7 BEST PRACTICES FOR IT YOU NEED TO KNOW

In this e-book, we'll share **seven best practices** to keep in mind when navigating IT for your business.

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Introduction

Clearbridge Business Solutions is an operationally focused team of business and technology experts. We help businesses (and their people) focus on what they do best by delivering on their IT strategy, security, and support needs.

Our team strives to provide high-quality business-centric results through our under-promise and over-deliver model. We serve organizations local to our community and remote across Canada and the US.

We love technology and the optimization it can bring to a business. We leverage IT only in the best places, in the right ways, where it can create more value than the required investment.

As a team of business and technology enthusiasts, we show up each day to work on what we love. We strive to make this evident through our communication and results. We look for the #bestwayspossible, so our customers can do the best work they've ever done!

Our Promise

We offer a **comprehensive, productivity-focused experience** where we enable our customers to focus on the job they were hired for, rather than IT. No waiting on hold, no blaming others and getting the runaround. We want to help and are always looking for ways to do things #better.

1 - Set the "Standard"

One operating software, one communication platform, one cloud storage space.

Reducing the complexity in your tech environment should be one of your primary IT focuses.

The easiest way to do that is to standardize everything—hardware and software alike.

Your whole team should be running on the same system since managing one system is far simpler than managing multiple systems.

One operating software, one communication platform, and one cloud storage space.

Whether you're handling all of your own technology needs in-house or with an IT partner, simplification and standardization are keys to success!
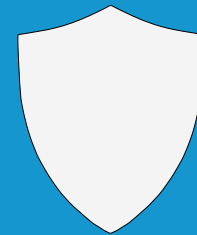
2 - Update Your Hardware & Software

Perform hardware and software updates regularly.

STAY SECURE **GET NEW FEATURES** **PROTECT DATA**

Getting behind on licenses and updates can add up quickly. In this day in age, it's an avoidable problem.

Software updates and regular configuration reviews are critical to keeping your data and systems safe.

Although software updates can feel like a nuisance, ignoring them can have a much more profound and detrimental impact on your business.

Our Top 6 Reasons to Update Your Software & Hardware Regularly

1. Maximizes the lifespan of your hardware
2. Improves the performance of the software
3. Can be a quick fix for minor issues
4. Saves you time and trouble later
5. Improves confidence for customers and clients
6. Optimizes workflow for employees

3 - Invest in Cybersecurity

Never assume you're immune to a cyberattack.

MALWARE

A file or code that disrupts, damages, or gives access to your system.

RANSOMWARE

Software attackers use to hold your system ransom until money is paid.

PHISHING

Attackers send a message to trick a person into revealing information.

MAN-IN-THE-MIDDLE

Attackers intercept and relay messages between two parties to steal data.

Your antivirus software is only ONE aspect of a sound cyber security strategy.

Don't get complacent with a false sense of security.

Keep yourself and your staff up to date on the latest phishing attacks.

There are many methods of detecting scams that will significantly reduce the chances of falling victim to a malicious cyberattack.

If it can happen to some of the biggest companies in the world, it can happen to anyone.

Check out our monthly webinars for everything cybersecurity-related!

On average, 30,000 websites are hacked every day. That's a business falling victim to a cyberattack every 39 seconds!

4 - Backup Your Data

Create a secure archive of your important information so you can access it later.

Experts recommend the 3-2-1 rule for backup: three copies of your data, two local (on different devices) and one off-site. For most people, this means the original data on your computer, a backup on an external hard drive, and another on a cloud backup service.

Your data IS your business.

You need to back up your data in the event of a hardware or network failure, or even when recovering from a cyberattack.

Having redundancy across your infrastructure will help if data becomes inaccessible or is lost.

Essentially, you don't want to have one single point of failure.

And this mentality can be implied with your staff as well.

As much as you may trust your IT manager, ensure they're documenting all relevant knowledge somewhere accessible in case of an unforeseen or unfortunate circumstance.

5 - Ask This ONE Question First

Technology is an investment.

Changes to your technology should always start with one question:

"How will this impact our business?"

Will this new technology reduce risk?

Increase productivity?

Improve company culture?

Improve communication?

If implementing new technology is more of a vanity project than anything, it's likely not worth it.

Your decisions around new technology should have a net positive impact on your business, and not simply on the balance sheet.

Andrew

Allison

"We are a company of problem solvers. We create solutions to real business problems—often using technology as our tool—and we support those solutions inside of our customers' businesses in a fully integrated manner."

- Ryan Kononoff, CEO

6 - Not Every IT Solution Fits Every Culture

Flexibility is key when it comes to your IT investment

You may prefer using Apple or Samsung products, but that doesn't mean it's the best hardware for your team.

Same goes for workstations and internal communication tools — your team may need to work at home and require laptops or tablets, and they may need a virtual communication tool to better connect when Slack or email doesn't cut it.

Be flexible and consider your team when making IT decisions, while still keeping in mind standardization, security, and the other best practices mentioned.

7 - If It's Taking Up Valuable Time, Outsource It

Hiring an external IT company may be the best strategy for you.
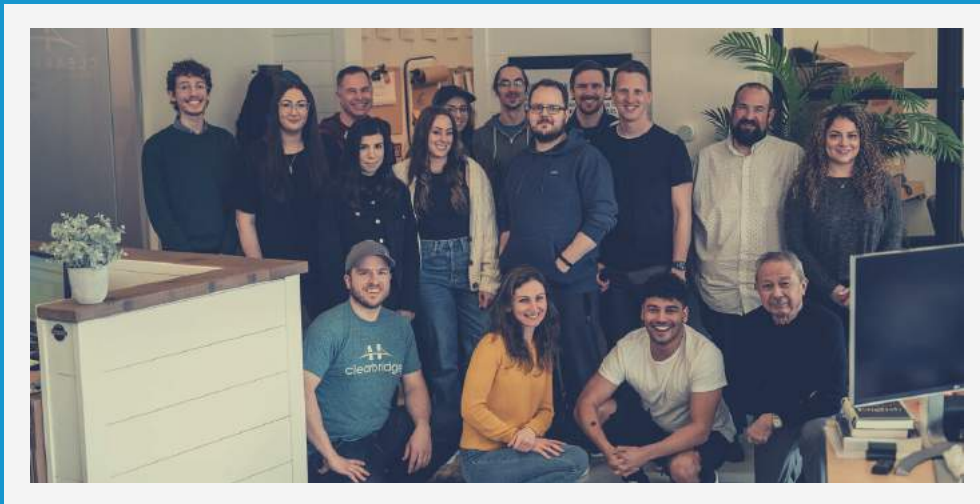
Our team!

Your IT is manageable in-house up to a point.

But as soon as it starts eating into your valuable time, you need to consider outsourcing it.

Whether it's a portion of your technology you don't want your team to have to worry about or it's everything that plugs in, consider the positive impact on your team by focusing exclusively on the things they know and do best.

Then, find a partner who can ensure the other 6 best practices above are well executed so your business can move forward faster with confidence!

Cameron

Nicole

Thank you for reading our e-book!

For inquiries, contact us.

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