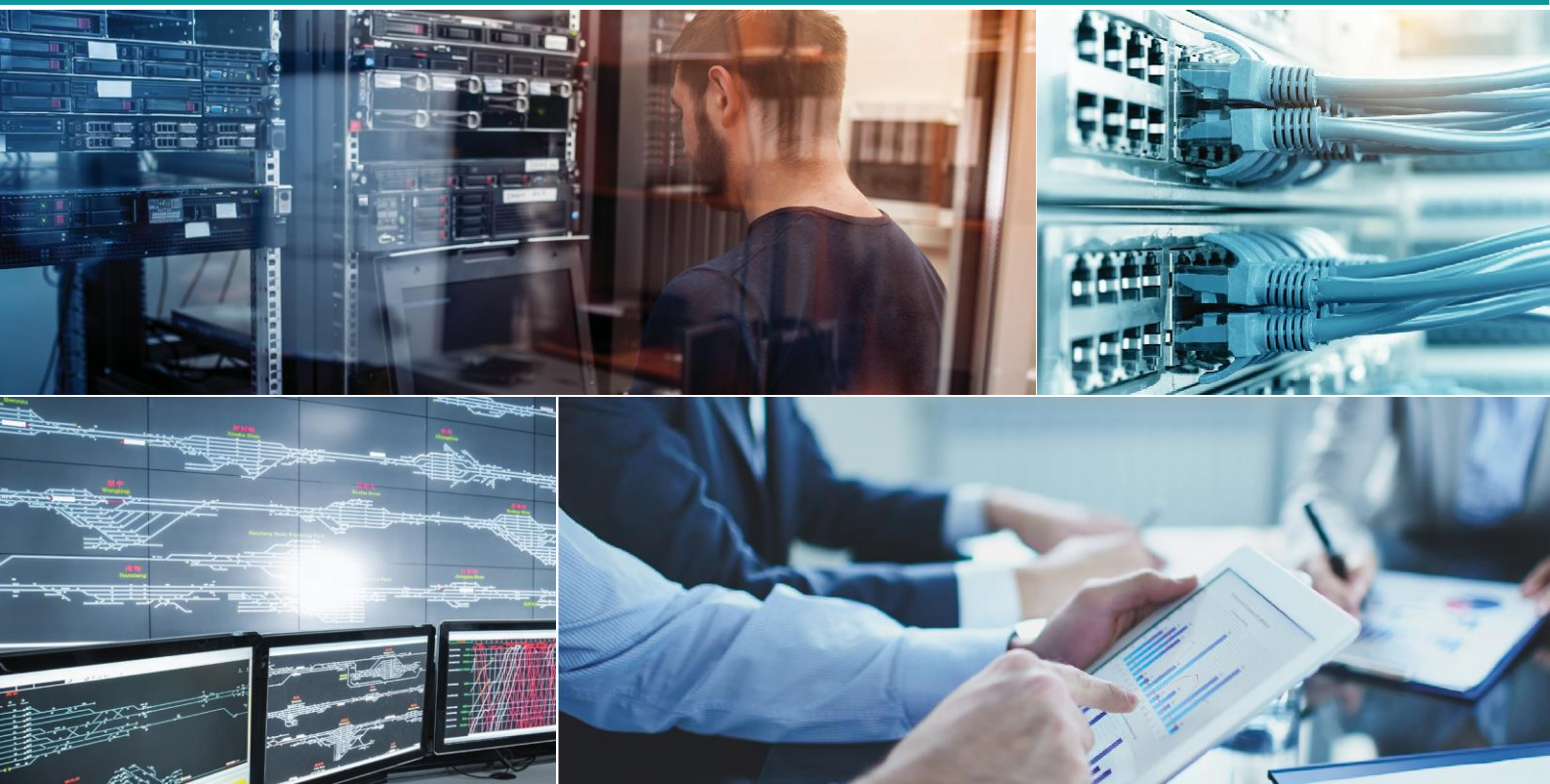


MAKING YOUR INFORMATION TECHNOLOGY WORK FOR YOU



A great business is one that consistently provides great customer experience and is efficient at doing so. In this issue we look at the four pillars of technology that will ensure your business has the necessary I.T set-up to be an ongoing great business.

Your I.T network needs to be efficient, secure, reliable and able to grow with you. Let's look at how this can be achieved.

THE FOUR PILLARS OF AN EFFECTIVE I.T. NETWORK

Speed

You need to access data, calculate solutions and provide information in real time. Anything less and you are losing valuable time and holding up your processes. This can lead to poor productivity.

To achieve ultimate speed in your I.T. system, you need all the

- Business grade equipment – workstations/laptops, appropriate bandwidth (capacity for speed and volume) both over the internet and on your internal network.
- Server configuration including the processor, storage and RAM capacity, network infrastructure (cabling / WiFi), switches and routers.

You should ensure that you purchase business grade equipment and configurations and capitalise on an I.T providers onsite and helpdesk advice and support.

MAKING YOUR INFORMATION TECHNOLOGY



Scalability

This refers to your equipment, software, applications and configurations not only being suitable now, but they must be adaptable and easily updated/ upgraded into the future. This is essential, so you can:

- Ensure your I.T. system keeps up with the growing business
- Add new or up-to-date software or applications
- Increase capacity and speed in your network (i.e. add RAM and/or CPU's)
- Add additional servers or virtual servers
- Add or remove additional users
- Add on more hardware (desktops, laptops etc.)

Your I.T. provider should, as part of their core offering, be able to analyse your I.T. system and provide sound advice on what is required to ensure your system will grow with your businesses, to provide optimum performance now and into the future.

Security

Data corruption, lost files, intentional or unintentional destruction of files or equipment, identity theft, ransomware, hacking; these are just some of the threats and consequences that are a fact of life. Today, small to medium businesses are as vulnerable as the big banks and large corporations.

Think of this; if you ran a small retail business, would you leave the till unsecured? Would you leave the store unlocked over night? Would you not consider some security surveillance? You wouldn't believe that "thieves and crooks are only interested in hitting the big guys".

The facts are, if you run a small to medium business, it's highly likely you have in your data files what cyber crooks want; personal data (yours, your customers' and your suppliers'), credit card details, email addresses. They also know that your data is like currency to you so it is worth a lot in ransom!

Your I.T. security should be well covered across the following categories:

- Physical - limited access to equipment and hardware
- Perimeter - such as Internet firewalls and routers
- Internal – file and folder permissions, email security, calendar access
- Workstation - password policy, antivirus/endpoint security
- Cloud – multi-factor authentication, SSL and military grade encryption
- Backups - including a solid policy such as 3-2-1 backup framework, on-premise and offsite encrypted backups

Consequences of even small security breaches can have devastating results on your business with potential significant cost.

Reliability

This refers to your I.T infrastructure being up and running when you need it at efficient speeds. Having said that, regardless of the quality of your equipment, there is always a risk of failure. Having reliable hardware, software, and effective configurations and suitable I.T. management ensures you can minimise down time. There are a few critical factors that affect your I.T. reliability and all need to be considered equally.

- Business grade equipment that is appropriate for the task
- Expert support – both onsite and remote support from trustworthy technicians.
- Manufacturer warranty coverage
- Ongoing monitoring and regular maintenance

By ensuring all these factors are met, you can minimise the risk of failure and down time.

MAKING YOUR INFORMATION TECHNOLOGY



Why would you use Loyal I.T. Solutions?

In 15 years, our business has a proven track record in providing a full suite of services, from I.T. planning and system audits, onsite and cloud solutions, maintenance, helpdesk and the supply of hardware and software from industry-leading vendors.

Our team of 12 has expertise in technical, consulting, helpdesk and sales. We operate by a Code of Honour and have won several awards for business and excellence in business ethics.

It is our mission to assist you to achieve your goals, by understanding your business and providing the solutions required. In other words, it's our mission, to help you achieve your mission!

5 MORE REASONS TO USE LOYAL I.T. SOLUTIONS

Guaranteed Response Times. Excellence is our Standard No Geek Speak
No Lock-In Contracts
Guaranteed Solution

LIKE TO KNOW MORE ABOUT OPTIMISING YOUR I.T NETWORK?

Click [here](#) to request more information from Loyal I.T or give Loyal I.T a call on 02 4337 0700

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