

## Why Your Company's Website Matters

As the saying goes, "you never get a second chance to make a first impression." In the Digital Age, a company's website is often the first contact point with potential customers and ultimately is responsible for its first impression on them. That's why the appearance, usability, and functionality of your website are so important. It's not enough to simply have a website; it needs to be a good one. A poorly designed or appearing website negatively impacts your brand and credibility, giving your competition the upper hand.

Since your website is the backbone of your business's online presence, it's essential that your site:

- Is aesthetically pleasing with a professional appearance and tone
- Clearly promotes the type of product or service your company offers
- Reflects your brand through color scheme, message, and design concepts
- Is user-friendly and easy-to-navigate
- Features a responsive design optimized for mobile devices
- Has a consistent theme and message throughout
- Is free of spelling, grammatical, and functionality errors

A high-quality website makes your company appear legitimate, leaves a lasting impression on visitors, and can turn potential customers into actual customers.



### Is Your Business Ignoring Email Threats?

Email remains the biggest cyberthreat small businesses face today, serving as the conduit for the majority of all cyberattacks. Malicious emails are a cybercriminal's favored point of entry into a business's network. Consider the following statistics:

- According to FireEye, 91 percent of cybercrime starts with an email
- Verizon's 2017 Data Breach Investigations Report states that 66 percent of malware linked to data breaches or other incidents, such as ransomware, was installed via malicious email attachments
- GreatHorn's 2018 Email Security Benchmark Report revealed that email security is the top security priority for IT professionals, regardless of organization size or role

All the security measures in the world can't account for the human element. Therefore, the most effective approach to email security is a two-tiered tactic of technology and training: combine a trustworthy email security solution with educated employees who have been trained to recognize suspicious emails and are up-to-date on the latest cybersecurity threats. This two-pronged approach to email security will help protect your business against cyberattacks.

## Making Tedious Tasks More Tolerable

**"What I am doing is necessary."** Accepting that your least favorite task is actually critical to getting the job done can take the sting out of even the most uninteresting of work. Regardless of whether you're despondent or delighted, the workload is the same.

**"Let's keep this short but sweet."** You don't have to eat a sandwich in one bite, especially if it's not your favorite variety. Break up unpleasant tasks into smaller segments. Rather than accomplishing the whole job in say two hours, break it up into more palatable 30-minute segments.

**"For my listening pleasure..."** Add some accompaniment to your most tedious responsibilities by listening to music, a podcast, or an audiobook while you do them. Having some enjoyment while accomplishing a boring task will turn a negative into a positive.

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## Color Printing is on the Rise

Color printing continues to play a big role even in the increasingly digital world in which we do business. Not only are workers still printing in color, but the amount of color printing taking place in American offices is on the upswing. In a recent survey by Keypoint Intelligence/InfoTrends, almost 50 percent of general office workers in the U.S. said the amount of color printing required for their job is increasing. This increase is most common in small- and medium-sized businesses, as companies with fewer than 100 employees demonstrated the greatest boost in their required color printing. Optional color printing in the office also is on the rise, with 40 percent of respondents claiming their elective work-related printing is increasing as well.



### Why the increase in color printing?

The escalation of color printing in the workplace is due to a number of factors. For starters, the growth of the color printer market has made these devices more commonplace in modern offices. The price of color printers and multifunction printers (MFPs) continues to decline, making them a viable option for more businesses while expanding employees' access to them.

Secondly, color printing—traditionally significantly more expensive than printing in black and white—has become drastically more affordable over the years. This is due to advancements in technology as well as the prevalence of quality remanufactured and aftermarket toner and ink cartridges. It is no longer cost-prohibitive for small businesses to take advantage of color printing.

Finally, documents printed in color are simply more powerful than their black and white counterparts. In the Keypoint Intelligence/InfoTrends survey, one of the reasons respondents gave for increasing their color printing output was that color adds more value to documents, making them easier to read and more influential. Adding color to a document increases the impact it has on anyone who reads it, explaining the upswing in such printing.

When you weigh all of these factors, it's easy to see why color printing is on the rise in the office. If your business is still only printing in black and white or needs to upgrade your current color machine, contact us today to learn more about our wide selection of color printers and MFPs.



Based in Winston-Salem, North Carolina, Kelly Office Solutions is locally owned and operated, and has been servicing the Triad since 1947. Kelly Office Solutions is proud to offer a wide selection of copiers, printers, digital duplicators, fax machines, and multi-use systems. With three of the most reputable digital imaging companies backing us — Savin, Canon, and Konica Minolta — we can evaluate your needs and provide the solution that fits. Whether you are looking for a small black & white copier, or a full-scale networked color multi-use system, our sales team can show you how to get the most out of your digital imaging investment.



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## Over Achievers for October!

We had an excellent October and some shining stars to go along with it. Kelly Office Solutions appreciates all of our sales representatives hard work throughout the year and past month. Our Top Sales Solutions Representatives were Laura Pinnix & Will Webster and our Top Water Sales Representative was Alex Lake. Below is a list of all of our Over Achievers for October and our Charlotte Over Achievers were photographed along with our spectacular sales administrator Jessica Salvo. (left to right: Nicole Grasso, Jessica Salvo, and Taylor Ross)



Over Achievers:

- Taylor Ross
- Stephen Haight
- Brian Thacker
- Al Rogers
- Jade Bullins
- Nicole Grasso



### Why Mobile Printing Matters in the Modern Workplace

Many companies have embraced the bring-your-own-device (BYOD) concept, allowing their employees to utilize their personal mobile devices for business purposes. With so much work being done on our mobile devices, it only makes sense that we have the ability to efficiently and securely print the documents and files we need directly from them. With a standard mobile printing solution in place, employees will have the convenience of printing from any device at any time—no matter where they're physically located—as well as the ability to capture and share documents both internally and externally.

While mobile printing is obviously beneficial for businesses, a BYOD-friendly workplace does present a new set of risks. Namely, the security challenges posed when you have employees working with sensitive information on their own devices. The flexibility and convenience mobile devices provide comes with a flipside in the form of threats, such as phishing scams, malware, network attacks, and app leakages. These security flaws must be countered to ensure the integrity of your sensitive data.

Mobile printing is an innovative solution that can dramatically increase productivity in the modern workplace. Paired with effective security measures to mitigate the risks associated with BYOD, your business can reap these rewards while maintaining data integrity and peace of mind.



### Positively Addressing Poor Employee Performance

You'll want to address the employee sooner rather than later, as putting performance issues off will only make matters worse over time, alienating or demotivating employees performing at a high level. When speaking with underperformers, it's essential you are open and direct about their performance, without coming across as angry or emotional. While studies show most employees want to hear corrective feedback that will help them succeed at their job, doing so in a non-constructive manner can cause them to get defensive and be unreceptive to your input. Don't make it personal; rather, stick to the facts. An effective approach is to get their input. Ask them how they would assess their performance and what they think can be done to help them meet their responsibilities.

At the end of your meeting, you and the employee should agree on a solution to improve their performance. This may include additional training, a change in responsibilities, additional tools, or redirecting how they approach their tasks. Regardless of what the solution is, be sure to set clear objectives, offer any help or support available, and provide a time frame for improvement. Going forward, it is essential for you to recognize improved performance with positive reinforcement.

## Halloween Fun

Here at Kelly Office Solutions, we know how to mix work and fun all together to make one fantastic company. We had our staff get together to join in the festivities and get into the Halloween spirit.

We hope you all had a very spooky and fun Halloween and are ready for the holiday season fast approaching.



### Hot Products

#### Product Not Available

Please add a product

#### Product Not Available

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#### Product Not Available

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