TECHNOLOGY TIMES

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

Q: This year, nine new emojis are expected to drop, including which of the following?

A. Sasquatch
B. Exploding watermelon
C. Tofu
D. Pickleball paddle

Answer on Page 2

March 2025

This monthly publication is provided courtesy of Paul Marchese, President of Marchese Computer Products, Inc.

We Specialize in Security and Technology solutions for Small and Medium Businesses in our area.

We look forward to helping you achieve all your technology goals in 2025 and beyond!

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.

1 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.

2 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.

Trivia Answer: A. Sasquatch will join eight other emojis, including an apple core, orca, trombone and fight cloud, that will be released throughout 2025.

DO YOU SAFEGUARD YOUR COMPANY'S DATA AND YOUR CUSTOMERS' PRIVATE INFORMATION BETTER THAN EQUIFAX, YAHOO AND TARGET DID?

If the answer is "NO" – and let's be honest, the answer *is* no – you are leaving yourself and your company open to **massive** liability, ***millions*** in **fines** and **lost business, lawsuits, theft** and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birthdates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully, it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let cybertheft happen to you, your employees and your customers. *Reserve your exclusive CEO Dark Web Scan **now**!*

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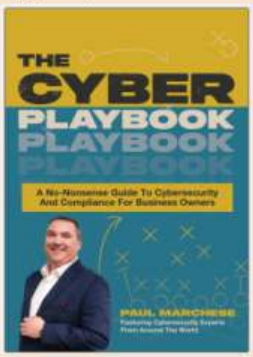
Cartoon Of The Month

"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."

ANNOUNCING My New BOOK

The Cyber Playbook

It's a no **nonsense guide to Cybersecurity and Compliance** for Business Owners. This is my 3rd book on cyber security and the last one "Exposed to Secure" was an amazon best seller in 2024. On this book, I worked with a group of 19 elite IT,cybersecurity, and compliance experts and we are **launching on Amazon on March 6th!**. Get your personally signed a copy today. If you have any questions feel free to call me at **585-343-2713**, I am happy to help.



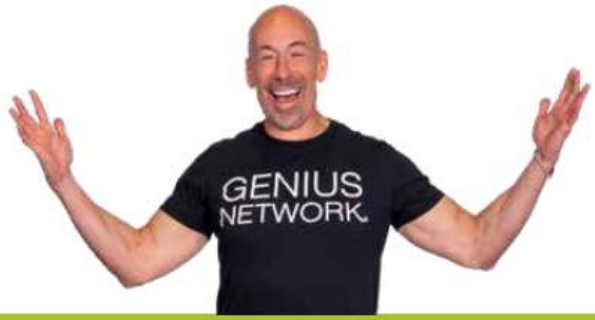
DON'T LEAVE FOR SPRING BREAK WITHOUT ACTIVATING THESE SECURITY FEATURES 🔒

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.

Marchese Computer Products, Inc.
"The Technology Experts"
220 Ellicott Street
Batavia, NY 14020

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CYBERSIDE CHAT

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.

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.