

# The Tech Chronicle

Brought to you by  **bridge**  
IT SUPPORT

Insider Tips To Make  
Your Business Run  
Faster, Easier And More  
Profitably

## What's New in December

We Have Moved! If you hear a little more joy in our voices when you call in, it is because the work of moving is behind us, and our new facility is a perfect fit. And it's easy to find for our clients, we are right under the WZZM TV channel 13 Weather Ball at 601 3 Mile Rd NW, Suite C, Grand Rapids, MI 49544, with quick access to the highway.



## December 2019



This monthly publication provided courtesy of Mark VanderWal, President of Bridge IT Support.

### Our Mission:

To positively influence the quality of life in West Michigan by directing our God-given talent of fixing and maintaining computer systems to our loyal clients so they can deliver the same to their clients.

## Benefits From Using Dual Monitors

*Utilizing a second monitor is proven to improve your productivity. Computers & laptops these days can support more than one monitor – think of the second (or third) monitors as just a physical extension of your existing screen.*

The biggest advantage for anyone is increased productivity.

There have been a number of studies performed over the years that have attempted to calculate the change in productivity from using multiple monitors. According to a study done by Jon Peddie Research, productivity increases by 20 to 30% when using multiple displays.

The Pfeiffer Report from 2005 (testing the impact of large monitors and/or multiple monitors) found that improved productivity could even result in an ROI of thousands of dollars per year.

A study conducted by the University of Utah and NEC found 10% increases in productivity and 20% reduction in errors (plus reduced stress) for test workers that were using multiple monitors.

However, research also shows that productivity gains max out and eventually decline when size becomes too big.

So while the exact amount productivity increases might be up for debate, the fact that productivity increases with dual screens is certain.

### Sharing data is easier

It's rare that we just work with one program open these days – yet we often lack the ability to view more than one program. If you are working from a number of data sources, having the second screen to display content means less moving windows around to access the information that you need.

Work tasks often require comparison, such as comparing different...



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versions of a design, testing in multiple browsers, financial numbers or document revisions. In these situations it's easier, quicker, and generally more effective to compare side-by-side using two screens rather than flipping back and forth constantly.

### It's Easy

Extending your computer to a second screen is actually easy, although to some people it sounds like it would be more difficult or involved than it really is. If you've been wanting to try a dual screen set up but have been putting it off, there's really no reason not to give it a shot.

### Disadvantages

There are some disadvantages of having multiple screens:

### Potential for Distractions

Probably the biggest disadvantage to having more than one screen is the added risk of distractions. It's easy enough to get side-tracked when you're working with just one screen, and even more so when you add to it. For some people using the second screen to keep email open all the time is a timesaver not having to re-open a window to check on new mail, for others it may be a distraction from the task in hand.

### Lack of Desk Space

Unfortunately, the amount of available space of a desk can easily be a hindrance when it comes to getting set up for maximum efficiency.

### Conclusion

Remember it's not about how a second screen (or big screen) can make us work faster, but rather how working on a small screen slows us down. Remember the desktop screen on your laptop (or PC) is a metaphor for your physical desktop. If your desktop was

replaced with something the size of an A4 piece of paper how hard would that be to work efficiently? Very.

### Can we afford to be slowed down in our work?

Given the lower cost of monitors these days, and the number of hours we are often in front of them, the ROI is huge even when taking the lower end of the productivity gains into account.

All these studies demonstrated that using only a single display — especially if it's a small laptop display — can really be an anchor that drags on your productivity. Using an extra monitor can help you to more quickly and easily do your daily computing tasks.

Beyond this empirical data, the anecdotal benefits of using an extra monitor are legion on the internet.

Finally, people enjoy having an extra monitor: And happy employees are productive employees.

## 3 Things About Cyberspace You Should CONSTANTLY Remind Your Kids About



All parents need to closely monitor their kids' social media profiles as well as their use of tablets, phones and devices. It's no secret that sexual predators lurk online, looking for their next victim. While what you tell your kids should be age-appropriate, here's a list of things you ought to KEEP reminding them.

**1. Everything you do online is public.** If you wouldn't do or say it standing in the middle of your classroom with everyone present, don't do it online.

**2. There is NO delete button.** Removing comments and photos is like trying to take pee out of a pool.

**3. Trust NO ONE online.** Really bad, ugly, nasty people are online looking to fool you.

As for your older kids, you might remind them that schools and employers use social media to review you, so make sure what you post is what you'd want them to see.

### THE ONE THING YOU SHOULD DO EVERY DAY TO BE MORE PRODUCTIVE

At the start of your day, compose and send yourself an e-mail. This e-mail includes a list of tasks or goals you want to accomplish by the end of the day. As you get to work, review this e-mail then set the message to "snooze" until later in the day. In Gmail, snooze is the clock symbol on the right-hand side that appears when you hover over an e-mail.

Sending yourself a message is a great way to keep daily goals top of mind. Plus, writing down your daily tasks and goals helps you prioritize

what needs to be done. When you tackle prioritized tasks, you work more efficiently. Then, when you have the e-mail in front of you at the end of the day, you can review what you've accomplished (or what still needs work), and you can celebrate the growth you made that day. *Inc.com*, 5/21/2019

### TOP TIPS TO PROTECT YOUR REMOTE EMPLOYEES FROM CYBERTHREATS

#### Don't Use Unsecured Public WiFi

Unsecured public WiFi is everywhere: at cafés, airports, hotels and more. But these networks lack security, and it's easy for a hacker to snoop on your data. Hackers can even spoof unsecured WiFi networks and walk away with all the data they want with no one the



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wiser. Avoid them. Stick to secure networks you can verify as trustworthy.

### Don't Keep Your Cyber Security "Best Practices" To Yourself

You may have your best practices, but do your remote employees know? Keep EVERYONE on your team educated and on the same page. When you have training, bring in your remote employees, or conference them in, so they get the same training. Send out regular updates about the latest cyber security threats and scams.

### Don't Forget About Endpoint Security

Make sure your remote employees are utilizing IT security solutions on their ends, such as antivirus software, malware scanners, network firewalls and even a VPN for when they need to access unfamiliar networks. They should also be keeping their software updated with the latest available patches. *Inc.com*, 2/12/2019

## Cartoon Of The Month



## New Computers Will Boost Profits. What Are You Waiting For?

*Find out why holding onto yesterday's technology can hurt tomorrow's profits.*

Small business owners are remarkably inventive and imaginative when it comes to doing more with less. But there are times when ingenuity can bring unexpected costs, when that nifty hack is really a hack against your own bottom line. Making do with outdated computers is an excellent illustration of how small business owners can pay a price for being frugal.

Just ask A.V. Sindhar, who runs a consulting firm in Silicon Valley. His computer is the command center for his entire business—an essential tool for everything from creating slides for new business pitches to making invoices and bookkeeping. Sindhar discovered early on that keeping critical technology current was key to building a successful business.

"I wanted to keep my initial business costs down, so I tried to get by with a four-year-old laptop," recalled Sindhar. "That was a mistake."

After a couple of weeks of suffering slow boot times in front of potential clients and precious hours squandered trying to get his machine to run properly, Sindhar invested in a new computer. "I realized I was actually wasting money trying to save money. 'Time is money' is a cliché, but it's true—it's especially true in the early days of a business," Sindhar said.



### YOUR OLD COMPUTERS ARE COSTING YOUR BUSINESS

- Old PCs cost up to \$17,000 a year in lost productivity<sup>1</sup>
- Employees are up to 29% less productive on old computers<sup>2</sup>
- New PCs can help improve long-term profitability and security

Bridge IT Support clients may have felt this pain before; waiting for an X-ray to load when a patient is in the room, trying to process a payment and the whole program shuts down, or simply trying to clock in for the day and the screen freezes up.

Sindhar and other business owners might be shocked to discover just how costly an outdated PC can be. It's estimated that up to one week a year is wasted on frustrating tasks like restarting the machine, reloading software, and waiting for IT consultants

to fix issues on your computer for you. Measured in money, an old PC could cost up to \$17,000 a year in productivity costs.

There are other costs to keeping old computers in service. The digital age has also ushered in a fierce competition for talent. The best employees—the ones who can make a difference between success and failure for a small business—don't want to work on older computers. It's not only millennials who expect current technology to do their jobs; the talent a small business owner needs to win requires computers that are high performing, mobile, simple to use, and durable.

We know you're probably working with a tight budget and that you hit a new expense at every turn. But the performance and productivity enhancements you'll get from computers with 8th Gen Intel® Core™ processors with Intel® Optane™ memory make new PCs an investment that immensely improves your long-term profitability.

There's no better time to upgrade if your firm is migrating to Windows 10 Pro, as you can expect further savings when you pair new hardware with the new OS.

Stop asking if you can afford a PC upgrade and focus on the real question: How much longer can you let older PCs cost your business?







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### Security Byte: Parental Control Tips

Since the kids will be home from school for the holiday break with some unsupervised time, we thought you might like to know YOU CAN control some of the content they have access to on their phones, such as:

- Restrict explicit content
- Limit downloads and purchases
- Enhance privacy for protection
- Restrict Siri web searches
- Limit daily screen time
- And many more...

Just head to these links for very easy-to-follow instructions:

iPhone: <https://apple.co/2KhlHJV>  
Android: <http://bit.ly/32FnRTB>



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