



# Innovations

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



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## The Lighter Side....

Q: On the first day of school, what did the teacher say her three favorite words were?

A: June, July & August.

Is today really August? Or are Julying to me?

The doctor has given me two months to live. I've chosen August and December, because I like summer but don't want to miss Christmas.

What's the difference between a cat and a comma?  
One has claws at the end of its paws. The other is a pause at the end of a clause.

Me: "What can we do to make mornings easier?"

7 year old: "How about you don't wake us up until later in the day?"

One notebook, two bottles of wine.  
#backtoschoolshopping

Kids have to know their parents full names on the first day of school. I can't wait. I convinced my 4-year-old my middle name is Danger.

Me in my kid's daily zoom meeting trying to learn second grade math



## The #1 Mistake Companies Make With Their IT

If you're like many businesses today, there's a good chance you've made this one mistake with your IT security: you don't budget for it.

Or if you do budget for it, it's not enough to really protect your business.

Time and time again, business owners decide NOT to invest in IT services. Instead, they go it alone or skip it completely.

Or they might approach an IT services company and ask, "What do you charge for your services?" They don't ask, "What will I get for my money?" or "How can you meet the needs of my company?"

This is a backward approach to IT – and it's a big mistake.

The fact is that a lot of business owners don't take IT seriously. They think that because they haven't been hit by a data breach or a malware attack that it will never happen to them. That's another big mistake. Just because a business hasn't fallen victim to a cyber-attack DOES NOT mean they're safe.

It's the opposite.

When you hire an IT services company, what do you get for your money?

The honest answer is that it depends on your specific needs. Many IT services companies offer everything from basic to advanced network security. You can expect services like:

- Cloud backup
- Data protection
- Data monitoring
- Threat detection
- Technology maintenance
- And more!

Everything is designed to protect you, your network, your technology, your employees and your business as a whole. It's all about giving you the information and resources you need so you can worry less about outside threats and focus on your customers and the success of your business.

When you're invested in good IT security, you shouldn't even know it's there. It runs in the background like a quiet but powerful electric motor. It's there when you need it, and it's there when you're not even thinking about it.

For some business owners, this is a tough pill to swallow. They don't have something tangible in front of them that they can see 24/7. A lot of business owners like to be more hands-on. They like to see what their money is buying.

The great thing is that a good IT services company will provide you with something tangible. If you want to see what is going on behind the scenes of your IT

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security, they will give you a complete report. Every day (or week or month), you can have an e-mail delivered to your in-box that breaks down exactly what your IT services firm is doing for you.

You can see things like the threats they blocked from getting through. You can see when they performed system maintenance or when your data was backed up. You can customize these reports to your needs. Basically, you can see what you're paying for and how it's working. This is the very definition of "peace of

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mind."

Today, none of us can afford to skip out on good IT security. We can't wait to react until something happens. Because when something does happen, it's often too late. The cybercriminals have done their damage and moved on. Meanwhile, your business comes to a screeching halt, and you have to pay the big bucks to get everything back on track – if you can get back on track.

Some businesses don't get back on track. They are forced to close after a cyber-attack because they don't have the money or resources to recover. The damage is simply too much and the cost too high. If they had invested in IT security upfront, it might be a different story.

Don't get caught off guard by a data breach, malware infection, hacker attack or data loss due to technology failure or natural causes like flood or fire. It's time to take your IT to the next level. Protect your business the right way and avoid the mistake so many others make when they avoid the investment in good IT.

Work with an IT services firm that takes your business as seriously as you do.

## Explosion of Zoom Meeting Phishing Attacks Targeting O365 and Outlook

Researchers at INKY have observed an "explosion" of Zoom-themed phishing attacks over the Spring and Summer of 2020. Most of the attacks are aimed at stealing credentials to services like Outlook and Office 365 by directing users to spoofed login pages. The researchers say they've observed the emails being sent from legitimate, compromised accounts as well as convincing spoofed domains.

"At INKY, most of the Zoom impersonator phishing emails we have seen came from hijacked accounts, but we also saw newly created domain names like zoomcommunications.com and zoomvideoconference.com," they write. "As disturbing as that is, it's also what makes these fake meeting invitations so easy to fall for and so difficult for traditional Secure Email Gateways (SEGs) to catch."

Additionally, the attackers are using obfuscation and other techniques that make it more difficult for security systems to detect their phishing pages.

"If the hacker includes a fake attachment, it leads to a fake login page that's locally hosted on the recipient's computer, not the internet," the researchers write. "To make matters worse, the HTML, JavaScript, and PHP code is usually encoded so it's unreadable to humans and automated security tools. It's a clever way to remain undetectable and evade URL reputation checkers. Similarly, if the hacker includes a malicious link, these redirect to a fake login that's hosted on a compromised server or a hosting service the attacker paid for."

INKY provides a number of screenshots of some of the spoofed websites, and they appear identical to the legitimate login portals for Outlook and Office 365. In the Outlook example, the site's URL was "owa-mail-auth[.]web[.]app," which could fool even someone who had been trained to scrutinize URLs.

Attackers are constantly taking steps to improve the reach and effectiveness of their phishing campaigns. Security awareness training can enable your employees to avoid falling for these attacks, even if the phishing sites appear perfectly convincing. Contact us for more information.



## The Rest Is My Job

How would you like to be in the position to create the largest army that the world has ever seen (*over 13 million soldiers*) and do it mainly with people who have NEVER commanded troops in their life?

That was exactly the position General George C. Marshall found himself in during World War II. Not only did he have to assemble this incredible army, but he also had to do it in the shortest amount of time possible. He appointed over 600 people to positions of general officer or division commander, with few "slackers."

So, what was his secret to being so successful in putting the right people in the right positions? Smart leaders hire people based on their strengths – what the person can do, not what they *can't* do.

For example, General Marshall's aides were worried about him putting a certain colonel, who was known for not getting along with his superiors and being terribly rude, in charge of training. They told Marshall, "If things go wrong and he has to testify in front of Congress, he will be a disaster for you and your reputation."

General Marshall asked his aides, "What

is his assignment ... what do we need him for?"

They responded, "To train troops – an entire division."

Marshall then asked, "Is he a first-rate trainer?"

His aides responded, "Yes sir, General. He is the best we have."

He said, "Well, give him the assignment. The rest is my job."

THE REST IS MY JOB. What a great statement. Sometimes a good leader will have to protect, and even defend, some of their subordinates who may have some rough edges when it comes to diplomatically communicating with other bosses or departments. These leaders know they have a high achiever, a real winner, when it comes to getting the job done, and they will do everything they can to protect their asset.

Who would you rather have in a position: 1) the most polite communicator who ruffles no feathers; challenges no person, policy or procedure and has an average performance rating, or 2) a highly focused, determined, loyal, "tells it like it is – good or bad" leader who occasionally upsets those who hindered

their progress and is known for always getting the job done? Give me #2 any day – **the rest is my job to keep the peace.**

Leadership is not about authority. If you are taking the position because it gives you power, supremacy or authority over people, please do not apply. It is a servant position. You are there to help others succeed. It isn't about you; it's about them. Hire others for their strengths and let them at it. Learn about the man who created the largest army in the history of the world and who understood we are graded on results ... The rest was his job.



*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, Tony Robbins, Tom Peters and Stephen Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

### Business Tidbit

#### DO YOU HAVE THE RIGHT BUSINESS INSURANCE TO PROTECT YOUR COMPANY?

There are several types of business insurance on the market. Each one serves a different purpose, and getting the right insurance can save you the major headache that comes with not having insurance or having the wrong type of coverage. While we can't list them all here (there are too many!), here are a few examples:

**Commercial property insurance** – This is one of the most important forms of insurance. It protects equipment in the business against damage or loss.

**General liability insurance** – This is another important one. It helps cover injury and legal expenses should someone get hurt on your business's premises.

**Cyber-insurance** – This offers protection should you fall victim to malware, cyberattacks and other digital threats. Basically, if your business is connected to the Internet, you need extra protection.

**Umbrella insurance** – This is another layer of protection on top of existing insurance. Exact details vary by plan, but it can often protect you if you need to pay legal fees or costs related to building or equipment damage.

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### Shiny New Gadget of the Month

## FitTrackThe Manta5 Hydrofoiler XE-1



If you could ride your bike on the water, would you? Thanks to the Manta5 Hydrofoiler XE-1, you can. The Manta5 Hydrofoiler XE-1 is a high-performance watercraft for people of all ages. The minds behind Manta5 wanted to bring cycling to the water – and they succeeded.

The hydrofoil design helps keep you balanced while you pedal across the water, similar to how you pedal on a bike. You can use it on the ocean, in rivers and in lakes. Learning to ride takes practice, but once you get the hang of it, it's a breeze! It won't be long until you're jetting across the water – on your own power! There's even a small electric motor that brings you up to speed if you need it. Take your summer to the next level and learn more at Manta5.com.

### The Pets of BSSI2

Meet our Marketing Coordinator, Jennifer's, three cats: Nyxanna (black), Link (white), and Astrea (muted calico).

Link and Astrea are 3 year old siblings rescued from her uncle's farm and Nyxanna is a 5 year old rescue from a nearby shelter.

All 3 are energetic and love watching the chipmunks that live outside.

