



# Innovations

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



Scott Bernstein, CPA  
President

Nick Espinosa  
CIO & Chief Security Fanatic

## The Lighter Side....

- ◆ The human brain is a wonderful thing. It starts working the moment you are born, and never stops until you stand up to speak in public.
- ◆ Some of us learn from the mistakes of others; the rest of us have to be the others.
- ◆ The right to be heard does not automatically include the right to be taken seriously.
- ◆ A work week is so rough that after Monday and Tuesday, even the calendar says WTF.
- ◆ Knowledge is knowing a tomato is a fruit; wisdom is not putting it in a fruit salad.
- ◆ My boss says I have a preoccupation with vengeance. We'll see about that.
- ◆ Nothing ruins a Friday more than an understanding that today is Tuesday.
- ◆ A clean desk is a sign of a cluttered desk drawer.
- ◆ A man can do more than he thinks he can, but he usually does less than he thinks he does.
- ◆ Discretion is being able to raise your eyebrow instead of your voice.
- ◆ Keep the dream alive: hit the snooze button.

## You Must Have Cyber Insurance!



Cyber insurance should become a standard part of any business's insurance plans. The average cost of a ransomware hijacking has jumped from \$4,000 to \$178,000 in just a few years. How many of your businesses could handle such a hit without insurance.

It is important to have confidence that your insurance agent understands cyber insurance and risks. If the agent has not been trained about cyber risks and is just selling another line item in his/her list of insurance policies, you could be looking at inadequate coverage. Many insurance companies are getting out of the cyber insurance business due to the rising costs of claims and lack of adequate protection being provided by their clients.

### 1. Don't fill out the cyber insurance questionnaire on your own:

We see this quite often. Companies do not want to pay for a consultant to review their protections, may feel embarrassed by what they lack or just do not understand what they are answering. A wrong or inaccurate answer can have a devastating effect. If you are hit with a breach and financial loss and that breach was related to a protection you said you had in place but did not, expect the claim to be denied. If you were the one who filled out the questionnaire, how do you explain that to the president of the company?

### 2. You need to have protections in place already to even get cyber insurance:

*Continue on the next page...*

*Continued from previous page...*

Cyber insurance companies have been taking a hit for years; this is a relatively new type of insurance and risks and the companies are still learning how to price it. If you don't have the following protections already in place, you will either be denied coverage, or your rate will be significantly higher.

- MFA – if your email is in the cloud like O365 and MFA not enabled, game over, do not apply
- EDR/MDR – Endpoint Detection & Response / Managed Detection & Response
- Privileged Access Management (limit what people can see and MFA for admin accesses)
- Email and web filtering
- Cyber incident response planning and testing
- Patch management
- Cyber security awareness training

### **3. Expect premiums to continue to go up each year:**

In a report from The Council of Insurance Agents & Brokers - Commercial Property / Casualty Market Index Q4/2021, cyber insurance rates have increased by 34.3%; this is the first time since 9/11 where a line of business has an increase over 30%. Only construction insurance premiums had a large price increase percentage in Q4 2021.

### **4. Understand your policy and coverage, compare between insurers:**

Cyber insurance is not a guarantee you are covered and protected against all possible cyber losses. As difficult as it may seem, understand the terminology and what is covered. Each company may use a different term for the same coverage and they may not interpret a breach the same way you might. Here are two such examples:

- A fraudulent email resulted in a compromise. The insurance company will say it is a failure with your internal processes, they just tricked you and it was not a cyber breach.
- "Act of war": The NotPetya cyber attack was determined by Britain to have come from the Russian military. Insurance companies were quick to classify this as an act of war, which are often excluded from any insurance claim.

### **5. Work *with* and *for* your insurance provider:**

If a breach happens, don't attempt to remediate and remove the infection on your own. Contact your insurance agent as well as your IT support company. Removing an infection without knowing what it is or where it came from may also jeopardize your insurance coverage.

Your IT firm is not a cyber insurance broker or expert in coverage. You would not ask your accountant for medical advice. You need to have confidence your insurance provider will have the right protection for you. BSSI2 can assist with the review of the cyber questionnaire and provide a reference for an insurance agent but we or any IT firm should not provide advice on the actual insurance coverage. If you want to have a discussion about this, please reach out to me at 312-752-4670 or email at [sbernstein@bssi2.com](mailto:sbernstein@bssi2.com).



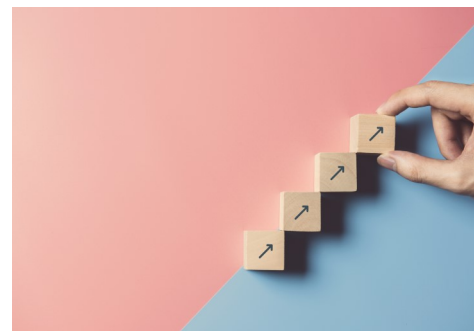
## 8 Tips to Reach the Top of Your Field

I've been consulting business leaders for well over 20 years now, and in that time, I've worked with some of the brightest minds across various industries. At ghSMART, we have helped many people reach the top of their field, and you may be wondering how we helped them. A professor taught me a tactic years ago that has helped me reach the top of my field. Now, I enjoy sharing this information with our clients.

Essentially, there are three roles in every profession – rainmakers, doers and trackers. The trackers are those who track other people's work. They play an important role but will rarely leave a lasting impact on their field. Most people are doers, since they do the work that is provided to them by someone else. They're also important, but they probably won't reach the top of the field. Then there are the rainmakers. These are the people who are proactive and go above and beyond to achieve results. Rainmakers always push to reach their goals and often reach the top of their field in the process.

Just being a rainmaker is not enough to leave an impact, though. If you follow these eight tips, you'll be well on your way toward success.

- Go to the best schools you can while achieving the highest grades possible and establish your technical skills. You don't necessarily have to attend the best school possible, but it does help.
- Spend 20% of your time building relationships. Try to spend a day each week learning what concerns are affecting customers in your industry and work toward solutions.
- Keep a list of your 50 most important relationships and rank them in order of importance.
- Don't do tasks or offer advice if it is outside of your area of expertise. If you don't deliver great results, you will push your clientele away.
- Improve your public speaking skills. On average, 95% of professionals are not confident when speaking in public, so the 5% who are confident usually shine on a regular basis.
- Learn how to hire and delegate. You can't do everything on your own, so you need to surround yourself with a team you can trust.
- Price yourself high, but don't get greedy. You know how much your work is worth and you know how much the competition charges. For desired results, clients don't mind paying a little extra for good work.



- Mentor others to become rainmakers. Your team will only grow stronger.

As a caring and courageous rainmaker, you will rise to the top of your field – while your peers who rest entirely on their technical skills will not.



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have*

*published multiple New York Times best sellers. He stays active in his community and has advised many government officials.*

### Business Tidbit

#### Reasons Your Business Should Be Using a Private Cloud

Gone are the days when everything was stored on a physical hard drive. Now, most businesses and private users utilize cloud computing to store their data. It's no secret that cloud storage is the present and future of data storage, but have you thought about using a private cloud that only allows your business and permitted users to access necessary information? There are many benefits

that come with using a private cloud, such as the following:

- It offers better security since nobody besides authorized users can use the storage or servers.
- Your team will gain greater flexibility to continue their work without the fear of IT issues since backups are done automatically on private cloud servers.
- It's often cheaper to use a private cloud than to maintain physical servers.
- Private clouds usually come with managed IT services, so there's no need to hire an IT team to work on-site. This will save you time and money.
- Since you are not sharing the private cloud with anyone, the server should have better response time as well as better reliability. There are no other companies sharing the resources with you.



July 2022



35 Aztec Court  
South Barrington, IL 60010  
(312) 752-4679  
[www.bssi2.com](http://www.bssi2.com)

***"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



## Airmoto

Imagine you're driving with your family on vacation in the middle of winter. All of a sudden, the road feels much bumpier, so you pull over and get out to check your tires. To your dismay, you discover one of your tires has gone flat. The closest gas station is over a couple of miles away, and your spare can't handle the adverse conditions. So, what should you do? With Airmoto, you never have to worry about this situation.

Airmoto is a rechargeable compact air pump that provides up to 120 psi. In only 10 minutes, you can inflate your car's tires to the proper tire pressure. Airmoto can be used to pump up balls, bike tires and even truck tires. It's practical, not very heavy and quite affordable. Airmoto is the perfect addition to any roadside assistance kit.

### Stay up-to-date

Follow BSSI2 at:

f [www.facebook.com/bssi2](https://www.facebook.com/bssi2)

🐦 [twitter.com/BSSI2llc](https://twitter.com/BSSI2llc)



*I didn't see any compliance issues.*

CartoonStock.com