

# TECHNOLOGY TIMES

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

## What's New

It's only one short year until Windows 7 is discontinued and Windows 10 becomes the defacto 'that's it, this or Mac' operating system for all computers. Many of you wait until all the bugs are out, or until it's tried, tested, and true and if so.... now is the time to upgrade your network. With Server 2019 out now and all it's advanced features for access and security, there's no better time to upgrade your server and workstations and start the 2020's with a faster, more secure and safer computer environment. Call us today and we can help!

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This monthly publication is provided courtesy of John Kistler, Business Owner of JB Tech, a St. Louis based Full Service IT Company for more than 25 years

Our Mission: To build a community of successful-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



## 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 – your 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 those organizations who underspend on protection, who have employees untrained to spot security risks, and who subscribe to woefully out-of-date practices to protect their data.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 companies breached are forced to close their doors within six months.

Most business owners have no idea the danger they're putting their livelihood in by leaving cyber security up 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, but with so many unwitting victims, most criminals don't even need to work that hard to net a six-figure income. By sticking to two 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? Well, first things first: You need to educate yourself and your team. Protect your organization against phishing by fostering a healthy

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skepticism of any email that enters your inbox. Make it a habit of hovering over hyperlinks to check their 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 even usually necessary. Instead, they can just look at the data dumps from a recent more high-profile breach — think the Equifax fiasco — pull your old website from there and type it into whatever profile they want to access. If you keep all 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.

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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 your single best weapon to defend you against the hackers at your door is to find a managed service provider (MSP) with a background in defending against digital threats 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. And 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 up to a subpar antivirus and some wishful thinking is more than irresponsible — it's an existential threat to your company. But with a little savvy, a bit of investment and a second opinion on the circumstances of your company's security, you can rest easy knowing that no matter what comes, you're protected.

## Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of February.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

## Shiny New Gadget Of The Month:



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

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

The Movu 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 Movu'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 Movu 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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## JB Image Based Backup - it just works!

We added this service last year and already we have three 'saved my bacon' stories to choose from. In all three cases, the computer hard drive either stopped working or the computer wouldn't turn on or there were other weird issues that happened and 3 for 3, we just did a restore from the previous night and the data was there and the PC just worked and it was like the 'rewind' button or the 'do-over' button or the 'mulligan' button and the client was all smiles. Call us today for yours.

Get More Free Tips, Tools and Services At Our Website: [www.jbtech.com](http://www.jbtech.com) or [www.fixedforver.com](http://www.fixedforver.com)  
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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.

## Thank you very much for your referrals!

Every single day a new prospect or client calls us or walks into our office with a question or a comment about their equipment or a laptop, computer, server or failed hard drive and they all say the same thing, "a friend of mine told me about you guys" or, "I was told that you guys will take care of me" or, "take it to JB, they know what they are doing there" or "you are the ones who say it's not dead, right?".

Even though we advertise like mad, on the radio, with a billboard, on Facebook, with our mailed and emailed newsletter, and our weekly techtips, we still receive the most new clients from referrals and we love that! It's still that way after 25 years! So all of us at JB would like to take the time to say "THANK YOU!" Referrals still are almost half of our business!

We really appreciate the confidence in us and our ability to solve all of your IT problems, we want to be the best IT company in the St. Louis area and your referrals and continued support help us to do better each and everyday. You are the reason that we are continuing to grow each month and can add new products and services.

**PC, Mac and Network Support, New and Refurb PC's, Laptops, 2in1's, Repair Services, Onsite Services, Cloud Backup and Fully Managed Plans!**