



IT'S ALL ABOUT MOBILE IN 2013



The move to mobile is more than just using Smartphones and tablets to work from home or buy an app. Mobile technologies are creating a new way of doing business that is not only changing our culture, but raising the bar when it comes to customer service and technology innovation.

In retail, for example, mobile solutions are on fire. In 2013, many consumers will say goodbye to waiting in line when shopping at stores such as Nordstrom and the Apple store. By using a handheld POS device, Smartphone or tablet, sales associates are able to complete a sale transaction anywhere on the floor and without the use of traditional

greater records transparency and office efficiency is skyrocketing – forcing doctors, dentists, and even hospitals to respond with a new outfit of mobile technologies and infrastructure that will drive greater efficiency and meet these demands.

Another string of opportunity being fueled by mobile solutions is the increasing need for data storage, bandwidth, and managed IT security. As more and more people and businesses go mobile, the demands around storage capacity, network infrastructure, and security will rise. What happens if a mobile device or company-issued or supported Smartphone or tablet is lost? Can the

cash register. With a swipe of a credit card and a few taps on the screen, the deal is complete and the receipt is not only printed, but also emailed to the buyer. It is a ridiculously simple solution, with remarkable results and a recurring revenue stream for solution providers specializing in managed IT services.

In the healthcare vertical, the sales and service opportunities around mobile solutions continue to grow for resellers and managed service providers (MSPs).

Industry regulations are building and patients' demands for

machine be swiped remotely? What about the data? Is it backed up? And can it be recovered and restored?

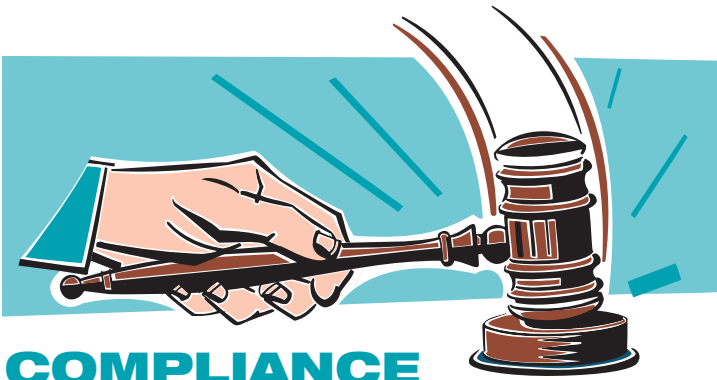
Simultaneously, with the advent of social media and increasing use of cloud applications, video and photography, questions around network bandwidth and big data are sure to arise. Again, these concerns all lead to solutions that channel partners can architect, deploy, and ultimately support remotely.

Although mobile represents a big opportunity for channel partners, many organizations aren't sure where to start. Look to align with the vendors that make the most sense for your business and your customers.

In these times of transition, innovation, and opportunity, the worse move an organization can make is no move at all. Sitting on the sidelines and watching the game unfold isn't an option. The mobile movement is accelerating at a rapid pace and bringing with it, greater service opportunities. Invest in the expertise to make mobile solutions part of your portfolio.

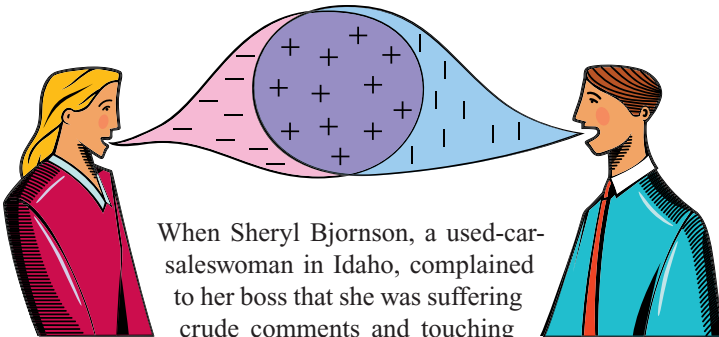
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COMPLIANCE CORNER

HARASSMENT RESPONSE: YOUR E-PHRASE SCRIPT



When Sheryl Bjornson, a used-car-saleswoman in Idaho, complained to her boss that she was suffering crude comments and touching

from co-workers her boss simply shrugged and said, “Go along with it.” She didn’t. After her complaints to HR resulted in only a mild rebuke, she sued for sexual harassment and won a \$100,000 jury award. The court said the car dealership acted with “malice and reckless indifference” in allowing harassment despite her complaints. (*Bjornson v. Dave Smith Motors*)

How should you react if one of your employees confides that she’s being harassed? It better be something more constructive than, “go along with it.”

Advice: All managers and supervisors (and everyone else with reporting responsibilities) should use a simple, consistent three-phrase script:

- “I’m glad you told me.”
- “You are very important to us.”
- “I will help you immediately!”

Then, immediately call HR and report the incident.

Source: Manager’s Legal Bulletin, 2012

FAMOUS QUOTE

“You have to accept whatever comes and the only important thing is that you meet it with courage and with the best you have to give.”

— Eleanor Roosevelt

Watch How You Walk into Work - THEY’RE WATCHING



Believe it or not, something as simple as how you walk into work in the morning can set the tone for the entire day. When “The Boss” walks in, people pay attention. If you brush past a worker without saying good morning, people notice. If you snap at someone first thing, people will avoid you the rest of the day. If you seem preoccupied or upset, the “stay away from him” message will spread to your employees before you reach your desk. Take a couple of seconds before you enter the workplace to gather yourself. Walk in with a smile and stop to chat with an employee or two. It will get the day off on the right foot.

TO AVOID HIRING A “BLAMER”, ASK THIS QUESTION IN THE JOB INTERVIEW

Nothing kills morale faster than a “blamer”. You know the type: when something goes wrong, all they care about is pointing fingers at others as the cause of the problem and covering their own backs – making sure everyone knows that they are not to blame. The amount of damage a single blamer can inflict on your entire corporate culture far out-weighs any benefits the individual might provide. This is why it’s important not to hire blamers in the first place.

When you interview prospective employees, ask this question: “Tell me about a time that a project you worked on failed. What happened, and what did you do about it?” Listen carefully. If you hear words like “they” and “my teammates” and “a co-worker” a lot during the assessment of what went wrong, you may be dealing with a blamer. If the person spends only a short time accepting responsibility for what went wrong, and instead talks more about what he or she did to solve the problem, there’s a better chance he or she will be a team player.

FACEBOOK PUNISHED FOR PRIVACY SHORTCOMINGS



In response to what it says was Facebook's failure to protect its users' privacy, the Federal Trade Commission (FTC) has announced a settlement that requires the social media giant to undergo independent privacy audits every two years for the next 20 years.

The federal government has accused Facebook of engaging in "unfair and deceptive" practices related to how it handled user's sensitive information in December 2009. Specifically, the FTC said the company, without warning users of gaining consent, made public some information that users deemed to be private on their Facebook pages, the *New York Times* reported.

When users join Facebook, they agree to a 4,000-word contract that allows the company to use their information as it sees fit. But the large amount of information Facebook harvests from its more than 8 million users has alarmed many.

The FTC leveled eight complaints against Facebook, including that it was:

- Allowing advertisers to collect personally identifiable information when a user clicked on an ad on his or her Facebook page.
- Sharing user information with outside application developers, despite telling users otherwise. And even after a Facebook user deleted an account, the FTC said, the company still allowed access to photos and videos.

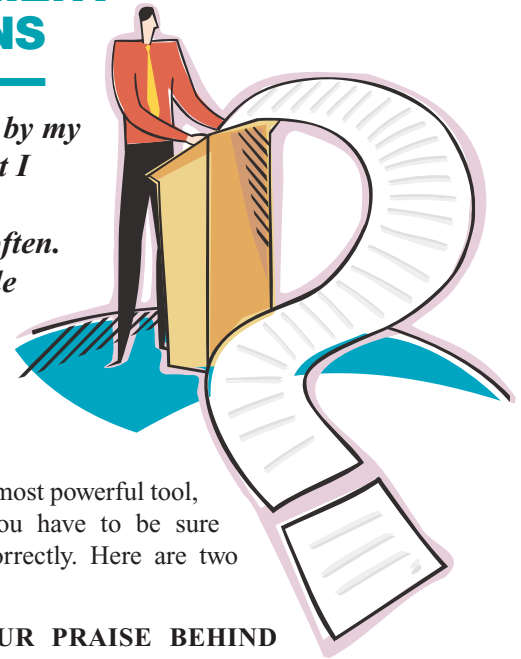
The FTC order requires Facebook to obtain its users' "affirmative express consent" before it can override their own privacy settings, *The Times* said. For example, if a user designates certain content to be shared only with "friends", Facebook cannot allow that content to be distributed more widely without first obtaining the user's permission. Facebook must tell its users how personal data will be shared even with new products and services that it introduces over the next two decades.

The FTC did not levy fines against Facebook or accuse it of intentionally breaking the law, *The Times* said. However, if the social media behemoth violates the agreement in the future, it is subject to a penalty of \$16,000 a day for each count.

The European Commission (EC) introduced a directive in January 2012 aimed at Facebook that will ban targeted advertising unless users specifically consent to it. A recent Irish investigation of the social media firm found it is generally complying with European

SHARON HYDER, CMC, CRM ANSWERS YOUR MANAGEMENT QUESTIONS

I've been advised by my vice president that I need to praise my employees more often. I'm uncomfortable with giving out praise. Do you have any suggestions?



Praise is a manager's most powerful tool, but like all tools, you have to be sure you're handling it correctly. Here are two suggestions.

DON'T HIDE YOUR PRAISE BEHIND CRITICISM The "sandwich technique", in which you couple a piece of praise with an item of criticism, rarely sounds sincere. The employee is more likely to remember the criticism and assume the praise was included only to soften the blow.

BE SPECIFIC Vague, global praise, like: "You're doing a great job," is less meaningful than precise descriptions, such as "You added five new accounts last week. That's great!" or you could say: "You completed every project assigned last month. It made our department look good, and my boss was impressed. Thank you."

law. The Irish Data Protection Commission (DPC) declined to fine Facebook, but it did publish a 150-page report detailing areas where the firm should improve its privacy-handling processes. The Irish DPC recommended that Facebook in Europe:

- Needs to make it clearer to users when they write on someone else's wall who will be able to see what they've written.
- Should keep information about which ads users click on for only two years. It currently retains that data indefinitely.
- Needs to make anonymous information it collects from social plug-ins on other website buttons (e.g., "Like" and "Share") within 10 days for logged-out users and deleted within 90 days. For logged-in users, the data should be made anonymous within 90 days.

Source: Upfront, March/April 2012

Excessive discovery costs, regulatory sanctions, and poor business decisions are risks that can be managed by effective records management processes. Contact Sharon Hyder at Hyder & Associates to establish a compliant records program.



TRENDS... **THE CLOUD Will Receive Greater Security Scrutiny**

In 2012, organizations experienced growing use of mobile and cloud-based tools for file sharing and collaboration. In fact, in a recent survey, “Are Your Company’s Secrets Floating in the Cloud?” conducted by research firm Ponemon Institute and reported in American Banker, 60% of the 622 IT professionals polled said employees within their organizations frequently moved confidential business files to internet-based, file-sharing applications without seeking permission.

These apps allow employees to transfer files to cloud-based applications and retrieve them later via their home computer, mobile devices, or tablets. In many cases, employees have used these tools to circumvent legacy systems that are hard to use, inconvenient, or don’t offer mobile access. But, these potentially unsecure applica-

tions expose organizations to confidentiality breaches, regulation and compliance violations, and the potential for release of trade secrets.

Organizations will begin realizing economies of scale from cloud-based applications, but they also will face potential security issues associated with these technologies. Everyone must work together to deliver the organization’s enterprise information governance vision and implement stringent security policies.

Organizations in 2013 will increase their use of private or hybrid clouds to aid in meeting the needs of their more-mobile workforce, while ensuring they continue to address their security and information governance needs. As they “catch-up” to their users’ file transfer techniques, organizations also will start to lock down the use of these non-approved methods, including the use of public clouds to access or use corporate information. Instead they will leverage policy-based security that allows users to access different levels of content, based on such factors as location, time of day, type of mobile device, and role.

Source: Information Management, 2012

**Contact Hyder & Associates To Solve
Your Records Management Problems**



501 W. Glenoaks Blvd., Suite 422
Glendale, CA 91202
(818) 507-0008
FAX: (818) 547-9908
E-Mail: hyder@HyderAndAssociates.com

29th YEAR ANNIVERSARY