

# TECHNOLOGY TIMES

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

## Inside This Issue

Sneaky Ways  
Cybercriminals Access  
Your Network.....Page 1

Get A \$100 Amazon  
Gift Card .....Page 2

Watch Your Doors.....Page 3

**NEW GADGET:**  
The Movi Smartphone  
Projector.....Page 3

4 Reasons You Should  
Move Your Data To  
The Cloud.....Page 4

Tactics To Improve  
Company Culture.....Page 4

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"



## Sneaky Ways Cybercriminals Access Your Network And What You Can Do To Prevent It TODAY

Hackers prefer the little guy. The high-profile data breaches you read about in the news — the Facebooks and Equifaxes and T-Mobiles — are only the tip of the iceberg when it comes to the digital crimes being perpetrated day after day, especially against small businesses.

Today, according to a report by the National Cyber Security Alliance, 70 percent of hackers specifically target small businesses. Attracted by the prospect of easy money, they search for organizations that underspend on protection, have employees untrained to spot security risks, and subscribe to woefully out-of-date practices to protect their data. As a result, more than 50 percent of small businesses have been hacked, while 60 percent of the companies breached are forced to close their doors within six months.

Most business owners have no idea the danger in which they're putting their livelihood by leaving cyber security to chance. According to a survey conducted

by Paychex, 68 percent of small-business owners aren't concerned about their current cyber security standards, despite the fact that around 70 percent of them aren't adequately protected. In the face of an imminent, global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.

The tactics and software available to hackers become more sophisticated by the day. With so many unwitting victims, most criminals don't need to work hard to net a six-figure income. By sticking to tried-and-tested tools of the trade — phishing, ransomware and the subtle art of guessing users' passwords — they leech comfortably off the earnest efforts of small businesses all over the world.

So, what's to be done? First things first: educate yourself and your team. Protect your organization against phishing by fostering a healthy skepticism of any

*Continued on pg.2*

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Continued from pg.1

email that enters your inbox. Make it a habit of hovering over hyperlinks to check the actual destination before you click. If an email is coming from someone you know, but the email address is different, verify it with the other party. And never, ever send passwords or personal details to anyone over the internet if you can avoid it.

Speaking of passwords, you probably need to upgrade yours. The majority of folks use the same password for everything from their Facebook account to their business email. The fact that this includes your employees should make you shudder. It may not seem like a big deal — who's going to take the time to guess SoCcErMoM666? But aside from the fact that simple software enables hackers to guess even complicated passwords in minutes, that's not usually necessary. Instead, they can just look at the data dumps from a recent, more high-profile breach — like the Equifax fiasco — pull your old info from there and type it into whatever profile they want to access. If you keep your passwords the same across sites, it won't take them long to dig into your most precious assets. To avoid this, implement a strict set of password regulations for your business, preferably incorporating two-factor authentication and mandatory password changes every few weeks.

**“In the face of an imminent global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.”**



Of course, you can read up on hacking techniques and teach them to your team until you're blue in the face, and a data breach can still occur. Cybercrime is constantly evolving, and staying abreast of its breakneck pace takes a dedicated awareness of the latest protective tools and measures.

That's why the single best weapon to defend against the hackers at your door is to find a managed service provider (MSP) with a background in digital threat defense to partner with your organization. These companies not only regularly monitor your network, they also keep it updated with the latest patches and measures to prevent the worst. If crisis somehow still strikes, they'll be able to get your network back up in minutes rather than days, equipped with an expert knowledge of your systems and years of experience in the field.

In today's digital world, leaving your cyber security to subpar antivirus and wishful thinking is more than irresponsible — it's an existential threat to your company. With a little savvy, a bit of investment and a second opinion on the circumstances of your company security, you can rest easy knowing that no matter what comes, you're protected.

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## Shiny New Gadget Of The Month:



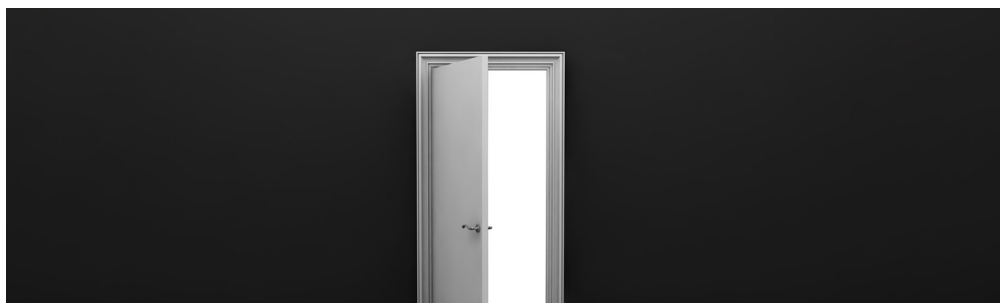
### This Smartphone Is Also A Projector: Introducing The Movi

Sure, your big honking iPhone or massive Android is impressive, but does it have a screen the size of an entire wall?

The Movi is the first smartphone to integrate a built-in pico projector into its design, allowing users to project 720p images up to 200 inches in size wherever they are. At only \$599, it's a bargain when compared to other comparable projectors.

However, there are caveats: the Movi's FHD phone screen can't compare to its higher-end OLED competitors, and its camera leaves something to be desired. But if you're an avid video buff with a mind for convenience, the Movi may be just what you're looking for.

# Watch Your Doors



When was the last time you looked at the doors to your business? It isn't just about who comes in; it's also about how.

Let me give an example. A new restaurant opened near my office. It's been very successful, and I eat there regularly. The only problem is the horrendous door you have to go through to get in. Opening it causes an obnoxious grating sound, not unlike a few metal tomcats duking it out in an alley. The pull is hard and inconsistent. At first I thought they'd fix it, but since it hasn't been dealt with in months, it's clear to me that the owners don't give much thought to the first impression it creates.

Actual doors are important, but the metaphorical doors to your business are even more important. These "doors" are entry points, drawing people in or keeping them out. They can welcome or they can warn.

What about the doors to your business?

Your website is your online door. Is it aesthetically pleasing? Easy to navigate? Up-to-date? Can a visitor quickly find contact information? Does it just advertise, or does it make it easy for visitors to actually take action?

Your phone is a door too. Whether answered by a person or a recorded message, it speaks volumes about your professionalism and punctuality.

The way you handle service and support is yet another door. How easy is it for a customer to schedule a repair? Do techs arrive when promised? Are they professional in appearance and friendly in demeanor?

Then there's your social media accounts. What image do your various platforms convey? Does your social media support or detract from your brand?

Your office environment is another. Is it a place customers enjoy or endure? If you serve coffee, how good is it?

Gordon Hinckley said, "Eternal vigilance is the price of eternal development." Paying attention consistently will allow you to develop and achieve success. Ignoring the doors, literal and metaphorical, can be costly.

A good door makes it easy for customers to enter. A great door invites them in and sets the tone for what follows. Make sure yours immediately conveys everything you want others to know about your business.



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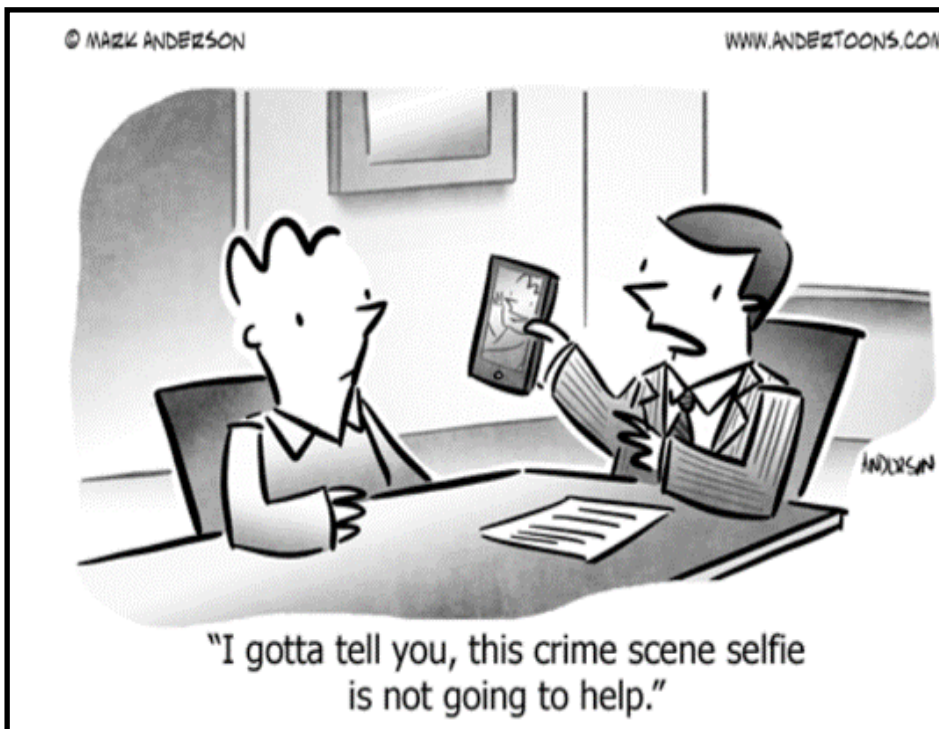
## ■ 4 Reasons You Should Move Your Data To The Cloud TODAY

If you're one of the skeptics holding out on incorporating cloud technology into your business, you're in the minority. Today, a full 93% of businesses now use the cloud in their day-to-day operations, according to RightScale. Here's why.

- The cloud increases profits. The nimble, location-flexible nature of the cloud enables lean, remote operation from anywhere in the world, increasing the bottom line of SMBs.
- The cloud boosts efficiency. Without the need for data silos, cloud applications can drastically reduce

bottlenecks and failures.

- The cloud saves money. Instead of paying to maintain unused hardware, the cloud allows you to pay low monthly fees, reducing wasted funds.
- The cloud is more secure. Backups are that much easier to implement and access, meaning that your business can be up and running after a data breach in minutes rather than days. *Smallbiztrends.com*, 11/27/2018



## ■ Top Tactics To Improve Company Culture

A healthy company culture does more than make work life bearable – it draws in talent and increases productivity. But contrary to what some CEOs may believe, culture begins with leadership. To bolster a positive, winning environment in your business, make sure that above all, your team embodies the core values of your organization. Hire and fire by the standards you've set, and build an organization that seeks to bring meaning to the business you do.

Also, be sure to maintain transparency at every turn. Nothing erodes trust and good vibes like secrets or the rumors they spawn, yet many leaders struggle to understand that, when faced with a difficult situation, a thorough explanation will win the loyalty and consideration of those you work with.

Finally, keep your vision locked on your organization's long-term goals. With a clear focus in mind for your employees, it's that much easier for everyone to stay on the same team and continue to push forward in earnest. Short-term wins are important, sure, but it's the visionary in you that will become someone to rally around for the long haul.