



PROFESSIONAL WOMEN'S  
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# Surviving in a Virtual World

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To stay one step ahead, we are all operating our lives and our offices virtually in one way or another. Whether it's a wireless laptop or tablet, Smartphones, Blackberry, or other mobile device, we are staying connected, with family and business while out of the "office". The truth is, the definition of the "office" is changing as business demands and technology evolves. As independent contractors, solopreneurs and small business owners, we struggle to "keep up" daily with tasks that drive productivity and ultimately the business. Working virtually has become a necessity, and not the exception.

Even our rolodexes have gone virtual with Linked In; social media has become an integral part of staying connected and creating our brand with sites such as Facebook, Instagram, Pinterest and Twitter; and with the evolution of the "cloud", document collaboration and storage, email, fax, and back ups (yes, backups – the thing that we all should be doing and don't) have been moved from local machines and on-site servers to cloud based functionality.

As a small business owner, operating in a virtual world securely and reliably while maintaining accessibility can be a daunting and overwhelming task. What are we to do with terms like SLA (Service Level Agreement), PCI-DSS (Payment Card Industry Data Security Standard), the all-important FISMA (Federal Information Security Management Act), Cloud Compliance, Disaster Recovery, and Cyber Liability? What about regulatory demands on how we store and process our data, credit card transactions, and send/store emails? And then there is antivirus, antispam, and antimalware to consider.

If there is one thing that small business owners know is that juggling multiple balls in the air is almost always necessary. Another known fact, though not often used, is that you don't always have to do it alone. Working with an independent technology consultant will allow you to navigate the requirements of applicable regulations and ensure that you are compliant.

Creating virtual partnerships with other small business owners to handle the non-core support and business functions allows you to focus on what drives your bottom line. Virtual teams work with you to take your business to the next level.

Often you hear that "I just can't afford to hire someone." Contemplate this....if you think hiring a professional is expensive, consider the cost of hiring an amateur (or not doing it at all).

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Dynamic Virtual Administrators, Inc. (DVA) has been operating since 2001 and is a team of virtual professionals that handles non-core support needs via email, phone, Internet and fax. For more information, or for a free consultation, visit the website at [www.DynamicVA.com](http://www.DynamicVA.com), or contact Ms. Granato at 877-873-9491 or by email at [Anna@DynamicVA.com](mailto:Anna@DynamicVA.com).

*"Time is what we want the most, but use the worst"* – William Penn