now. Luckily, many apps and websites out there are designed to boost productivity in the workplace.

It can be difficult to figure out which apps and websites will work best for your business, so we have created a list of the five best apps and websites that boost employee productivity.

TimeCamp

TimeCamp, an incredibly useful productivity app, is able to track how much time your team is spending on any given project. It will provide a breakdown, showing specific apps and websites, so you can see where most of their time was spent. You'll also get analytics so you can determine how they are performing. TimeCamp will even assist with keeping your budget in check to ensure that no task or project goes over budget.

If clocking time has been an issue in your business, TimeCamp can help there too. This program can be used as an easy attendance-tracking tool, as it has functions for clocking in and

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CST Group Inc.

Our Mission:

To provide outstanding technology services to our customers allowing them to focus on their business.

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out, tracking overtime, automating payroll and reporting leaves. It's simple to use and comes with endless benefits.

Digital Assistants

While it would be nice for every employee to have an assistant, it's just not financially feasible. With the influx of technology over the last decade, nearly every person who works in your company has access to a digital assistant at all times. Siri, Cortana, Alexa and Google Assistant all exist to help you and your employees get through the day.

If you have employees who continually miss meetings or deadlines, have them set up reminders with their digital assistant. It can be as easy as saying, "Remind me that I have a meeting in three hours," and your digital assistant will remind you when it's time.

Slack

If your company operates remotely, or if you have certain employees who aren't working in the office, how are you communicating with each other? Using e-mail can become tedious, and e-mails are frequently missed. Texting is also not the best option unless you supply everyone in your company with a mobile work phone. That's where Slack comes in.

Slack is a group-messaging system designed to increase productivity. This program will keep employees up-to-date on recent developments within the company. You can also create specific groups if you need to get a message out to a specific team or group of people. Slack has been a lifesaver for many companies during the pandemic.

Asana

Asana is one of the best project management tools on the market. With this program, you'll be able to plan projects way in advance and plot out what should be completed first. There are also messaging options for every task and project so you can keep your team informed of any developments or changes. If you're overseeing a team that is working on the same project, then Asana is a must-have for your company.

Microsoft 365

There are few things more frustrating than scheduling a meeting only to find out that you overbooked or the person you were supposed to meet with was double-booked. With Microsoft 365, you'll never run into this problem again. The calendar-sharing feature on Microsoft 365 allows you to see everyone's schedule so you can plan out meetings when everyone is free. You'll also have improved communication, secure cloud storage and automatic upgrades with Microsoft 365.

If you plan to grow your business until it's considered elite, you must make the necessary technological adjustments. If you're unsure about where to start, give these apps and websites a view. They could really bolster your productivity.

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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, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected. Don't let this happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan now!*

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focusing on your risk assessment. If you are an existing client, we have you protected with NSA level monitoring. We monitor and protect your computers, ensure updates and patch deployments are happening and yes, a real, live person monitors it. An entire team of people are available to you with a simple phone call whenever you have a problem. You love it right?

Now, is the time to start focusing on things we do not have control over. Like weather, your vendors (every company that provides you with some type of technology related item), and yes, hackers. Our goal is to try to minimize the risk-hence, keeping your pants up and tightly secured with a belt! We do this by taking steps to protect your information. If we can ensure its' safe, it is one less thing to worry about if something were to happen.

Here are THREE things you need to be thinking about:

1. **Data Backup** – where is it, how often does it happen and who is responsible for it? Is it automated, is it tested to ensure a recovery would be successful?
2. **Firewall** – as hackers get more sophisticated, we need to ensure there is a wall blocking anyone from getting into your network. Think of this as a block wall around your property. We accomplish this with a hardware firewall and YES, even if you are a one-person shop, you still need it. AND.... if you are a wireless only client (which we do NOT recommend), you are even more at risk.
3. **Email** – if you are still using Gmail, Yahoo, Hotmail or any other web-based email provider for your business email, its' time to switch to something more secure. If you own a business, you should own your domain. It can be used for so many things including email. A domain email allows better monitoring and, if necessary, encryption. Please do not send any confidential information like SSN's, DOB's, Account Information, Security questions or answers via email if it is not encrypted.

Luckily, we can help you! Please schedule an appointment with me so we can begin looking at the highest priority items. We want to make sure all bases are covered and pants are up and belted!

Remote Work Is No Joke



Not long ago, I read an article in The New York Times titled *We're Kidding Ourselves That Workers Perform Well From Home*, which I felt urgently needed a counterpoint. The article discussed the Houston-based law firm Ahmad, Zavitsanos, Anaipakos, Alavi & Mensing as they navigated the pandemic, avoided layoffs and achieved their best year on record. It's an inspiring story, and I don't mean to take any credit away from it.

That being said, the heart of the story is that Zavitsanos attributed the success of his business to when his colleagues returned to the office during the pandemic. He stated that "ambitious lawyers at firms like ours simply couldn't thrive in a virtual setting." That's true for your firm, but I fear your case might scare off leaders who are considering a more flexible work arrangement for their workforces.

I want you to consider the alternative experience that my company, ghSMART, saw when we offered flexible and remote work before and during the pandemic; we produced similar results! At ghSMART, every employee has worked from home since day one, and we have never doubted that ambitious professionals can function with remote and flexible work.

At ghSMART, we achieved record revenue and profits throughout the pandemic, completing a 10-year average annual revenue

growth of 21% and profit growth of 24%. Client-satisfaction metrics reached all-time highs. Our clients are board members and CEOs of some of the largest companies in the world, as well as government leaders and private equity investors of the largest funds.

If you think a remote firm can't build a successful culture, you'd be wrong. ghSMART recently won an award for being the best management consulting firm to work for. This was out of 100,000 firms and was based on overall employee satisfaction. We also hold a Glassdoor culture rating of 4.9 out of 5, which is #1 in our industry.

You'd also be mistaken if you thought a remote firm would struggle to attract top-tier talent. We have four New York Times best-selling authors and two Rhodes Scholars – and many of our colleagues have performed at the top of their peer groups. It's clear that you can attract and retain top talent at a remote firm.

For the leaders of those organizations who are considering flexible and remote work, I say give it a chance. It offers a level of freedom and flexibility your employees will be incredibly grateful for, and you may even see an uptick in productivity.



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 best-sellers. He stays active in his community and has advised many government officials.

5 Ways To Keep Your Business Eco-Friendly

For years, “going green” has been a huge trend for businesses. And 2022 will continue this trend, so it’s important for entrepreneurs to consider the effect their businesses have on the environment. We’ve gathered five ways you can make your business environmentally sound.

Account And Offset Your Carbon.

If you don’t know the carbon footprint of your business, you should take some time to figure

it out. Once you know, you’ll need to make a consistent effort to offset it.

Don’t Use Paper.

Most things you do in your business can be completed digitally now. Stop using paper for basic situations and let your computer do the work instead.

Allow Employees To Work Remotely.

When your employees have to commute, emissions from their vehicles are harmful to air quality. If your employees can responsibly work from home, let them.

Perform An Audit.

It might be difficult to tell which practices are harmful to the environment, but it can help to perform an audit so you can pinpoint any waste management and consumption issues.

Incentivize Environmentally Friendly Practices.

Give your employees even more of a reason to be environmentally conscious. Encourage and reward them for their efforts.

APRIL DATES:

April 1st: April Fools Day

April 17th: Easter

Easter Bunny Carrie is coming to town!!

Be on the look out for Carrie during April. If she stops by your office she might come with some special



Spring is right around the corner!

So let’s wake up from hibernation, open the windows and get some spring cleaning done!

Take cleaning your office and home off the to-do list. Spend more time focusing on crushing all those goals you’ve set for second quarter.

Nothing helps you focus on the important things more than starting with a clean pallet.

Happy Easter Everyone!

Jessica

