



# Innovations.

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



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## IF YOU'RE STILL ON WINDOWS 7 IN JANUARY YOUR COMPANY WILL BE AT RISK

Tick tock, tick tock. The clock is ticking. Windows 7 and Windows Server 2008/R2 are reaching their end of life (EOL) **in two months**. What does this mean for you as an individual or as a business?

It means that there will be no free security patches and updates released by Microsoft. It means that if you keep using Windows 7 and/or Windows Server 2008/R2, you will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with. It means your company needs to put in the effort, starting now, for a smooth transition to a supported version of the OS- Windows 10 for desktops and laptops.

This is such a serious threat that all companies housing financial and medical information are being required by law to upgrade any and all computer systems running Windows 7 or Windows Server 2008 R2 because firewalls and anti-virus software will NOT be sufficient to completely protect them (or you).

### What About Extended Security Updates?

After a lot of customer insistence, Microsoft is offering Windows Extended Security Updates (ESU) starting in January, 2020, but at a cost. Customers can purchase Windows ESUs on a per-device basis until January 2023. In the first year, January 2020 to January 2021, Windows 7 Enterprise updates will cost \$25 per device, in the second year, \$50 per device, and in the third year \$100 per device. The cost is twice as high for the Windows 7 Professional edition. With the price per device doubling every year, this can quickly get expensive for companies.

Another option is Windows Virtual Desktop on Azure. Customers who use Windows Server 2008 or Windows Server 2008 R2 products and services can migrate to Microsoft Azure to take advantage of 3 additional years of Critical and Important security updates at no additional charge and modernize when ready. For environments other than Azure, Microsoft recommends customers upgrade to the latest version before the deadline. For customers who cannot meet the end-of-support deadline

may purchase Extended Security Updates to keep server workloads protected until they upgrade. The ESU program is also available for Windows Server 2008/R2. The price is about 75% of the on-premises license cost annually and some restrictions apply.

The Microsoft ESU program provides "important" and "critical" security updates, but not technical support after the EOL date.

### What if You Continue to Use Windows 7?

Everyday, new software vulnerabilities are uncovered and new malware is created by cybercriminals. Once Windows

7 and Windows Server 2008/R2 support ends, you can be sure that hackers will be ready to pounce on any new vulnerabilities that are discovered. Without regular OS updates and patches, you will be at the mercy of the cybercriminals.

You can continue using Windows 7 and Windows Server 2008/R2 after January 2020, but at your own risk (unless you pay for extended security updates). The main reason you might do this is because you have a legacy application that won't run on the new operating system. In this case,

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you'll want to minimize the number of devices that you keep on the EOL Windows platform and discuss cybersecurity options with an expert (us).

### Prepare Now for the Inevitable Migration

Considering the security risks and potentially high costs involved with staying on an unsupported OS, migrating to the latest version of Windows is the recommended path for Windows 7 and Windows Server 2008/R2 users.

- **Replace outdated hardware**  
Moving to a new device ensures that you have the latest features with enhanced security and performance. Also, computers that are running Windows 7 are probably several years old and are due for replacement anyways. With the new hardware you will also get the new version of the Windows operating system- Windows 10.
- **Migrate existing devices to Windows 10**  
Migrating Windows 7 computers to Windows 10 is a

cost-effective option. Companies can do an "in-place upgrade" for their desktops and laptops in many cases. However, Microsoft warns that there is no direct path to upgrade from Windows Server 2008 to Windows Server 2016 and beyond. First, you will need to upgrade to Windows Server 2012 and then to Windows Server 2016 and so on. Also, some older hardware might not be compatible with the new operating system. So, you (or a qualified professional, i.e. us) will need to assess which systems to be replaced and which to be migrated.

Overwhelmed with the task of migrating hundreds of devices to Windows 10? Let us help! Unless you don't care about cyber criminals running rampant in your company's server. And while January 14, 2020 may seem like a ways off today, updating an IT infrastructure is a large task that takes considerable time. It's important you take action NOW, before it's too late.

*P.S. – If you are uncertain as to whether or not you have computers and servers with the Windows 7 operating system or Windows Server 2008 R2 installed, give us a call.*

## On the Lighter Side

### Turkey Hunters' Tale

Tommy and Billy were discussing their latest turkey shoot. Tommy says emphatically, 'I am never going to take my wife Laura shooting with me ever again, Billy!'

'That bad, eh?' enquires Billy smiling.

'Yeah, Laura did everything wrong, got nothing right. She chattered too much, constantly disturbed the undergrowth, loaded the wrong gauge shot in the gun, used the wrong luring whistles and worst of all,' bellows Tommy, 'she shot more turkeys than me!'

### Those Ancestors!

The Taylor's were proud of their family tradition. Their ancestors had travelled to America with the Pilgrim Fathers on the Mayflower. They had included Congressmen, successful entrepreneurs, famous sports people and television stars.

They decided to research and write a family history, something for their children and grandchildren. They found a specialist genealogist and writer to help them. Only one problem arose - how to handle Great Uncle Jefferson Taylor who was executed in the electric chair.

The writer said she could handle the story tactfully. When the book appeared the section about Jefferson read:

*Great Uncle Jefferson Taylor occupied a chair of applied electronics at an important government institution, he was attached to his position by the strongest of ties, and his death came as a great shock.*

## Did You Know? BSSI2 can help you with Dark Web Monitoring

No matter how sophisticated your network security is, a single compromised credential could put your company at risk for a data breach. Over 87% of small business owners don't feel at risk of a cybersecurity attack, however over 14 million SMBs were affected by data breach catastrophes last year. Many of those businesses did not survive, and there is no reason why that should happen to yours.

A good place to start is to see whether your credentials (email and passwords) are on the Dark Web. Human behavior shows that **80% of people will use the same or a derivation of the same password across systems they login into - both on and off corporate networks**. It is estimated that over 50% of all sites on the Dark Web are used for criminal activities, including the disclosure and sale of digital credentials. With Dark Web monitoring we can take pro-active measures to identify and eliminate these potential threats as soon as they surface.

We would like to offer you a **FREE, one-time, dark web report**. It will tell you if any of your domain's credentials are on over 600,000 sites on the Dark Web. If there are no compromised credentials, you will have peace of mind. If there are issues, we can help. Just give us a call at 847-551-4626 or email sbernstein@bssi2.com.

**Find out if your company's network credentials  
are on the Dark Web**

## 7 Ways To Make Your Business Money While You Sleep

### 1. Make yourself into a product.

Position yourself as the authority in your niche. Develop products like videos or books that share your secrets of success. The beauty of a book is that, once the hard work is over – it's written, edited and published – you simply collect proceeds while you move on to your next project.

### 2. Do fewer things.

It's impossible to automate aspects of your business if you do everything personally. Train staff to handle certain aspects of your business and simplify your output. Identify strengths and streamline your offerings, focusing on the items that you can train your staff to replicate.

### 3. Create continuity.

Billing for each service or product you supply is volatile. Your revenue and your client's expenses vary wildly. By selling a subscription at a flat rate, you create reliable income and provide clients with predictable expenses. Both parties are invested in maximum efficiency – maximizing quality and minimizing hassle.

### 4. Sell your system cheap and make money on the refills.

We're talking here primarily about businesses that produce tangible goods. The best two examples of this model are printers and Keurig coffee makers. The devices themselves are relatively cheap. The profit is in cartridges of ink or individual coffee refills. If your machine makes a great cup of coffee or great quality copies, once consumers own the device, you're guaranteed continued business.

### 5. Become the middleman.

Find a way to broker business and let other folks do the work for you. Becoming an Amazon affiliate is a great

example. You link to their site, they sell, and you make money. There's also a fortune to be made in consolidating and coordinating the transportation of goods.

### 6. Become a teacher.

Find ways to teach other entrepreneurs how to acquire the skills necessary for opening their own business modeled on yours. Say you own a successful pizza shop. You could write a book or create a series of instructional videos on your family's recipes, or you could market a consumable version of your plan for opening a profitable pizza shop. You can even generate greater consumer awareness for your business.

### 7. Become an investor.

Money makes money, but it's important that you're careful about how you invest as an entrepreneur. Here's my tip: look at your clients and assess their needs. Find a company that addresses those needs and invest there. Not only will you be forging a bond between your company and others that focuses on enhancing client relationships, but you also cement your position in your customers' minds as the business that caters to their desires. Once you've done the groundwork, you're the good guy who makes money without effort.

*MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit [www.mikemichalowicz.com](http://www.mikemichalowicz.com).*



#### Business Tidbit

#### 6 Things Successful People Do Right Before Going to Bed

**Read** – Many of the world's most successful people are big readers. They take time every night to read, which sharpens creative and critical thinking skills.

**Avoid Technology** – They shut off electronic devices and let the brain relax. Blue light from our devices, including TVs and smartphones, makes it hard for our brain to prepare for sleep and can be very disruptive.

**Walk** – A few minutes of walking just before bed helps to reduce stress and anxiety. Walking is another great way to decompress after a long day.

**Make Lists** – We all have things we need to do tomorrow. Writing these tasks down gives our brains one less thing to think about, which equals better sleep.

**Meditate** – Ten minutes of meditation can do the mind and body good. Apps like Calm can help you focus and achieve inner peace before bed.

**Reflect** – Specifically, reflect on what went well. Going to bed with positive thoughts is a great way to elevate your mood and stay motivated.

Keep a gratitude journal and write down what went well that day before going to bed.

~ Business Insider, 8/12/2019

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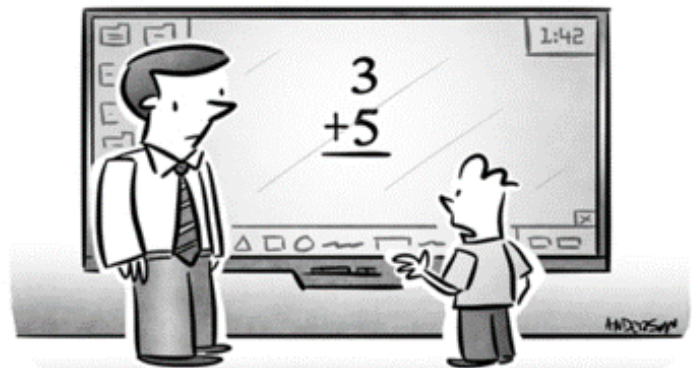
Shiny New Gadget of the Month

## Dyson Pure Hot + Cool Air Purifier



Research suggests that when you wake up The Dyson Pure Hot + Cool Air Purifier takes air purification to the next level. It's a fan, space heater and air purifier all in one. It includes a HEPA filter that helps reduce allergens and pollutants as it quietly cycles air through your home or the room of your choice.

One of the best features of the air purifier is the ability to monitor your home's air quality in real time, and the information appears on an easy-to-read display. Through this display, you can actually see your home's air quality improve! On top of this, the air purifier is an Internet of Things device. Connect it to your WiFi and control it directly from your smartphone, or enable voice control through Amazon Alexa.



"I'm just saying, with all the computing power in this electronic board, I bet it could take care of this itself."

## Stay up-to-date with the latest Cybersecurity News!

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