



Innovations

Review Twice, Implement Once. Doing IT Right the First Time. • February 2018



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5 WAYS YOUR EMPLOYEES WILL INVITE HACKERS INTO YOUR NETWORK

Whether they're criminals or heroes, hackers in the movies are always portrayed as a glamorous group. When it comes down to the wire, these are the individuals who crack into the ominous megacorporation or hostile foreign government database, hitting the right key just in the nick of time. They either save the day or bring down regimes, empty the digital vault of the Federal Reserve or disable all the power plants in the country. It's always a genius up against an impenetrable fortress of digital security, but no matter what, they always come out on top.

In real life, it's rarely that difficult. Sure, if you look at the news, you might believe hackers are close to their Hollywood counterparts, stealing data from the NSA and nabbing millions of customer records from Equifax. But the majority of hacks aren't against the big dogs; they're against small to mid-sized businesses. And usually, this doesn't involve actually hacking into anything. A lot of the time - approximately 60% according to the Harvard Business Review - an unwitting employee accidentally leaves the digital front door open.

The biggest threats to your company aren't teams of roaming hackers; they're your employees. Here's why.

- 1. They'll slip up because they don't know any better.**
With the proliferation of technology has come an exponential rise in digital threats of such variety and complexity that it'd be impossible for the average person to keep track of it all. Each of your employees' lives are a labyrinth of passwords, interconnected online accounts and precious data. If their vigilance slacks at any point, it not only leaves them vulnerable, but it leaves your company vulnerable as well. For this reason, most cyber-attacks come down to a lack of cyber security education.
- 2. They'll let you get hacked on purpose.**
It's a sad fact that a huge portion of digital attacks are the result of company insiders exposing data to malicious groups. Whether it's info vital for your competitive advantage, passwords they can sell to hacker networks to make a quick buck or sensitive data they can make public simply to spite your organization, it's difficult to protect against a double agent.
- 3. They'll trust the wrong person.**
For many hacks, little code is needed whatsoever. Instead, hackers are notorious for posing as a trusted member of your own team. And if you believe that you'd be able to spot an impostor from a mile away, you may want to think again. Not only is it easier than ever to crack individual users' e-mail passwords and login credentials, and personal info is now littered throughout social media. A simple visit to Facebook can give a hacker all they need to know to "social hack" their way into the heart of your business.
- 4. They'll miss red flags while surfing the web.**
Clickbait is more than a nuisance plaguing your social media feeds. It can be a powerful tool for hackers trolling for easy prey. If an employee doesn't understand what exactly makes a site or link look dubious, they may open themselves - and your company - to browser exploits or other types of attacks.
- 5. They're terrible at passwords.**
According to Entrepreneur.com, "3 out of 4 consumers use duplicate passwords, many of which have not been changed in five years or more." Even more of those passwords are simply weak, inviting easy access for unsavory elements. Many people brush off the importance of strong passwords, but the risks posed by the password "123456" or "password" cannot be overstated.

When it comes to defending your precious assets against digital threats, it can seem impossible to protect yourself at every turn. But there is one way you can make a concrete change that will tighten up your security more than you realize: educating your people. Through a comprehensive security training program, including specific examples of methods hackers use - particularly phishing - you can drastically minimize the risk of an employee accidentally opening up a malicious e-mail or posting sensitive info. When you make a concerted effort to make the entire organization vigilant against cyber-attacks, you're much less likely to be targeted.

BSSi2 ANNOUNCEMENT: Changes to our Purchasing Process

We are consistently looking for ways to make doing business with BSSi2 more convenient. As part of the endeavor we have made multiple updates in our purchasing process:

- 1) We are excited to announce that Nicole Stansbury, which many of you already know, will now be doing purchasing for BSSi2. Nicole has the technical knowledge to assist in making proper recommendations and specifications for your needs. She also is very detail oriented and thorough. We know that Nicole will thrive in this role. You can reach Nicole directly on her office phone at 312-752-4673.
- 2) We have created a new email address: purchasing@bssi2.com. You can now create a purchasing request ticket the same way you create a service support ticket: by emailing us! This process provides transparency and updates to you, in real time. Our goal is to continue to deliver professional and convenient quotes and services to you and all of our client base.



- 3) We have moved to a new quoting tool: ConnectWise Sell. We are now able to deliver quotes with multiple options, giving you the ability to select what your preference is directly on the quote. In addition, ConnectWise Sell allows you the flexibility to view a PDF version of your quote as well as to sign electronically for faster processing.

The Lighter Side....

Hello! Is this Gino's Pizza?
 No sir - it's Google Pizza.
 I must have dialed a wrong number.
 Sorry.
 No sir - Google bought Gino's Pizza last month.
 OK. I would like to order a pizza.
 Do you want your usual, sir?
 My usual - you know me?
 According to our caller ID data sheet, the last 12 times you called you ordered an extra-large pizza with three cheeses - sausage - pepperoni - mushrooms and meat balls on a thick crust.
 OK - that's what I want .
 May I suggest that this time you order a pizza with ricotta - arugula - sun-dried tomatoes and olives on a whole wheat, gluten free, thin crust?

What? I detest vegetables.
 Your cholesterol is not good, sir.
 How the hell do you know?
 Well, we cross-referenced your home phone number with your medical records. We have the result of your blood tests for the last 7 years.
 Okay, but I do not want your rotten vegetable pizza! I already take medication for my cholesterol.
 Excuse me sir, but you have not taken your medication regularly. According to our database, you only purchased a box of 30 cholesterol tablets once, at Drug sale Network, 4 months ago.
 I bought more from another drugstore
 That doesn't show on your credit card statement.
 I paid in cash.

But you did not withdraw enough cash according to your bank statement.
 I have other sources of cash.
 That doesn't show on your last tax return unless you bought them using an undeclared income source, which is against the law.
 WHAT THE HECK? ! ! !
 I'm sorry, sir, we use such information only with the sole intention of helping you..
 Enough already! I'm sick to death of Google - Facebook - Twitter - WhatsApp and all the others!! I'm going to an island without internet - cable TV - where there is no cell phone service and no one to watch me or spy on me!!
 I understand sir - but you need to renew your passport first. It expired 6 weeks ago.

The Process

Nick Saban, head football coach at the University of Alabama, has won five national championships, one while he was head coach at LSU and four at Alabama. The four championships at the University of Alabama have happened in a span of only seven years – the biggest run in college football history.

In football, you can only put 11 men on the field at one time. It's your best against their best, and while talent is critical, it's far from everything. What is Alabama's magical formula for success, and why do so many teams have trouble duplicating it?

A few years ago, Coach Saban asked me to present a program on communication to his coaching staff. In his world, recruiting star athletes is paramount to their success, and he wanted his coaches to make the best presentation possible to the athletes they wanted to play for Alabama.

I learned a lot of things about Coach Saban and Alabama football preparing for my three-hour program. There are a lot of coaches, managers, bosses, and leaders out there who never mix with the people on the front lines. Not Coach Saban; he is all about being on the ground level, getting "dirty" in the details. In fact, I don't believe I have ever met anyone as detailed as he is. Meetings and practices are planned to the minute, and everyone

understands what is expected of them and how they are to accomplish it. In the football world, he's become famous for what most call "The Process." As he puts it, "The Process is much more important than the result."

The critical element of his success is a simple way of breaking everything down into manageable parts. He owes this technique to Dr. Lionel Rosen, a Michigan State University psychiatry professor he met when he coached there in the late 90s. Dr. Rosen studied cognitive therapy used in the Alcoholics Anonymous recovery program and found the best way to succeed was to deal with the moment, not the future or past. If you handle the moment correctly, the final result will work out.

Dr. Rosen pointed out to Coach Saban that the average play in a football game lasts only about seven seconds, and that is where he needed to concentrate. The last play is done – it's the next play, the next seven seconds, that counts. Ensuring that his players know exactly what they have to do in those seven seconds, without hesitation, is all that matters.

The same is true in business. By breaking down what you do into manageable segments of time and function, you will be better able to achieve the results you desire. But remember, everyone needs to understand what is expected of them and how they are to accomplish it.



*Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books *How To Soar Like An Eagle In A World Full Of Turkeys* and *52 Essential Habits For Success*, he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

Technology Tidbit

Drop These 4 Habits For A Successful 2018

Drop These 4 Habits For A Successful 2018 Today, the business world is more rapid, complex, and volatile than ever before in history, a trend that shows no signs of slowing down. With that in mind, it's vital that entrepreneurs tighten up their business practices now, not later.

Here are four bad habits to kick in order to shed your company's sluggishness and step fully into the

modern marketplace:

- 1) Procrastinating training investment: Investing in comprehensive training resources, which expands the skills of both you and your employees, can ensure you stay competitive in the midst of constant change.
- 2) Amassing knowledge without applying it: With millions of well-meaning advice articles plastered across the Internet, it's easier than ever to learn new principles. But you can't stop there. Actively implement

the knowledge you gain, instead of keeping it locked away in your mind.

3) Expecting ideas to come from the top down: Today's savvy business owner doesn't solely channel those at the top of the organization chart. Instead, they welcome ideas from all levels of the company.

4) Busywork: Too many leaders get caught up in output metrics instead of outcomes. Get the numbers out of the way and watch your employees shine.

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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

August Doorbell Cam Pro



It's 3 a.m. You and your family are all tucked away in your beds, snoozing away. Suddenly, the doorbell rings, and everyone is shocked awake. Who is that? What do they want? And, most importantly, what should you do?

It's a dicey situation, but luckily, modern technology has an answer – the August Doorbell Cam Pro. Another addition to the endless list of “smart home” offerings, the device is a small, unassuming square doorbell. At any time – say, when a dark figure is looming on your porch in the middle of the night – you can open up your phone and take a look through the August Doorbell's camera. After that, if you feel like a conversation is in order, you can talk through the device's built-in microphone and speakers. With the ability to sync up to August's smart locks and Amazon's Alexa, the August Doorbell Cam Pro is a vital and convenient security addition to any smart home. cnbc.com



“I remind you that I recommended against upping our game while simultaneously taking it to the next level.”

**Claim your
FREE Network and Security
Assessment today!**

Feel like your computer is out of gas? Having network issues that are delaying your daily operations? Give our IT professionals a call today for your FREE Network Security Assessment. We will inventory your current technology, check network security, review your back-up solution and deliver a report including outstanding issues and possible solutions. It's amazing how a simple review of your current operations can reveal cost and time saving opportunities.

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