

Data storage and back up

Another challenge that faces accountants is data storage and backup. By the very nature of what they do, accountants hold large amounts of historic paperwork, all safely under lock and key. For those who have moved to a paperless solution, this still needs to be safe. Data backup is then the solution.

Offsite backup is essential. This is an easy piece of advice which accountants can also give to their clients. It does not require them to become IT experts or have a forensic understanding of how the client runs their systems. With the right kind of offsite backup, such as Beaming's DataChest which holds seven copies at a time in an encrypted form, if the client is compromised by ransomware such as Cryptolocker or loses their key financial information due to a system problem, the backup files will not be overwritten and they will be able to restore the files and ultimately continue to trade. That's good for them and good for the accountant.

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About the Author

Sonia Blizzard is the Managing Director of Beaming – a company that provides secure internet connectivity and data back-up services to a number of businesses across the UK. Coming from a corporate background in the telecoms industry, Sonia worked for a firm which is now known as BT Global Services, setting up Beaming in 2004. The company bridges the gap between actual business needs and IT; specifically the broadband and telephone connectivity that's vital for running a business day to day.

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I've got a confession to make. I'm a recovering intellectual. Before I escaped from cubicle nation, I thought that accumulating degrees and certificates was the way to succeed.

My mother thought that job security and my salary would be directly proportional to the number of letters that I had after my name.

So I got a huge shock when I attended my first lecture at Business School, because the first thing our MBA Professor, Manfred Kets De Vries, said to the class was, "If any of you were any good, you wouldn't be here." He said, "If you know what makes people *mad, sad and glad* and can consistently make people glad, then you'll be successful and won't need an MBA." Although it took me a few years to realise it, but Manfred was absolutely right.

We need to have sense-ational business strategies which stir the senses and the soul. Today's economies of soul require you to attract and addict people.

Influence and power are available as they have always been, to those who can provide experiences which excite, arouse and move people. In the past this was the likes of Winston Churchill, Martin Luther King and The Beatles. Now it's Steve Jobs's legacy at Apple, Coca Cola and The Dalai Lama.

The former Chief Scientist of Elizabeth Arden, Dr Parashu Singh said to me, "We're not really in the business of selling lipsticks and perfumes. We're in the business of selling hope. When a woman

Souled Out

By Sunil Bali

buys one of our cosmetics she's really buying hope. The hope that someone will tell her that she's beautiful." The same is true of men's grooming products. You only have to look at the majority of macho advertisements for razors and deodorants which focus on the guy getting the girl.

The future belongs to those who can capture people's feelings, emotions and imagination. Capitalists are becoming humanists because it pays.

If you compete at the level of functionality, capability and price then you're in danger of being commoditised and carted off. People expect great products and service but increasingly that's not enough. They need to be able to trust you to consistently make their lives better, put a smile on their face and lead them to a better place.

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About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having run a £50m business, Sunil has been responsible for hiring over 50000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

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