



**DTS**

# DanTech Services

Computers under control!™

## Technology Times November 2019 Issue



Dan Foote  
Owner/President

"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

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## How Brands Are Taking Social Media Into the Real World to Connect With Us

*The goal: to create one-of-a-kind consumer experiences*

The umlaut-studded Swedish outfitter Fjällräven has been around since 1960. Back then, it was dedicated to providing sturdy Scandinavians with parkas and backpacks that could stand up to the region's frigid temperatures and rugged terrain. Now, nearly 60 years later, you're as likely to spot Fjällräven's iconic fox logo on a backpack in Brooklyn as you are on a trail in the Arctic Circle. Fjällräven didn't change, but its marketing tactics did.

The brand's transformation was a conscious one. Fjällräven didn't want to be seen as just another clothing brand; it wanted to inspire fierce devotion among its customers. That drive to differentiate was behind the creation of Fjällräven Polar and Fjällräven Classic, a pair of bespoke excursions that lets customers experience the brand in the wild. Both have been a huge success, attracting new customers while giving established ones something novel to be excited about. In an increasingly digitized world, physical experiences can create a visceral link between consumer and brand, and savvy companies are making that bond a priority through every channel possible.

#### THE EXPERIENTIAL FEEDBACK LOOP

The demise of brick-and-mortar retail has been greatly exaggerated. So says Scott Lachut of retail consulting firm PSFK. He points to digitally native brands that are discovering the appeal of physical stores to potential customers. "There's a direct-to-consumer luggage company that found a 40% lift in website sales wherever they open a new store," Lachut says. "They've realized they can capture passersby by having them come in, speak to an expert, have an experience, and test out a product before they buy it online."

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## Cybersecurity Checklist

*Use this checklist to be sure your critical business data is protected.*

### Control access to computers.

Use key cards or similar security measures to control access to facilities, ensure that employees use strong passwords for laptops and desktops. Administrative privileges should only be given to trusted IT staff.

### Know where your data resides.

Maintaining oversight of business data is an important piece of the security puzzle. The more places data exists, the more likely it is that unauthorized individuals will be able to access it. Avoid "shadow IT" with business-class SaaS applications that allow for corporate control of data.

### Keep software up to date.

It is essential to use up-to-date software products and be vigilant about patch management. Cyber criminals exploit software vulnerabilities using a variety of tactics to gain access to computers and data.

### Back up your data.

Daily backups are a requirement to recover from data corruption or loss resulting from security breaches. Consider using a modern data protection tool that takes incremental backups of data periodically throughout the day to prevent data loss.

### Enable uptime.

Choose a modern data protection solution that enables "instant recovery" of data and applications. Application downtime can significantly impact your business' ability to generate revenue.

### Train your employees.

Because cybersecurity threats are constantly evolving, an ongoing semi-annual training plan should be implemented for all employees. This should include examples of threats, as well as instruction on security best practices (e.g., lock laptops when away from your desk). Hold employees accountable.

## Constantly Remind Themselves That 'Nobody Knows Anything'

*Here's how to overcome the skepticism that greets new ideas.*

When Marc Randolph came up with the idea for Netflix, the first reaction he received from dozens of people--including his wife--was, "That will never work."

In Randolph's new book, *That Will Never Work: The Birth of Netflix and the Amazing Life of an Idea*, he says that every entrepreneur has had the same experience he did. They land on an idea, run downstairs to tell their spouse or kids, or run it by their boss or professors. And they nearly all get the same response: "That will never work."



After founding more than half a dozen successful startups (Netflix was his seventh), Randolph has three words of advice for any entrepreneur whose idea is met with skepticism: "Nobody knows anything."

### The Key to Understanding Hollywood and Startups

Randolph says the key to understanding Hollywood and startups is a phrase he picked up after reading a book by Hollywood screenwriter, William Goldman. He wrote movies such as *Butch Cassidy and the Sundance Kid* and *The Princess Bride*. **Goldman was famous for writing three words: Nobody. Knows. Anything.**

Goldman explained this by pointing out that a script with award-winning directors and actors and a \$50 million budget such as *Heaven's Gate* could flop while scripts with no-name actors and a \$50,000 budget like *Blair Witch Project* sometimes go on to gross \$250 million. As I was working on this article, a news report popped up on my desktop. The Will Smith movie, *Gemini Man*, is on track to lose \$75 million dollars "despite an Oscar-winning director and one of the world's most popular stars."

Nothing's changed. We can make educated guesses about the potential success of a movie, product, or startup, but the reality is that nobody knows anything.

### Trust Your Idea and Test It

Here's the key. According to Randolph, knowing that nobody knows anything can be a source of encouragement. "Because if nobody knows anything--if it's truly impossible to know in advance which ideas are the good ones and which aren't ... then any idea could be the one to succeed." You need to trust that your idea has merit and be willing to step out, try it, and risk having it fail. "There are bad ideas. But you don't know an idea is bad until you've tried it," says Randolph.

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## A Look Back



October 2019 has been a busy and eventful month. Aside from our routine day-to-day management & monitoring, we were involved in three exceptional events. Our first event was the Anchorage **Mayor's Charity Ball** (supporting local charitable organizations)—which was followed a week later with the **AWAIC (Abused Women's Aid in Crisis) Gala**. Each of these events included charity auctions, which is where DanTech Services fits in.

Through our community involvement, we assist with not-for-profit events by providing computers, iPads, Chrome-books, and printers on a protected network along with on-site tech support to assure that the volunteers can concentrate on their tasks and not on IT issues, such as printer issues, Internet access, or other problems.

Our third event in October was the **14th Annual Alaska Occupational Safety Summit** held by the American Society of Safety Professionals (ASSP), Alaska Chapter. We've supported their Autumn event for the last 5 years, and we've supported the complementary Spring event, the **Alaska Governor's Conference on Safety & Health**, for the previous 6 years. Why? Because of the importance of safety in Alaska's workplaces and the contributions of those who give much to our community.

Through these events, we learn more about what others do to make Anchorage strong. Especially in the safety profession, we admire what individuals and organizations do for our businesses and society as they protect lives and prevent injuries. For example, consider that we're now 11 months beyond the 7.1 quake that severely shook South Central Alaska.

Those bridges are becoming even more central to social-media strategies as retailers start to realize that throwing money at Facebook and Instagram without a comprehensive plan can result in diminishing returns. "Brands are moving into physical spaces almost as a marketing channel," Lachut says. "A lot of discovery is happening online, but that's starting to draw people into stores where they can walk out with a product and share with their respective audiences right away." Think of it like a feedback loop: A customer discovers a product on Instagram, visits the store in person, snaps a picture of the product, and then shares it on Instagram, starting the cycle again. The physical amplifies the digital.

### ANALYZE, CUSTOMIZE, REPEAT

Brands are awash in data, and the smart ones are funneling information about customers into innovative marketing approaches. Artificial intelligence and machine-learning techniques are being applied to old-school social-media strategies, with brands feeding what they know about their patrons;-and potential patrons;-into algorithms that can make interactions more personal and human.

"As machine learning and AI become more generally available, retailers can create smart digital interactions," says Jeff Neville, executive vice president of BRP, a retail-transformation consultancy. He cites the rise of chatbots as a prime example of AI becoming more mainstream in retail. "There isn't a script that the chatbots are following. They're listening and then they're responding as best they can." By extending that logic and technology to the rest of a brand's footprint, companies can provide customized experiences across the board. "Maybe it creates a unique branded landing page depending on the situation, or if I go in store it might create an in-store experience through an app," Neville adds.

Data remains the best conduit between the physical and digital worlds. The more you know about your customers, the more customized, personalized experience you can give them, both on- and offline. Neville likens it to a return to the "good old days" of retail, with a digital twist: "I worked with a merchant who told me, 'I remember when it was just my grandfather in the shoe store with his customers, and he knew everybody;-knew their parents, their kids' names, what they liked, where they lived.' I think we're close to digitizing that one-on-one conversation."

→ - A Look Back, continued from the left

With time's passing, what gets forgotten or under-appreciated are the responses by first responders and call center specialists as they dealt with the immediate aftermath of this disruptive event. Hearing the recordings of calls handled by the calm, reassuring voices of 911 operators calming the fear and panic of callers, we admired the professionalism of this group. Hearing accounts of how an Enstar technician dealt with a significant gas leak caused by a ruptured line and how his actions prevented greater devastation and serious injury or loss of life added to our gratefulness.

We're proud to be part of this community and this state, and we look forward to supporting celebrations, fundraising, and other events into the future.

## Shiny New Gadget Of The Month



**Safety Cutting Tools:  
If It's Ceramic, It's Slice**

At the recent ASSP 2019 conference at Captain Cook, Anchorage, October 22-23 we met different vendors, but this one was special. Let us introduce you to Slice—safest cutters ever!

### What Is a Safe Cutting Tool?

That sounds like a silly question, but traditionally manufacturers have looked at safe cutting tools in a very narrow way. They have really only looked at one aspect of



safety: **blade exposure**. In other words, how much of the blade is exposed and has the potential to accidentally cut its user? While blade exposure is certainly important, it's not the only way to mitigate the risks of cutting tools.

Slice alone has taken advantage of the properties of ceramic blades to create safe cutting tools with a safer blade edge. Our proprietary finger-friendly® grind, combined with the advantages of ceramics, changes the safety game completely.

It is the first company to take advantage of the relative hardness of ceramics and reexamine sharpness. We asked, "how sharp does a blade have to be to cut effectively?" As it turns out, the only reason that metal blades are excessively sharp is that they dull very quickly. Their initial sharpness has everything to do with extending their lifespan and nothing to do with creating an effective cutting edge. In contrast, Slice's edge is only as sharp as it needs to be for effective cutting and includes a smaller cutting zone to protect the user. In addition, this edge stays at a safe, effective sharpness up to 11 times longer than a metal blade.

*"..Entrepreneurs Should Constantly Remind Themselves That "Nobody Knows Anything"  
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For example, the original idea for Netflix was a bad one. Randolph and his co-founder (current CEO, Reed Hastings) conceived the startup as an online video store. Selling VHS tapes over the internet didn't make economic sense and, later, selling and renting DVD's was also a money-losing experiment. The subscription model saved Netflix, but it wasn't something anyone would have predicted when they started the company. They arrived at the subscription model only after years of trying other things and thousands of hours of brainstorming.

In 2000, Randolph and Hastings were facing a cash crunch and offered to partner with Blockbuster. At the time, Blockbuster was making \$6 billion a year while Netflix made \$5 million. The Blockbuster executives laughed during the pitch. Today Blockbuster is out of business and Netflix is worth \$150 billion. The Blockbuster team didn't know as much as they thought.

If nobody really knows anything and it's impossible to predict which one of your ideas will ultimately succeed, what's an entrepreneur to do? "The most powerful step that anyone can take to turn their dreams into reality is a simple one," says Randolph. "You just need to start. So take that step. Build something, make something, test something, sell something. Learn for yourself if your idea is a good one."

Randolph closes his book with a quote by Nolan Bushnell, the co-founder of Atari. Bushnell once said, "Everyone who has taken a shower has had an idea. But it's the people who get out of the shower, towel off, and do something about it that make the difference." Testing an idea will teach you more in one day than spending a year thinking about it.

Stop talking and start testing.

**Mailprotector** empowers you with a full arsenal of Cloud-based email security, management and hosting services sold exclusively through the channel. Offering **one source for everything email** for over 15 years, Mailprotector has proven to be a trusted partner and vital asset to businesses around the world.

As DanTech customer here is what you will get with our MailProtector service.

**CloudFilter** stops the junk and lets the good email through. Messages which contain offensive, harmful, or policy violating content are held in quarantine, while any good messages continue on their way to the end user.

**SecureStore** is email archiving feature. There are no storage or retention limits! An archived copy of all incoming, outgoing, and internal email. Users can access their archive anytime to search and send stored mail via the secure and fast web console. If your business is subject to certain compliance regulations, **SecureStore** provides a protection point that allows users to delete local emails yet giving management the knowledge that emails are protected in the archive.

**Bracket.** People generally don't like to install things that have to be updated, they don't like creating accounts for things they only rarely use, and they especially hate having to remember passwords. People simply want things to work without having to jump through lots of hoops.

