



# THE *INTEGRATED AXIS* TECH CHRONICLE

## What's New

### Events Around Town

- Dog Days of Summer  
Tucson Botanical Gardens
- Summer Concert Series  
Old Tucson Studios
- Southeast Arizona Birding  
Festival
- Barrio Viejo Walking Tour
- Chillin at the Chul



## Prepare Your Kids For A Successful School Year

### Tech Tips To Maximize Learning Potential

Back-to-school season has finally arrived, and it won't be long before our kids are back in the classroom, learning all sorts of different subjects. Although it's an exciting time for our kids, this transition back to school is often difficult. Many of them enjoy summer more than any other time of year because they get more freedom to participate in their favorite activities. When school starts, they have additional responsibilities to keep up with to ensure future success.

As a parent, you play a vital role in your child's success, and there are some tech strategies you can use to help give them an advantage. Whether we like it or not, technology plays a part in our children's education and lives, so it's in our best interests to get familiar with the tech our kids use regularly and create guidelines to ensure they stay on task. We've gathered some of our favorite back-to-school tech tips to help you prepare your children for a successful school year.

Protect Their Devices: If your children have a smartphone, tablet or computer, they will likely use the Internet and visit various websites. Some of these websites may be unsecured and could download malware or a virus to their device, which can cause even bigger problems down the road. The device will likely stop working as efficiently as it should, and your family's personal information may become compromised. It's imperative that you download some type of antivirus or security software. Most web browsers offer free security features, but you can also buy enhanced security plans if you want extra protection.

You should also look into restricting certain websites and apps on your network and your children's personal devices. You don't want them to stumble upon a website that's not age-appropriate or is unsecured.

Set Rules Around Screen Use: Many experts agree that children ages 5 to 17 should not be on a screen for more than two hours per day. Screen overuse can lead to mental and physical health problems that could hinder your child's development. That being said, the American Academy of Child and Adolescent Psychiatry reports that, on average, children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours.

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# CARE<sup>2</sup>

**Customer Focus  
Accountability**

**Respect**

**Excellence & Empathy**

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*This monthly  
publication provided  
courtesy of Sean  
Oseran, CEO of  
Integrated Axis  
Technology Group*

As the parent, it's your responsibility to enforce guidelines around screen time usage. While you might have been a little more lenient during the summer months, now is the time to set ground rules. Give them a certain amount of time they're allowed to use their devices for personal use, and make it so they can only use the screens in public areas of the house, not a bedroom. That way, you can monitor what they're doing and how long they use their devices. Keep in mind that you will have to follow these guidelines to a similar extent, or else your child will find your rules unfair.



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**Back Up Their Data And Update Software:** Your child likely has a lot of important information and documents on their laptop or personal computer. Make sure you're regularly backing up their data so they don't lose it if something happens to the hardware. It's also a good idea to store and save everything to a cloud storage service so they can access their homework and other important files from other devices.

Finally, check their devices to see if any software needs to be updated. Companies are constantly releasing updates to their software to plug any cyber security holes and ensure it runs to the best of its ability. Keeping your devices up-to-date will offer additional security and allow them to run faster.

Your children are probably very excited about the start of the school year. Help make this year is one to remember and set them on the path to success by implementing some of the above tech tips!

## "I DIDN'T KNOW"

**THAT EXCUSE DOESN'T REPLENISH YOUR BANK ACCOUNT, RESOLVE A DATA BREACH, OR ERASE ANY FINES AND LAWSUITS**



It's coming ...

- That day a hacker steals critical data, rendering your office useless ...
- That day your bank account or credit card is compromised ...
- Or that day your customers' private lives are uprooted ...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

**You Must Constantly Educate Yourself On How To Protect What's Yours!**

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these bitesize quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week"  
<https://www.iatechnologygroup.com/newsletters/>

## Benefits of Hardware as a Service



Hardware as a Service (HaaS), is an Integrated Axis model where companies utilize IA-owned equipment, such as computers, servers, or other networking devices, for a monthly fee instead of purchasing them outright. This approach offers several budget and finance benefits, making it an attractive option for various businesses. Here are some of the key advantages:

**Cost Savings:** Instead of incurring substantial upfront capital expenditure to purchase hardware, businesses can spread the costs over a fixed monthly rental fee. This allows companies to allocate their financial resources more efficiently and use the savings for other critical areas of their operations. HaaS also provides predictable and manageable monthly costs, which simplifies budgeting and financial planning. Businesses can accurately forecast their technology expenses without unexpected maintenance costs.

**Access to Latest Technology:** Technology is constantly evolving, and hardware can quickly become obsolete. With HaaS, Integrated Axis is responsible for upgrading hardware solutions without your business needing to invest in costly upgrades.

**Maintenance and Support:** Your ProCare agreement includes certain maintenance and support services. This means if any issues arise with the hardware, Integrated Axis will perform repairs and perform troubleshooting.

**Flexibility and Scalability:** HaaS allows businesses to be more agile and responsive to their changing technology needs. If a company's requirements grow or shrink, Integrated Axis can easily adjust the number of hardware units leased accordingly.

**Asset Management:** With HaaS, companies don't have to worry about hardware disposal or managing end-of-life equipment. Integrated Axis takes care of the equipment at the end of the contract, simplifying the asset management process.

Overall, Hardware as a Service can be an attractive option for businesses looking to optimize their budget and finances while ensuring access to modern technology and efficient hardware management.

## INTRODUCING



## APPELLO VoIP

A leading Southern Arizona-based cloud VoIP service provider that provides collaboration and communication tools to businesses to allow growth and scalability.

We deliver seamless integrated voice, video and data solutions that are mobile and evolve with the pace of technology. This enables our customers to communicate freely with customers, partners, and between offices with ease.

The best part - Integrated Axis has the sole support contract for APPELLO. So when you call in for support, you will be speaking with us!

Hosted PBX - Revolutionize your business with hosted PBX communication platforms that are feature rich, giving you enterprise level capabilities at affordable rates.

Cloud Contact Center - Call routing, phone tree customization, built in availability capabilities and complete robust call center functionality that can grow with you.

SIP Trunking - Innovative SIP Trunking enables you to bridge the gap between traditional lines and PBX exchanges seamlessly with a vastly superior feature set.

Mobility - Businesses are becoming more mobile as technology advances. Mobility solutions allow your teams to be more productive with less infrastructure requirements

Collaboration - Real-time collaboration that give organizations and businesses integrated tools to enable users to communicate through voice and video anywhere in the world securely.

Call IA today for more information!

## THE SECRET TO MOTIVATING YOUR EMPLOYEES?

Look At Your Management Systems



### *"How do I motivate employees?"*

Academics and managers have pondered this question since the dawn of the study of management. After advising thousands of successful and unsuccessful leaders for nearly 30 years and analyzing their performance, I have observed a pattern that stands out.

Great leaders don't ask this question. First, the term "employee" sounds condescending and patriarchal, so great leaders call their coworkers "colleagues," "associates" or "teammates." Second, great leaders see management systems as the prime movers of colleague behavior and the resulting outcomes. They don't place the blame on "employee motivation." Below-average managers wonder how to motivate employees, and they are achieving below-average results typically due to one or more management system failures.

What brings managers to wonder how to motivate employees typically follows a breakdown in hiring systems, clarity of expectations or rewards/results alignment. Let me illustrate with an example first. Let's say Pat is an employee at a company that sells and installs solar panels on houses. The average employee sells and installs solar panels on three homes per week. But Pat is only completing one house per week. Why?

First, Pat doesn't like to talk with people but instead prefers to use tools and complete installation projects. Second, it's unclear whether Pat is expected to sell or not. Third, Pat recognizes that the company's fixed salary pays the same no matter how many houses are completed in a week. Wise leaders can immediately see Pat doesn't have a motivation problem. In contrast, the manager has a management problem that can be fixed in three easy steps.

Hire Right: Poor hiring systems lead to hiring someone like Pat (who doesn't like talking to people) for a job that requires selling. Perhaps Pat would be a star performer if the job were designed to focus just on installations and not on selling.

Clarify Expectations: Is Pat supposed to sell or just install? This sounds like a ridiculous question, but many large and small organizations have poorly defined job expectations that result in a diffusion of energy by colleagues. A clear set of measurable outcomes, with results reviewed frequently, is an antidote to unclear expectations.

Align Rewards To Results: If it is more valuable to an organization for a colleague to deliver higher output, then it only makes sense for the organization to reward the person accordingly, if not proportionally. Attempts to "push" employees to deliver greater output without any increase in rewards they can expect is disrespectful and illogical. If you're a manager wondering how to motivate your team, start by looking at your management systems. They could be causing your lack of morale.



Guest article provided by:

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 bestsellers. He stays active in his community and has advised many government officials.



## GIVE YOUR CUSTOMERS SOMETHING TO TALK ABOUT

### 3 Tips To Improve The Customer Experience

Every business leader wants to create an ideal environment and experience for their customers. More customers means more referrals, which often equals more sales and higher profits. Figuring out how to go the extra mile for your customers can be difficult at times, especially when you're working with someone who is unhappy. Luckily, there are a few strategies you can implement to help improve the customer experience at your business.

#### See the situation from the customer's point of view.

It's your business, and you know how it operates, but that doesn't mean you know everything about every situation or can disregard your customers' concerns. Think about it from their perspective before you respond in a manner that could reflect negatively on you and the business. If you wouldn't want another business owner or manager to say it to you, don't say it to your customers.

#### Give your customers the attention they deserve.

Your customers won't like being passed off to other associates or being treated disrespectfully. Give them your full, undivided attention, and take what they say seriously. If you find this difficult, pretend you're talking to a relative, boss or someone else you hold in high regard.

#### Don't be afraid to ask for feedback.

Sometimes, your customers won't tell you when you're doing something they don't like. Send out surveys or directly ask your customers for feedback. You'll be surprised by what they say and may even discover a few ways to improve your business.

## CHANGE TO BENEFIT YOUR BUSINESS

As your business grows, you'll experience new situations, need to hire additional staff and possibly experiment with new products. If you don't adapt to these inevitable changes, your business will quickly fall behind the competition.

There are two changes every business leader will face at some point as their business grows. The first is communication, as you'll have to learn how to communicate with various vendors, customers and new hires.

You'll also notice a change in your responsibilities. As your business gets bigger, it will become more difficult to handle all major responsibilities independently, meaning you'll need to delegate.

Adapting to these changes quickly will give your business an even better chance at further success.

## CARTOON OF THE MONTH

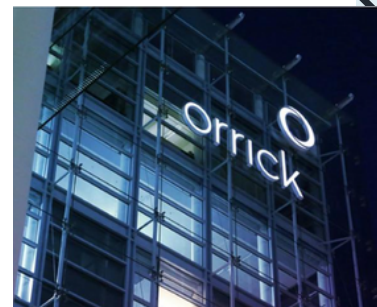


"SON, THERE ARE THREE THINGS I WANT YOU TO NEVER FORGET... NEVER GIVE UP ON A DREAM... MARRY FOR LOVE... AND USE 8-DIGIT COMPLEX PASSWORDS!"

## CYBER SECURITY CORNER

### ANOTHER DAY ANOTHER HACK

The Global law firm Orrick, Herrington & Sutcliffe reported a data breach exposing individual names, addresses, date of birth, and social security information from one of their clients, a California dental insurer. The ensuing investigation into Orrick's HIPPA compliance program will pit legal counsel against its client.



If you are a business owner you need to be concerned about cyber security to protect your client data.

Call Integrated Axis today if you want to secure your business from threats and bad actors.