

modern business **IT.advisor**

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

Bay Area's Award-Winning IT & Cybersecurity



TruAdvantage Recognized for Excellence in Managed IT Services

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Kayvan Yazdi,
CEO of
TruAdvantage

OUR MISSION:

To become a trusted partner to our clients and impact their success by delivering technology, education, and process.



GOING GREEN:

How Technology Can Help You Reap The Benefits of Sustainability

Sustainability is a practical strategy any small or mid-size business can adopt to save money, improve efficiency and boost employee well-being. The DOE says that energy-efficient systems can cut usage by up to 75%, and greener workplaces have been shown to increase productivity and reduce sick days by 30%. Beyond cost savings, sustainability attracts eco-conscious clients and enhances your brand's reputation. But you don't need to be a green-certified building to get the benefits of sustainability. Here are a few simple ways to leverage modern technology to go green in your business.



Upgrade To Energy-Efficient Hardware

One of the easiest ways to make your business more sustainable is by switching to energy-

efficient devices. ENERGY STAR-certified laptops, monitors and servers use significantly less power than older models. For example, an ENERGY STAR-certified computer uses about 25% less energy than standard equipment, making it a smart upgrade for your wallet (and the planet). Tools like smart power strips can also reduce energy waste from devices left on standby, and energy-efficient printers and copiers can cut power usage during the workday.



Adopt Cloud Computing

Platforms like Microsoft Azure, Google Cloud or AWS enable businesses to store data and run applications on shared servers, reducing the need for on-site equipment. Cloud computing also supports scalability, allowing businesses

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to pay only for the resources they use. This consumption-based model minimizes waste while reducing the capital investment required for IT infrastructure. Many cloud providers are also committed to sustainability, powering their data centers with renewable energy to reduce carbon emissions further.

3 Implement Green IT Solutions

Green IT solutions, like virtualization and e-waste recycling, help businesses become more sustainable while optimizing operations. Virtualization allows companies to run multiple virtual servers on a single physical server, significantly reducing hardware requirements and energy consumption. When hardware needs replacing, e-waste recycling ensures that outdated equipment is disposed of responsibly. Many IT vendors and local recycling programs offer secure recycling services that protect sensitive data and prevent harmful materials from entering landfills.

4 Harness The Internet Of Things (IoT)

IoT devices help businesses monitor and optimize energy use in real time. Smart thermostats like Nest adjust heating and cooling based on occupancy, saving up to 12%

on heating and 15% on cooling annually. IoT-powered lighting systems also ensure lights are on only when needed, reducing waste in unused spaces.

5 Go Paperless

Going paperless is one of the easiest ways to reduce your business's environmental impact. Modern IT solutions, like digital invoicing systems and cloud-based document storage, eliminate the need for physical paper while improving efficiency. Tools like DocuSign enable businesses to handle contracts and forms electronically, saving time and resources. Businesses that still require some paper use should consider printers with duplex printing capabilities to minimize waste and use recycled paper products whenever possible.

6 Utilize Renewable Energy Solutions

Investing in renewable energy, such as solar panels, is a long-term strategy for sustainability. Solar-powered charging stations, for instance, provide a clean energy source for employees to charge their devices, reducing reliance on grid power. While installation costs can be high, tax incentives and rebates make renewable energy more accessible. Over time, these investments pay off in lower utility bills and enhanced sustainability

credentials, which can attract eco-conscious customers and partners.

7 Encourage Sustainable Employee Practices

Technology can also encourage employees to adopt greener habits. Tools like Slack or Microsoft Teams reduce the need for unnecessary travel by supporting remote work and virtual meetings. You can also encourage employees to turn off devices or set them to energy-saving modes when not in use and even gamify sustainability by tracking energy savings and rewarding employees for eco-friendly behaviors.

Sustainability Is Good Business

By leveraging modern technology, like energy-efficient hardware, cloud computing and IoT solutions, you can lower operating costs, enhance efficiency and improve employee well-being. But these changes don't require a massive overhaul; even small steps, like going paperless or encouraging eco-friendly habits, can contribute to a healthier planet and secure a more resilient future for your business.



FREE REPORT DOWNLOAD: THE BUSINESS OWNER'S GUIDE TO IT SUPPORT SERVICES AND FEES

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate



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Cartoon Of The Month



"Last thing, I need everyone to keep March open this year. Word is we're going to be testing out hiding pots of gold to see if we can't pick up on some of that market."

GADGET OF THE MONTH

Kepswin Solar Power Bank

It's always smart to have a backup plan. The 2024 Kepswin Solar Power Bank is a must-have for outdoor enthusiasts, frequent travelers or anyone preparing for emergencies. Its massive 38,800mAh capacity can charge an iPhone up to eight times or a tablet three times, making it perfect for camping trips or power outages. The USB-C and dual USB-A ports let you charge up to three devices simultaneously so your phone, Bluetooth speaker and camera can stay powered all day. The built-in LED flashlight offers steady, SOS and strobe modes, providing 100+ hours of light when fully charged. It's a reliable backup in emergencies to have peace of mind (and a charged cellphone) in any situation.



DON'T LEAVE FOR SPRING BREAK WITHOUT ACTIVATING THESE SECURITY FEATURES

A lost or stolen smartphone is more than inconvenient — it's a major privacy risk. With rising phone thefts, securing your device before spring break is critical.

- 1. Enable Stolen Device/Theft Protection:** Apple's Stolen Device Protection locks iPhones in unfamiliar locations, rendering them useless without your Apple ID. Android's Theft Protection uses AI to detect theft and locks devices automatically. Activate these features in your settings.
- 2. Turn On Advanced Data Protection:** Apple encrypts iCloud data like photos and messages, while Google's Advanced Protection secures sensitive Android data. Ensure your device is updated and enable these options in account settings.
- 3. Use Passkeys And Biometrics:** Log in securely with Face ID, Touch ID, or passkeys to eliminate password risks.

Take these steps to safeguard your phone and enjoy peace of mind on your break.

WHAT'S IN IT FOR THEM?



How To Deal With The Problem Of Personal And Professional Disconnection

Joe Polish, a leading entrepreneur and author of *What's In It For Them?*, built his success after overcoming addiction and a failing carpet-cleaning business that left him \$30,000 in debt. Despite his struggles, Polish remained curious and focused on how to be useful to others. Today, as the founder of Genius Network and Genius Recovery, he helps others succeed by prioritizing meaningful relationships and creating value. At a recent industry conference, Polish shared powerful strategies for overcoming personal and professional disconnection — an issue that can undermine business performance and personal fulfillment.

Caring vs. Commitment

Success, whether in relationships or business, comes from consistent actions that reflect true commitment. You might care deeply about your family, but are you prioritizing quality time with them? You care about your health, but are your habits — like staying up late or overindulging — aligning with that care? "I care about a lot of stuff, but your actions show what you're committed to," Polish explains.

Give More Than You Take

People are naturally drawn to givers rather than takers. Polish emphasizes that generosity creates trust and goodwill, which ultimately leads to stronger relationships, a better business and a more fulfilling life. "If you want to connect with people, focus on how you can help them, not on what you can get from them," he says. "Ask yourself, how can I be a giver instead of a taker?"

Address Pain Points

The best way to connect with someone, Polish says, is to identify where they are struggling and offer help. "I have done more to bond and connect with people through pain than any other thing ... I want to relieve pain, and that's how I can build some great rapport with so many people," he says. In business, solving your customers' pain points isn't just good service — it's the key to earning their trust and opening the door to meaningful opportunities.

Break Isolation With Trusted Networks

"Silent battles are the hardest battles to fight. You're as sick as your secrets, and if you don't disclose to trusted people who care about what's going on ... you won't get better," he states. Polish emphasizes that sharing challenges with a support system is essential to moving forward. This could mean leaning on mastermind groups, trusted peers or collaborative communities, where fresh perspectives and actionable insights can help you tackle frustrating challenges.

Answer The Question "What's In It For Them?"

Polish believes that the secret to meaningful relationships is focusing on how you can create value for others. "I look at what's in it for them, and I have found that to get what I want, I help other people get what they want," he says. For business owners, it means putting clients and partners first, ensuring every interaction leaves a positive impact. As Polish puts it, "There's no limit to what you can accomplish or the peace and joy you can find in your own existence" when you focus on helping others.

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Never Lose Your Car Again

Lost your car in the grocery store parking lot (again)? There's no need to follow the sound of the horn like a lost duckling. Open Google Maps on your phone, tap your location on the map (the blue dot), then click "Save your parking." If you have Siri, you can say, "Siri, remember where I parked my car." Then you'll see a pin on the map.



CYBERSIDE CHAT



Wild New Tech Delivers All The Flavor With None Of The Calories

Researchers at City University of Hong Kong have devised a new way to make virtual reality even more immersive – through your tastebuds. Using a handheld device that looks like a disposable vape, users can experience virtual flavors through iontophoresis, a method that delivers taste chemicals to their tongues through tiny ion flows. This fascinating idea could change how we experience VR, but whether it becomes a big deal or a quirky experiment is still up in the air.

Waze Away

Finally, Google is integrating Waze's real-time incident reports using activity from the app's 140 million users. This integration allows Google Maps users to receive notifications

about accidents, traffic jams, speed traps and other hazards reported by Waze's community of drivers. The feature is rolling out gradually, starting with police alerts, and is expected to include more types of incident reports in the future.

Are You Being Snackfished?

Hungry consumers are scouring the country looking for viral food products seen on Instagram (like clear ketchup and chocolate Pringles) but can't find them. Why? Because they don't exist. Some influencers are making up ridiculous food products, poking fun at the food industry's reputation for weird product launches. While mostly harmless, snackfishing underscores how easily audiences can be swayed by convincing visual content, reminding us to verify what we see online before taking it at face value.