Hi Everyone!

We hope you are recovering well from Sandy. We have heard of a number of people and businesses that were impacted by the storm. If you need advice on business continuity during disasters, please reach out and let us know.

In the spirit of turning things around and rebuilding, this quarter we are discussing how Ideeli was able to grow more quickly than almost any other company this year, and the wisdom of Ghurka’s slow approach to craftsmanship. We’ve also got a few nice discount codes for you in the paragraphs below.

In addition, we’ll talk about a new trend in business tech, show the benefits of planning ahead, and review an app that’s going to save you a lot of grey hairs. Enjoy, and stay safe out there!

Adam Cohen, CEO of KJ Technology Consulting

**How Ideeli Became the Fastest-Growing Company in America**

If you haven’t heard of [Ideeli](http://www.ideeli.com/pages/about_us), just ask your wife, girlfriend, or daughter to fill you in.

Ideeli offers members-only deals on luxury items with savings sometimes topping out at 80%. In [year], the company reached out to us to manage their entire IT setup, including computer terminals, servers, infrastructure, site maintenance, and more.

With our help, Ideeli grew from a team of a dozen *to over 500 employees!*

Of course, let’s be honest, they had a pretty excellent business model, but we were able to keep them running smoothly as they expanded rapidly, and we’re quite proud of that. Now, Ideeli offers a new set of sales, including products from over 1,000 brands, every day at noon to over 5 million members. Congratulations, Ideeli!

To celebrate our partner’s success, please head over to Ideeli and use code [\_\_\_\_\_\_] at checkout to enjoy an additional discount on top of Ideeli’s already amazing prices.

**Bespoke IT**

[Ghurka](https://www.odesk.com/leaving_odesk.php?ref=http%253A%252F%252Fwww.ghurka.com%252F" \o "You are about to go to a URL outside odesk.com" \t "_blank) is a company from another time – a time when people worked slowly, carefully, and made some of the best products ever offered. Ghurka focuses on extraordinarily high-quality handmade leather bags and other related accessories, and regularly dazzles customers with stylish, durable briefcases, luggage, and more that will likely outlive their owners.

When you’re making exquisite leather products by hand, there’s really no time to deal with computer issues. That’s why Ghurka hired us.

While Ghurka’s master craftsmen create works of art, we custom-designed Ghurka’s IT to ensure that it’s as solid as reliable as a Ghurka bag.

If you’re in need of an excellent gift for a business partner, or you just want to be the envy of the boardroom, drop by [Ghurka’s site](https://www.odesk.com/leaving_odesk.php?ref=http%253A%252F%252Fwww.ghurka.com%252F" \o "You are about to go to a URL outside odesk.com" \t "_blank) and use code [\_\_\_\_\_\_] to get a nice price on a gorgeous product.

**Bring Your ~~Daughter~~ Device to Work Day**

Companies are increasingly abandoning programs whereby they provide mobile devices to all employees and are shifting toward allowing each employee to use their own device. The trend is called “BYOD,” for Bring Your Own Device.

There are pros and cons, to be sure, but the best way to go about evaluating the program that will suit the needs of your business and its employees is to discuss it with an IT consultant.

“Us? How kind of you to ask! Why yes, we would be happy to provide you with such a service.” KJ can help you figure out:

* How to integrate a variety of popular devices into your IT system
* How to protect the integrity of your system and safeguard it from viruses
* What policies to adopt to ensure that all employees are on the same page
* Ways to minimize the costs of adapting to multiple devices

If done right, BYOD can greatly increase employee satisfaction and connectivity.

To schedule a conversation with KJ to hear the pros and cons of BYOD for your business, email us at [\_\_\_\_\_\_\_\_\_\_] or call us at [\_\_\_\_\_\_\_\_\_].

**“If it breaks, we replace it” is not an acceptable IT plan**

IT planning is critical to ensure reliable, speedy operation, lowered IT costs, and protection of systems and data. Unfortunately, most businesses ignore it for a patchwork approach that ultimately costs more due to 1) slow computers and networks, 2) buggy, problematic operation, and 3) data loss and viral catastrophe.

You need to get ahead of these things to turn IT into an advantage instead of a problem and cost generator, and the answer is proactive IT planning.

When you take the time to craft appropriate IT solutions and put together a plan for going forward, your systems meet your needs better, stay updated and protected, and, in the event that they fail, they “fail better” and recover more quickly. Replacing aging equipment for these reasons often ends up lowering costs and speeding growth!

Now that we’re getting into projecting next year’s budgets, this is the time to have a proactive talk about IT needs so that your business is built to perform and stays that way.

To get the ball rolling, email us at [\_\_\_\_\_\_\_\_\_\_] or call us at [\_\_\_\_\_\_\_\_\_], and we’ll help you tame the IT beast once and for all.

**The only person my password keeps out is ME!**

If you’re having trouble remembering that “Strong” password a website made you create (you know, the one that demanded four numbers, three Egyptian hieroglyphs, and seven symbols taken from your favorite quantum mechanics textbook?), help is on the way. There are dozens of apps that will retain your passwords securely and enter them for you as you browse the web, requiring you only to know the password for the app.

Now, if you could only remember THAT password …

Anyhow, a decent (and free) app that is worth checking out is [Password Safe](http://download.cnet.com/Password-Safe/3000-2092_4-10628141.html). Password Safe isn’t fancy in appearance, but it gets the job done and it won’t cost you a dime. It has robust functionality, and can be used on a variety of popular platforms and devices. Please note, however, that versions for other platforms and devices may require a purchase – it’s the main version for Windows that is free.

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That’s it for this quarter – we’re looking forward to hearing from you at [\_\_\_\_\_\_\_\_\_\_] and [\_\_\_\_\_\_\_\_\_], and solving all your IT challenges before they become IT disasters.

We also want to wish everyone a happy holiday season!