TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

Protect Your Business From Cyber Crime

**Cyber criminals, hackers, and viruses…oh my!
Follow these tips to ensure your business is protected.**

THERE ARE THREE TYPES OF COMPANIES:
those that have been hacked, those that will be hacked, and those that have been hacked but don't know it. News of Heartbleed and the variants of Cryptolocker have highlighted once again that cyber crime is on the rise and a very real threat for small business owners.

To make matters worse, hackers don't have rules, regulations, and compliance concerns like HIPAA, HITECH, PCI, or Sarbanes-Oxley, which means that small business owners must take an offensive position to security. Unfortunately, many business owners don't seem to focus on network and system security until after they've experienced a compromise, been adversely affected, or lost data.

To truly protect your business from the increasing number of cyber threats, consider taking a layered approach to security and be diligent at all levels. Security starts at the front door and needs to be well designed through technology, but ultimately it must be monitored and audited on a regular schedule. Gone are the days when it was easy to say "I don't have anything anyone would want". Even if this statement was true, your systems could be used to attack other companies or steal personal identification data, which could create great liabilities for your company.

What can you do to protect your business from some of threats out there today?

#1 Be deliberate about passwords and access. Make sure your staff changes passwords on a regular basis and require complex passwords. Deactivate user accounts for ex-employees. Change the default passwords for network devices such as routers, switches, and Wireless Access Points (WAP). Limit remote access to critical servers and systems. Don't use the

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Joanna Sobran
President/CEO, MXOtech

Want To Win A $25 Gift Card?

Be the first to email **brainbuster@mxotech.com** with the correct answer to win a $25 gift card.

True or False? The length of time between the March equinox and the September equinox is the same as the time from the September equinox to the next March equinox?

Congrats to last issue's winner, Al Spenadel of Spenadel Tax and Accounting Services!

in this issue:

Do you have a funny story or resource to share with other subscribers?
*Send it to us! We are always looking for new and useful content to add to our newsletter. Submit your content to **kburmeister@mxotech.com**.*

Business Mobility Is Going Mainstream

Going Mobile.

The workforce of today relies on mobility more than any other time in history. Currently there are an estimated 1 billion mobile workers worldwide, or 14% of the world population, according to IDC1. By 2015 the mobile worker population will increase to 1.3 billion. The business benefit is clear: mobility is helping organizations improve productivity, decrease costs, increase revenue, improve service and ultimately gain a competitive advantage.

Why Mobility? Why Now?

Mobile technology provides significant business value. According to the Yankee Group, "Ubiquitous connectivity enabled by mobile technology will continue to help organizations improve productivity, drive down costs, increase revenue, enable M2M communications and improve service." Plus, mobility provides a higher level of service and support to customers.

The Business Advantages of VoIP Technology.

- **Maximize Productivity.**
  Employees increase productivity when they are given access to company information and can be available to customers anytime, anywhere. Plus, mobility enables more effective collaboration within your business.

- **Improve Customer Satisfaction.**
  Being able to quickly respond to customer emails, calls, and queries wherever you may be significantly improves customer satisfaction.

- **Increase Efficiency.**
  Mobility makes a business more efficient through 24/7 availability, standardized processes, reduced travel time though mobile conference technology, and improved decision making in the field.

- **Managing Tasks.**
  New mobile technologies integrate with office tasks so employees can manage their calendars, alerts, connections, location, work, reporting, calls and more wherever they may be.

Visit MXOtech University to read more about the advantages of VoIP technology and how you can go mobile:
www.mxotech.com/resources/mxotech-university/

This technology tip is brought to you by:

MXOtech University

PROTECT YOUR IDENTITY! This report outlines in plain English common mistakes that many business owners make with their network security that puts their identity at risk of being stolen & how to prevent it from happening to you and your business.

You'll Discover:
1) The top 3 ploys used by online identity thieves to gain access to your information.
2) 10 sneaky emails used to steal your identity.
3) One easy, surefire way to keep your network safe and secure.
4) The NEW scams being used to steal information via social media sites.
5) Best practices to prevent your employees from inadvertently giving away passwords.

Download your FREE copy on our website at: www.mxotech.com/august-techtip/

Protect Your Business from Cyber Crime

…continued from page 1

#2 Employ a layered security approach between your network and the Internet. This could include: a Unified Threat Management based firewall, URL filtering, third party spam filtering, encrypted email, an IPS (intrusion Protection System) and a WAF (Web Application Filter).

#3 Have a separate computer or system or online banking and discuss banking security services including account controls with your commercial banker.

#4 Insist on routine vulnerability testing of your network and remediation as necessary. Make sure your company is using an advanced firewall. Be sure to keep your subscriptions and patching up-to-date.

Read the rest of the facts at MXOtech University on our website: www.mxotech.com/resources/ mxotech-university/

To learn more ways to help your business, contact our Compliance Officer, Michael Dugan at mdugan@mxotech.com or at 312.554.5699.

WOMEN'S BUSINESS DEVELOPMENT CENTER

Client Love Letters

Dear MXO Team,

As a non-profit we rely heavily on grants to complete our work and achieve our mission. Therefore, it's crucial that we stay compliant to continue to receive the funds that support our organization. MXOtech has played a very important role in keeping us up-to-date. Your Compliance Officer, Michael, has been amazing to work with and must be an invaluable asset to your team. His responsiveness, knowledge and patience with our organization is phenomenal, especially when we reached out to him with a short timeline to complete the work and limited resources. Looking towards the future, our organization will benefit significantly from working with MXOtech and Michael, specifically in the project we were working on, knowing customer support, service and responsiveness is a priority for them. Thank you very much for your time, effort and all of the information you provide to us, I can't tell you how helpful it is.

Sincerely,

Crystal Costello
Women's Business Development Center

Read the WBDC case study online at www.mxocare.com/resources/case-studies

Learn how MXO can help you meet all your technology & compliance needs. Contact Joanna or George at 312.554.5699.

Client Spotlight

asgk

CHICAGO
WASHINGTON DC
NEW YORK CITY

www.asgk.com

ASGK is a nationally recognized professional communications firm. They provide communications planning, message development, content production and communications delivery services to major companies, industry associations and advocacy organizations seeking to influence public opinion and build lasting reputational capital. Founded by former White House advisor David Axelrod and Eric Sedler, ASGK helps clients move public opinion, impact public policy, and improve business outcomes. They have full-service offices in Chicago, Washington DC and New York City. MXOtech supports all 3 offices.

Launching Your Patient Portal

By Joanna Sobran

Technology is only the first step in the launch of a patient portal; administrators must make subsequent decisions about everything from patient login protocols to patient record revisions.

Stage 2 of meaningful use requires that at least 5% of patients view, download and transmit their healthcare information and also send secure electronic messages to their healthcare provider. Even though that number is lower than the original objective of 10%, the rule is causing many healthcare providers anxiety.

First, what are records? HIPAA's "right of access" rules say patients are entitled to their "designated record set," which includes medical and billing records, but healthcare providers must also provide access to "other records used to make decisions about a patient."

Second, how do you provide access? You'll have to give patients access to their records in the form that they request, even if it's by email, and emailing records is against your policy. "The law trumps policy," in the words of one healthcare consultant.

Third, how do you protect a patient's privacy? For example, how do you provide account logins? Patient records must be secure, of course, but securing them by making password requirements complex may create the impression that you're denying access to records.

In addition, HIPAA's right of amendment gives patients the right to request the amendment of their records, and those requests could increase significantly after your patient portal is deployed. Do you have the staff to handle those requests?

If you are looking to develop a patient portal, or would like to learn how to adapt one for your practice, please contact us today at 312.554.5699.

Find this and other healthcare related articles on Joanna's Healthcare IT blog: www.mxocare.com/blog

Did you know that the MXO Team is 100% certified in HIPAA Training & Education?

Around the Town | Upcoming MXO Events & Recaps

One For The Books!

The MXO Book Launch & Networking Event at the Museum of Broadcast Communications was a success! Thank you to everyone who attended and to our gracious sponsors Comcast Business, Microsoft, and Zieler Insurance. We received a lot of great feedback from our attendees and sponsors. The big hit of the night was the talk given by BOSI Founder and CIO, Joe Abraham. Do you know your entrepreneurial sweet spot? If you haven't discovered your BOSI DNA yet, you can take the 5 minute quiz online at www.bosidna.com.

Congratulations to our raffle winners of the night!

Yuri Samovalov of ASGK won a giant Zebra given away by MXOtech.

Matt Burmeister of MWH won a 19" flat screen TV courtesy of book sponsor Comcast Business.

Enjoy your toys fellas!

Employee Spotlight

Meet Our Senior SharePoint Developer, Khader Abdul

Khader is a certified Applications Developer with a Master's degree in Internet & Software Technology and a Bachelor of Computer Applications. For the past five years, Khader has been working extensively with Dot Net technologies, programming client server applications, developing and integrating web applications and web services using ASP.Net, AJAX, SQL and WCF Services in .Net. Khader is part of MXO's development team and specializes in customizing applications built on SharePoint portals and SQL reporting services. His experience working in Healthcare, Commercial, Food, and Trading Industries allows him to blend his business requirements with software applications efficiently.

In his free time, Khader enjoys playing badminton, chess, and is also enthusiastic about Mobile Application Development.

VIP Invite! Crain's Small Business Forum

Entrepreneurs in Action

Tuesday, October 7 • 7:30-10:00am
Mid-America Club | 200 East Randolph, 80th Floor, Chicago, IL

MXOtech Founder and CEO, Joanna Sobran, will be speaking at an upcoming Small Business Forum hosted by Crain's Chicago Business. Hear business owners share their journey and answer your questions during solo presentations followed by a panel discussion.

As a guest of Joanna's, receive a special online ticket price using promo code SBF1007. Reserve your seat today online by visiting chicagobusiness.com/events.

CRAIN'S SMALL BUSINESS FORUM

Speakers:

Justyn Howard
founder and CEO,
Sprout Social

Jeff Hyman
CEO, Retrofit

Raaja Nemani
co-founder
and CEO,
BucketFeet

Joanna Sobran
president and
co-founder,
MXOtech, Inc.

Moderator:

Leslie Vickrey
CEO and founder,
ClearEdge
Marketing

Six Misconceptions about Outsourced IT

1. It's costly.

This is simply not true these days, especially with modern technology. Many IT partners offer their services on a per-user or monthly basis, delivered over existing network connections. This makes it easier to budget. Many small businesses have come to realize that outsourcing is a cost-effective solution, especially if they rely on a vast amount of technology.

2. People will lose their jobs.

Outsourced IT providers often set up their business to work with existing team members. These providers exist to essentially fill in gaps of a business's IT department, or take the existing load off of an overworked IT team. Because business technology is such a wide concept, most IT experts focus on one or two concepts. This means that they don't have to be involved in every aspect of technology of a business.

3. You lose control over your infrastructure.

Many business owners often believe that they will lose control over their infrastructure because the partner usually installs and maintains it. While it is true that an IT partner will manage infrastructure, almost every provider operates with your business goals and needs in mind. They will often implement solutions that not only support but improve existing processes while also reducing costs.
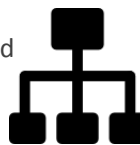
4. It's all or nothing.

Tech solutions are quite flexible and include individual or bundled services that can cover just one area of several aspects of your IT. The best solution is to outsource the processes where support is weaker. If you outsource this, you can increase the chance that implementation will go smoothly and you will get the solution you actually want and need.

* * *

Read the full article online and learn the other misconceptions on Joanna's blog at: www.mxotech.com/2014/08/6-it-outsourcing-misconceptions

Innovation Inspiration

"Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without talking about the other."

- Bill Gates

MXOtech
Where IT Gets Personal

1101 West Adams ● Suite A
Chicago, Illinois 60607
312.554.5699
www.mxotech.com
www.mxocare.com

Joanna Sobran
President/CEO
312.267.0573
jsobran@mxotech.com