



Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • February 2017

Scott Bernstein, CPA President Nick Espinosa CIO & Chief Security Fanatic

The Lighter Side....

Just read that 4,153,237 people got married last year, not to cause any trouble but shouldn't that be an even number?

Today a man knocked on my door and asked for a small donation towards the local swimming pool. I gave him a glass of water.

If I had a dollar for every person that found me unattractive, they would eventually find me attractive.

When wearing a bikini, women reveal 90 % of their body... men are so polite they only look at the covered parts.

A recent study has found that women who carry a little extra weight, live longer than the men who mention it.

Relationships are a lot like algebra. Have you ever looked at your X and wondered Y?

You know that tingly little feeling you get when you like someone? That's your common sense leaving your body.

Did you know that dolphins are so smart that within a few weeks of captivity, they can train people to stand on the very edge of the pool and throw them fish?

ACCOMPLISH MORE BY DOING LESS

As I've considered what some of today's greatest achievers - Richard Branson, Maria Shriver, Arnold Palmer, Tony Hawk, John Wooden and Colin Powell, among many others - have accomplished in their lifetimes, I've thought about why many of the rest of us work harder and put in longer hours without achieving the same big results. What makes the difference?

After a great deal of thought, I realized the key is not to do more or work harder; the key is actually to find ways to do less and think more, to be less busy and more productive. In this, I have struck upon the very secret to what separates the super-achievers from the rest of us.

I've started applying this strategy in my own life and work. And I'd like to share with you three of the principles I have found to move from stress-filled "success" to super-achievement and a more balanced lifestyle filled with joy, harmony and personal fulfillment.

Learn to Stop Doing

Reevaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life.

Consider: if you spent just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

Create and Protect Your Boundaries

For a workaholic, these are dangerous times. The natural boundaries of time allocated to work, personal and family have been obliterated. Technology has penetrated the walled garden separating these important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

Put a junk filter on your life.

To filter incoming requests, you must first become clear on what you want.

Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take?

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Technology Tidbits

Your phone may be spying on you, warns Edward Snowden.

While TV is a medium you watch, the Internet is a medium that watches you, as you watch... For example, intelligence agencies—or anyone else, for that matter—can run a nifty little piece of malware called “Nosey Smurf” on your phone to listen in on everything going on all around you. And it’s not just phones. Internet-enabled devices—from Amazon’s Echo to your new toaster—can have “ears,” waiting for your command...or be used for more nefarious purposes. Snowden’s warnings presaged last year’s DDoS attack on DNS host Dyn that used connected devices like DVRs and even baby monitors to take down major sites like Twitter, Spotify and Amazon. *-Forbes*

This simple, 30-second breathing exercise wakes you up like a cup of coffee.

Whether you skip caffeine to get a better night’s rest, or just wake up

slowly, here’s a quick way to activate your brain and give yourself an energy boost. It can help you beat that mid-afternoon slump, or to just get going in the morning. If you’re doing it in the office, find a quiet place, like an unused corner or stairwell. Stand up straight, arms gently at your sides. Leaving your elbows pointing down, raise your hands up to shoulder level. Now, inhale deeply and raise your hands and arms straight up over your head. Quickly exhale and lower your arms. Repeat for 30 seconds, or until you’re re-energized. *-Lifehacker*

No bigger than a water bottle when folded, this “personal drone” is packed with features.

DJI’s new “prosumer” drone, the Mavic Pro, crams lots of excitement into its compact size. Unlike other, more confusing foldable drones, it’s a snap to fold or unfold. Yet, at \$999, including a light yet rugged remote, it’s not just a toy. The Mavic Pro can climb at 16.4 feet per second up to 1,640 feet, and can fly as far as eight miles away at speeds up to 40 mph,

though you’ll start in newbie mode, at a top speed of 27 mph and max height of 400 feet. Its camera features obstacle detection and gesture recognition, and shoots 4K video, stored or streamed.

-Mashable

Uh-oh...these AI machines just created their own secret language. And they’re probably talking about us right now...

Well, sort of. And the last part is certainly not true. As far as we know... Google’s AI team recently ran across something curious. Back in September, Google announced its Neural Machine Translation system had gone live. Using deep learning, it improves translation from one language to another. But the AI guys decided to take it a step further. Until then, they had to teach the machine how to translate. But having learned the process, could the machines then translate unfamiliar languages on their own? Turns out they can. So can they now talk among themselves? We don’t know... Don’t panic (yet), but do stay tuned. *-TechCrunch.com*

What are your three most important goals for the year? This month? This week? Today?

After identifying your values, goals and priorities, put a junk filter on everything else and keep it out of your inbox and off your to-do list.

Don’t Just Learn...

Knowledge isn’t power; it’s the potential of power. What you do with knowledge is where the power lies.

Don’t just read a book and put it down.

Read it, summarize the key ideas, then write out how you’re going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

I hope you’ll take time to stop and examine your life and incorporate these principles into your daily routine on your journey to super-achievement. Remember: it’s not what you know; it’s what you do.



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That Fake App Just Stole Your ID

Ryan loved tweaking photos on his Android phone.

He'd heard rave reviews from his friends with iPhones about Prisma, a new iOS app for image editing. So when he heard Prisma would soon be released for Android, he logged in to the Google Play Store to see if it was there yet.

To his surprise, he found one that looked just like what his friends were describing. Delighted, he downloaded and started using it. Meanwhile, the app – a fake – was busy installing a Trojan horse on his phone.

When he got to work the next day, he logged his phone into the company network as usual. The malware jumped from his phone to the network. Yet no one knew. Not yet, but that was about to change...

Now, this isn't necessarily a true story (at least, not one we've heard of – yet...), but it absolutely could have been. And similar situations are unfolding as you read this. Yes, possibly even at your company...

Fake apps exploded onto iTunes and Google Play last November, just in time for holiday shopping. Apple "cleaned up" iTunes in an effort to quell users' concerns, but hackers still find workarounds. Unfortunately, these fake apps pose a real threat to the security of your network. Especially if your company has anything but the strictest BYOD (bring your own device) policies in place. And the more your network's users socialize and shop on their smartphones, the greater the risk of a damaging breach on your network.

Fake apps look just like real apps. They masquerade as apps from legitimate merchants of all stripes, from retail chains like Dollar Tree and Footlocker, to luxury purveyors such as Jimmy Choo and Christian Dior. Some of the more malicious apps give criminals access to confidential information on the victim's device. Worse yet, they may install a Trojan horse on that device that can infect your company's network next time the user logs in.

So what can you do?

First, keep yourself from being fooled. Anyone can easily be tricked unless you know what to look for. Take the following advice to heart and share it with your team:

Beware of Fake Apps!

In case you weren't aware, one of the latest and most dangerous Internet scams is fake apps. Scammers create apps that look and behave like a real app from a legitimate store. These fake apps can infect your phone or tablet and steal confidential information, including bank account and credit card details. They may also secretly install on your device malicious code that can spread, including to your company network.

Take a moment and reflect on these five tips before downloading any app:

1. When in doubt, check it out. Ask other users before downloading it. Visit the store's main website to see if it's mentioned there. Find out from customer support if it's the real McCoy.
2. If you do decide to download an app, first check reviews. Apps with few reviews or bad reviews are throwing down a red flag.
3. Never, EVER click a link in an e-mail to download an app. Get it from the retailer's website, or from iTunes or Google Play.
4. Offer as little of your information as possible if you decide to use an app.
5. Think twice before linking your credit card to any app.

Most importantly, get professional help to keep your network safe. It really is a jungle out there. New cyberscams, malware and other types of network security threats are cropping up every day. You have more important things to do than to try and keep up with them all.

The Most "Bullet-Proof" Way To Keep Your Network Safe

Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call us TODAY at 847-551-4626 or e-mail me at sbernstein@bssi2.com and let's make sure your systems are safe. I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.



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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

A Keyboard Designed Just for Lawyers



Brian Potts, lawyer and founder of Pro-Boards LLC, has developed the LegalBoard, a computer keyboard designed specifically for lawyers.

Explaining why he developed LegalBoard, Potts said *“I was furiously writing a brief when I went to insert a section symbol. As was my custom, I had to stop what I was doing, use the mouse, go to insert a symbol, find the section symbol and hit insert. This process stopped my train of thought, took up my precious time, and more than anything else, was incredibly annoying.”*

With LegalBoard a simple press of a single key instantly switches you into legal mode, with keys that allow you to:

- Add a \$, ¶, or © symbol
- Turn underline, *italics*, or **bold** functions on and off
- Turn track changes on and off
- Start a bullet list
- Add a footnote or comment, then jump back to the main text
- Find a term in your document, then jump back to

the main text

- Change line spacing
- Turn small caps on and off
- Insert common citations and legal words like “court”, “plaintiff”, and “id.”
- And much more!

These functions all work in Word and some also work when typing emails in Microsoft Outlook.

The functions are all available via the F1 through F12 keys and on the number pad. The keyboard can toggle between legal mode and standard mode, so the number pad and function keys can function normally whenever the user wants.

The LegalBoard is available at legalkeyboards.com for \$65.

Having now designed a keyboard for lawyers, Potts says his company will go on to create keyboards for other professionals, including doctors, engineers and journalists.

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“What about Instagram?”