TECHNOLOGY TIMES

Insider Tips to Make Your Business Run Faster, Easier and More Profitably

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WHY MOST BUSINESS TECH IMPROVEMENTS FAIL

AND WHAT ACTUALLY WORKS

Every business eventually hits that moment where someone says, "It's time to finally get our tech under control." And then real life shows up. A client emergency pops up. Someone can't access the file they needed five minutes ago. Good intentions slide quietly behind whatever fire needs putting out.

Here's the uncomfortable truth: Most tech improvement efforts fail because they rely on willpower instead of systems.

Why People Quit (In Business and Fitness)

The fitness world has studied this for decades. People don't give up on goals because they're lazy — they give up because the structure around the goal is weak. Failure points are almost always the same:

- **Vague goals:** "Get in shape" is as unhelpful as "fix our IT."
- **No accountability:** If no one tracks progress, skipping becomes normal.
- **No expertise:** When you don't know what works, you guess and guess wrong.
- **Going it alone:** Motivation fades, crisis mode takes over.

Sound familiar?

The Tech Version of the Same Problem

Most companies carry unresolved tech issues for months or years:

- "We should improve our backups."
- "Our security probably needs attention."
- "Everything feels slow."
- "We'll get to it when things calm down."

(Spoiler: they rarely do.)

These problems linger because leaders lack time, structure and expertise to make meaningful improvements.

What Actually Works: The Personal Trainer Model

People who succeed in fitness often work with a personal trainer because the system does the heavy lifting.

A great IT partner works the same way, providing:

- Built-in expertise
- Accountability that isn't on your shoulders
- Consistency even when you're busy
- Proactive problem-solving that prevents emergencies

What This Looks Like in Real Life

Imagine a 25-person company where nothing is broken, but everything is mildly frustrating — slow laptops, random outages, constant "Does anyone know how this works?" moments.

Once they brought in an IT service provider, everything changed:

- Backups tested and fixed.
- Devices upgraded on a replacement cycle.
- Security gaps closed.
- Productivity soared because systems finally worked.

None of it required the owner to become a tech expert.

The One Decision That Changes Everything

If you choose one tech goal this year, make it this: Stop operating in firefighting mode.

When tech becomes predictable instead of chaotic:

- Your team works faster
- Customers get better service
- You stop losing hours to preventable issues
- Growth becomes easier

This isn't about doing more. It's about making tech reliable and not doing it alone.

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6 TECH HABITS

YOUR BUSINESS SHOULD QUIT COLD TURKEY

Every business has a list of habits everyone knows aren't great. The risky shortcuts, the "we'll fix it later" processes, the workarounds that are just "how we do things."

They feel harmless until the day they aren't. If you want your systems to run smoother, safer and with fewer surprises, these are six tech habits worth quitting cold turkey and what to do instead.

Habit #1: Clicking "Remind Me Later" on Updates

That tiny button has caused more business damage than most cybercriminals. Updates patch known vulnerabilities that attackers actively exploit. "Later" becomes weeks or months, leaving your systems exposed.
Massive ransomware outbreaks in the past spread because businesses skipped available patches.

Quit it: *Schedule updates after hours or let your IT partner push them automatically. No interruptions, no exposed systems.*

Habit #2: Using the Same Password Everywhere

Your favorite "strong" password isn't strong if it's used across multiple accounts.

When even a small website gets breached, your credentials get sold and attackers try them across banking, email and business systems. This is called credential stuffing, and it works shockingly well.

Quit it: Use a password manager (e.g. 1Password, Bitwarden, LastPass). One master password. Unique credentials for everything else. Done.

Habit #3: Sharing Passwords Over Email, Text or Slack

"Can you send me the login?" Sure. Now that password gets permanently stored in inboxes, backups, search histories and servers.

If anyone's account gets compromised, hackers can search for "password" and harvest everything.

Quit it: *Use the secure sharing features built into password managers. No passwords in writing, no permanent trail.*

Habit #4: Giving Everyone Admin Access Because It's Easier

One person needs to install something, so you just grant admin access and never take it back. Now, half the team can bypass security tools, delete folders or install risky software. If any of those accounts get compromised, attackers instantly gain full control.

Quit it: *Use the principle of least privilege. People get the exact access they need, nothing more.*

Habit #5: Workarounds That Became Permanent

A process broke, you found a workaround and now it's the "official" way. Workarounds cost time, create fragility and depend on employees remembering a trick instead of relying on a real system.

Quit it: *List every workaround your team uses. Then let an IT professional replace them with proper solutions that save hours and eliminate frustration.*

Habit #6: The One Spreadsheet Running Your Entire Business

One Excel file with 12 tabs and mystical formulas known only to a few people is not a business system: it's a single point of failure. If it becomes corrupt or the creator leaves, your operations grind to a halt.

Quit it: *Document what the spreadsheet actually does and then move those functions into real tools with backups, permissions, audit trails and scalability.*

Why These Habits Stick and How to Break Them

You don't keep these habits because you're careless. You keep them because you're busy. Bad tech habits feel fast in the moment, but the consequences stay invisible until they're catastrophic. The businesses that finally fix these issues don't rely on willpower; they change their environment.

With the right IT partner:

- Password managers get deployed company-wide
- Updates happen automatically
- Permissions get managed correctly
- Workarounds disappear
- Critical spreadsheets become real systems

The right way becomes the easy way.

FREE REPORT

12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

Download this ebook to discover:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don' even think about until their data is erased.

Claim your FREE copy today at www.SantracTechnologies.com/protect

YOUR BUSINESS TECH IS OVERDUE FOR AN ANNUAL PHYSICAL

Most people avoid medical appointments until something hurts. Businesses do the same with their technology. Systems are "fine," nothing seems broken and everyone is busy. But just like your health, the absence of pain doesn't mean everything is healthy. Problems that take businesses down are usually invisible until they explode.

So, here's the uncomfortable question: When was the last time your business technology had a real checkup?

Not a printer fix. Not a new laptop. A holistic, preventative exam that looks for issues you don't even realize are there. Because "working" and "healthy" are two very different things.

The "I Feel Fine" Trap

Tech problems rarely announce themselves. Systems can run day after day while hiding critical risks, including:

- Backups that exist but don't restore
- Aging hardware long past safe use
- User access no one has audited in years
- Security gaps nobody realized were there
- Compliance requirements silently going unmet

Your technology can look functional right up until one bad day becomes the worst day your business ever has.

What a Real Tech Physical Examines

A proper technology assessment works the way a medical physical does: systematic, thorough and designed to surface issues early.

Backup and Recovery

This is the heartbeat of your technology environment.

- If everything else fails, can you recover?
- Are backups completing successfully, not just scheduled?
- When was the last time you tested them?
- If your server died Monday morning, how long would it take to be operational?

Most businesses only discover backups are broken during an emergency. That's the worst moment to find out.

Hardware and Infrastructure

Equipment ages quietly… until it doesn't.

- How old are your servers, firewalls, switches and workstations?
- Is anything past manufacturer support, meaning no patches or security updates?
- Are you replacing devices proactively or waiting until they fail?

Downtime from aging hardware is a top hidden cost. Things run slowly for months, then suddenly stop.

Access and Credentials

If you're unsure who has access to what, you're not alone, but you are at risk.

- Can you produce a current list of users?
- Are any former employees still active?
- Are shared accounts hiding who did what?

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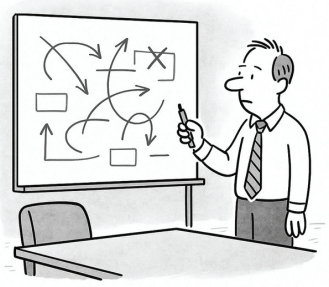
SHINY NEW GADGET OF THE MONTH

Ember Temperature Control Smart Mug 2

The Ember Mug 2 isn't just a mug; it's your best friend during long, busy meetings. Set your perfect temperature in the app and keep it steady for 90 minutes, so every sip stays warm. Hand-wash safe and fully submersible, it's the ultimate upgrade for busy coffee lovers who love tech.

CARTOON OF THE MONTH



"This felt like a good idea… earlier."

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Access creep happens silently over time. It's one of the most common and preventable causes of breaches.

Disaster Readiness

Nobody wants to think about the worst-case scenario, but ignoring it makes it dangerous.

- If ransomware hit, what's the real recovery plan?
- Is it written? Tested? Known by more than one person?
- How long could operations function without systems?

If your disaster plan amounts to "we'll figure it out," that's not a plan.

Compliance and Industry Requirements

Depending on your industry, "healthy" has a very specific definition.

- Healthcare businesses must meet HIPAA requirements.
- Anyone handling credit cards must pass PCI compliance.
- Many client contracts now include explicit cybersecurity requirements.

Compliance isn't about paperwork. It protects you from fines, lost contracts and legal exposure.

Warning Signs You're Overdue

If any of this is familiar, it's time for an exam:

- "I think our backups are working."
- "The server is old, but it still runs."
- "We probably have ex-employee accounts still active."
- "We have a disaster plan… somewhere."
- "If this person left, we'd be in trouble."
- "We'd probably fail an audit, but nobody has asked yet."

These aren't small issues. They're symptoms of risk.

The Cost of Skipping the Checkup

A preventative review costs hours. A failure costs days or weeks.

- **Data loss:** Losing client records, financials or projects can be fatal for a small business.
- **Downtime:** Every hour of downtime means lost productivity, missed deadlines and strained client trust.
- **Compliance failures:** Penalties are steep and increasingly enforced.
- **Ransomware:** The average small-business recovery cost is now deep into six figures.

Prevention is quiet and inexpensive. Recovery is loud and expensive

Why You Can't Perform Your Own Tech Physical

You wouldn't diagnose yourself with a guess and a stethoscope. You go to a professional who knows what healthy looks like.

Technology is no different. You need someone who:

- Knows the standards for your size and industry
- Recognizes patterns and warning signs
- Can see issues you've normalized simply by living with them daily

That's what transforms tech management from firefighting into prevention.

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Do You Need Computer Help???

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