



# Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • June 2016

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## The Lighter Side....

### ***Puns for Higher IQ Part 2***

If you don't pay your exorcist, you get repossessed

With her marriage, she got a new name and a dress

The man who fell into an upholstery machine is fully recovered

You feel stuck with your debt if you can't budge it

Local Area Network in Australia - the LAN down under

Every calendar's days are numbered

A lot of money is tainted -Taint yours and taint mine

A boiled egg in the morning is hard to beat

He had a photographic memory that was never developed

A midget fortune-teller who escapes from prison is a small medium at large

Once you've seen one shopping center, you've seen a mall

Bakers trade bread recipes on a knead-to-know basis

Santa's helpers are subordinate clauses

Acupuncture is a jab well done

A man's home is his castle, in a manor of speaking

## Hack Alert: TeamViewer

TeamViewer is a service that allows computer professionals and consumers to log into their computers from remote locations. It was reported that TeamViewer was hacked and user names and passwords were stolen. TeamViewer is denying responsibility, maintaining that any fraudulent or malicious activity is likely the fault of the user. Critics have speculated TeamViewer itself has fallen victim to a breach that's making the mass hacks possible.

TeamViewer spokesman Axel Schmidt acknowledged in an interview with Ars Technica (<http://arstechnica.com>) that the number of takeovers was "significant," but he continued to maintain that the compromises are the result of user passwords that were compromised through a cluster of recently exposed megabreaches involving more than 642 million passwords belonging to users of LinkedIn, MySpace, and other services. Yet users are claiming that even with 2FA and unique very long generated passwords they were hacked.

Some users were actively using their system, noticed the attempted remote session logon and were able to cancel the request— **we had a client who experienced this exact situation**. Others came back to find a completed remote session, while others still only realized when their email accounts were suddenly full of purchase receipts from eBay, Amazon, and PayPal.

### **If You Have TeamViewer**

Check if your account has been accessed, or access has been attempted by anyone other than yourself. Head to the TeamViewer Management Console website, once you've logged into your account head to the top-right corner and click on your username, followed by Edit Profile. Select Active Logins, this will list every device and location that has access your account within the last year.

If your account has been accessed, immediately change the password and enable two-factor authentication. Or, safer yet, simply uninstall TeamViewer until this debacle comes to an end.

Then change ALL of your passwords. There is an application out there that essentially reveals and exports all of your currently saved browser passwords into an easily readable plaintext file. This isn't a super hacking tool—it is openly available, but can be extremely dangerous in the wrong hands.

## Separating Yourself From The Start-up Pack

Many of America's favorite companies began as a small start-up.

Ben & Jerry's sold ice cream out of an old gas station when they first opened in 1979. Mark Zuckerberg created Facebook in his college dorm room. Starbucks started with just one location in Seattle, Washington.

The ability to scale up is a defining trait among businesses that want to move ahead of the start-up pack. To do that, companies must learn how to lose the start-up mentality and focus on a few key areas.

### Building A Great Team

Nancy McCord, chief talent officer at Netflix, said, "The best thing you can do for employees - a perk better than foosball or free sushi - is hire only 'A' players to work alongside them."

Top talent likes to work with other top talent. Create a culture where team members challenge each other, learn together and propel the company forward. If your top talent is too busy managing disengaged, subpar workers, the work will get old very quickly. No one wants to go to work and babysit fellow team members.

To create a team of top-tier talent, focus your energy on engaging current members and improving the hiring process. Create a company scorecard for job candidates. Outline the type of person who excels in the position and the character traits they must possess. If an applicant doesn't meet the criteria, politely decline to pursue them further.

### Choosing The Right Strategy

Your company's strategy is the roadmap that tells you how to get from where you are to where you want to be. It's the defined path that your start-up will take in order to grow and become a leader in your industry. You should live, breathe and make decisions based on this strategy.

This requires more than just vague goal-setting. What matters most to your organization? What's your mission? All of these should be taken into consideration before you pick a strategy. Once this strategy is established, your senior leadership should meet weekly to discuss its progress.

Include your entire team in the execution of the strategy and educate them on the "why" behind it. Each employee should have a solid knowledge of the company values, foundation and proposed direction of the company. This transparency will also aid in retaining the top talent you worked hard to recruit.

### Improving Your Cash Flow

Your cash conversion cycle (CCC), or the amount of time it takes for a dollar spent to make its way back into your bank account, is one of the most important metrics to watch while scaling your business up. Growth requires money, and the faster you scale up, the more money you need. Learn how cash flows through your organization.

Scaling up is possible, but it takes focus and dedication to these three areas. Every industry-leading company started somewhere, and there's no reason why your organization can't be next.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

## Shadow IT: Ignore At Your Own Risk

It's one of those little secrets that nobody wants to talk about...

The term "Shadow IT" refers to apps and devices used at work that operate outside your company's sanctioned policies and protocols.

Shadow IT takes many forms, like conversations on Facebook Messenger, Google Hangouts, Gmail or Skype. It can include software from Excel macros to cloud-based data storage apps such as Dropbox, Google Docs and Evernote. Or collaboration spaces like Slack, Asana and Wrike. And then there are devices: USB sticks, smartphones, tablets and laptops within your network that you have no control over.

Robert J. Moore, CEO of RJMetrics, relates how companies like Slack and Dropbox craft their pricing models to encourage rapid proliferation. One day, a few of his engineers were using Slack, then all the engineers, then the whole rest of the company was using it. He said, "We reached a point of no return and paying for it was pretty much our only option."

### The Hidden Dangers of Shadow IT

When users on your network adopt apps and devices outside your control, protocols aren't followed, systems aren't patched, devices get infected without people knowing it and data breaches happen... As a result, confidential information can be exposed, accounts taken over, websites defaced, goods and services stolen, and precious time and money lost.



Not only that, you end up with siloed information in unknown places, data compliance issues and missed opportunities for bulk pricing.

The obvious solution would be to crack down and forbid use of all but company-approved devices and apps. Unfortunately, that tends to slow things down, stifling productivity and innovation.

Bringing your shadow IT out into the light.

Obviously, burying your head in the sand won't make the problem go away. Here's what you can do to not only take control of the situation, but actually use it to drive innovation and agility at your company.

- **Cut loose the "control" mentality.** It's no longer feasible to simply ban certain apps. If you don't give employees

the software they prefer, they June start using their own. They can easily access a vast and growing variety of apps, all without your help – or control.

- **Recognize the delicate balance between risk and performance.** Evaluate risk on a case-by-case basis. Then take control of high-risk situations and keep an eye on the rest.
- **Foster open communication.** Get employees involved in creating intuitive policies. You can turn them from your greatest risk to your greatest asset by leveraging their input and ownership of protective protocols. This helps everyone maintain security while keeping practical needs for performance in mind.
- **Develop a fully tested plan.** Even if it's only 70% complete, a tested plan will be far more useful when the need inevitably arises than a 100% complete plan that's not fully tested. Most managers underestimate the confusion that occurs in the first few days following a breach.

Unfortunately, that confusion can create a defensive rather than constructive atmosphere centered on discovering how, when and where the breach occurred. A comprehensive incident response plan can go a long way toward achieving a speedy resolution, and keep an otherwise manageable event from turning into a full-blown business crisis

### Finding the Right Balance

Focusing only on security and asset protection can drag down business performance quickly. However, balancing risk with performance enables you to maximize your return from investments in detection and response. It also helps you become more adept at adjusting as the security landscape changes. By developing your organization's ability to recognize threats and respond effectively to incidents, you can actually take risks more confidently and drive business performance to a higher level.

BSSI2 can help you with this. Our proprietary Security Assessment helps you take the friction out of data protection. Contact us today at 312-752-4675 or tickets@bssi2.com and put an end to Shadow IT in your organization finally and forever.

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***“We make all of your  
computer problems go away  
without the cost of a  
full-time I.T. staff”***

Shiny New Gadget of the Month

***What If Your Smartphone  
Had Wings?***



Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may still be available at [xcraft.io/phone-drone](http://xcraft.io/phone-drone)



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