

NEWSLETTER



A free email address clearly communicates that the business is new and have little experience.

Why You Should Never Use A Free Email Address For Your Business

The message is clear: email is king. Many clients and customers choose to communicate primarily by email and as you know, it gives a fantastic ROI in your marketing strategy...unless you're using a free email like Hotmail, Gmail, or even your internet provider. If that's the case, you're losing business each and every day.

It looks unprofessional: Imagine if banks used free email accounts – you'd never feel comfortable giving them your personal details let alone any money. How people perceive your business is what makes your business. Without that professional touch, you'll appear temporary and fly-by-night. It puts your credibility into question and sends the message that you're not serious about doing business – or worse – that you're prepared to cut corners.

It erases your experience: Newer, fledgling businesses often start out with a free email address. The address clearly communicates that they are new and have little experience, and are perhaps testing the waters in a new direction. They're not even remotely proven yet and are firmly within the hobby-zone. Continuing to use the free

address once your business moves into the professional arena means you'll struggle to build momentum and any experience will be negated.

It's forgettable or inappropriate: Your business success hinges on being memorable enough to gain referral custom and results from your advertising. Unfortunately, free email addresses are by default filled with hard to remember clutter, for example – joesplumbing_1985@hotmail.com or milkshakes_mybabby@gmail.com.

Neither of these roll off the tongue, is appropriate for business, or can be remembered without a high likelihood of typos and bounce back. Branded email addresses such as joe@joesplumbing.com make running a profitable, scalable business much easier.

It's not permanent or safe: When you use a free email address you are at the mercy of the email provider. They may close down operations or cancel your account for any reason. These types of accounts are also often hacked and leaked on a global scale. When a better internet or email deal comes along, you're still stuck using the old address

This newsletter is about setting up your businesses technology properly. You need to look the part when it's small, and protect it properly when it's large.



because it's printed on your business cards, car lettering and flyers.

Some will agree to keep the address open for a fee, but you'll lose the control and flexibility you need to grow your business. With your own domain name, you own it and can move it to a new business-grade email service easily. You'll also have complete master control over the addresses within your domain, resetting passwords and creating/closing accounts at will.

Give us a call at 0113 2579992 to set up your branded business email.

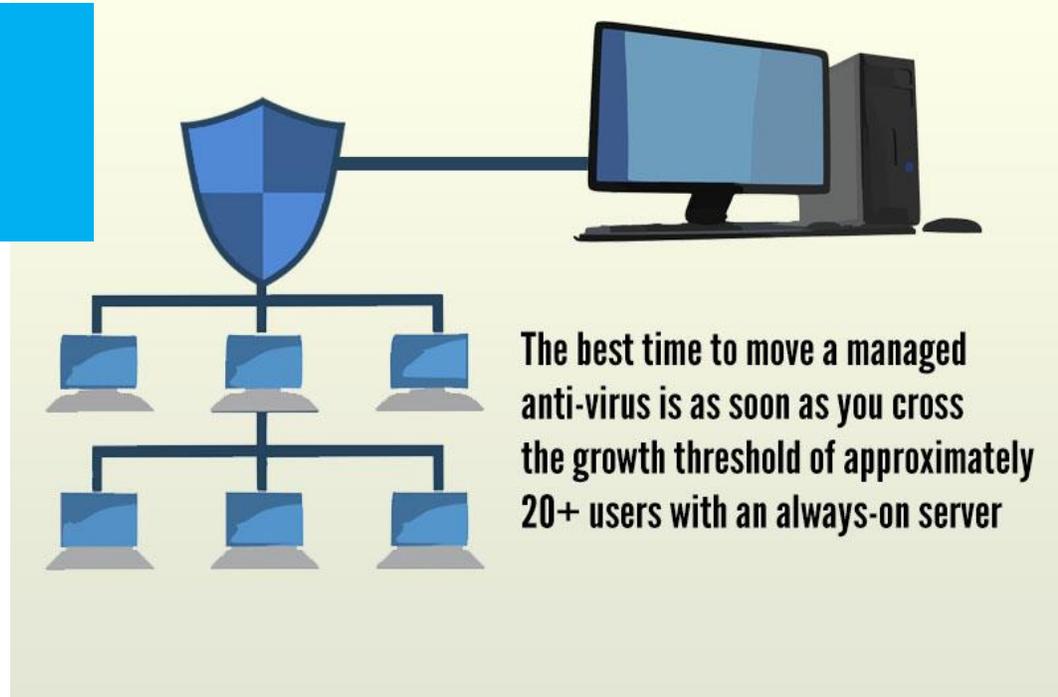
Managed anti-virus means just that – we manage it for you.

Why Your Business Should Upgrade To A Managed Anti-Virus System

Anti-virus programs don't catch viruses when they're not running. Yes, it's blatantly obvious, but what's not always clear is how often your staff are disabling your anti-virus programs so they can squeeze in a little playtime. Maybe download and install a game, free app or get through the block to a suspicious website. It happens in businesses across the country, and more often than you think. It's just human nature to see a problem and work around it, because surely *their* computer won't be infected, those things only happen to *other* people.

Unfortunately, the biggest threat to your data and network security is your staff. Fantastic, loyal, hardworking people, who make occasional silly decisions. Even the innocent ones, like ignoring the virus software update that keeps popping up, requesting to download the latest protections. Your staff aren't intentionally putting your systems at risk, but they are creating a weak link that exposes your business to attacks that may cost you thousands.

That's the key difference between free anti-virus and managed anti-virus. Free solutions were created for home use, where self-induced breaches aren't such a big deal. The license on free solutions is usually in fact **only** for home usage. This is because in a business setting, even the slightest gap in your digital walls can lead to lost revenue, delays and even lawsuits. With a managed anti-virus solution, your staff can't do those things. They literally can't disable the



The best time to move a managed anti-virus is as soon as you cross the growth threshold of approximately 20+ users with an always-on server

protections or uninstall it, and updates happen automatically.

With the benefit of human oversight, we're able to see when machines aren't fully protected or have already become infected. Managed anti-virus means just that – we manage it for you – so that we know when there's an issue and can take the necessary actions. Often working invisibly to your employees, we can remotely fix small problems before they become big problems, which leaves your employees feeling trusted while your business remains secure.

Managed anti-virus gives your business protection on a much higher level, because let's face it, the stakes are much bigger. It takes software control out of the end users hands and puts your system security in the hands of an expert. The program can't be disabled without a password, nor can it be uninstalled by anyone without the highest permissions. When updates are released they are downloaded and applied automatically. No delays, no putting it off until later, no gaps in your digital walls.

When to switch: This is around the size where it becomes impossible to monitor each computer individually without a full-time IT technician on your team.

Users may be spread out across the network and you're way too busy to stand watch over them while they work.

For a very small fee per computer each month, all the costly stress and drama of defending your business network against the latest attack simply goes away. It's all managed centrally by a company such as ours, so you can get on with doing what you do best – running a profitable business.

Find out how affordable managed anti-virus really is, call us today at 0113 2579992



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