



# Tech chronicle

Creative Consultants Group, Inc.

September 2017

## What's New

**What Lessons Have You Learned from Harvey and Irma?**

**Is Your Business Prepared for a Natural Disaster?**

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**September 2017**



This monthly publication provided courtesy of Bill Hinson, CEO of Creative Consultants Group, Inc.

### Our Mission

To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



## What Will You Do When This Disaster Hits Your Business?

**WE PRACTICALLY GUARANTEE IT WILL HAPPEN TO YOU**

In today's world of rampant cybercrime, every savvy business owner knows the necessity of locking down their data. However, we find that the cyber security technologies used by the vast majority of businesses are woefully out of date. Sure, your current solution may have worked great, but digital threats to the safety of your company are constantly evolving. Criminals will eventually attempt to breach your data – and your barriers are not as secure as you might think.

Before World War II, the Germans developed a technology that would prove to be a key player in the conflict: its family of infamous Enigma machines. These devices, about the size of a small microwave, were composed primarily of a typewriter and a series of three or

four rotors. By using a set of rules contained in a corresponding codebook, German soldiers would use the machine to encode vital messages to be sent covertly over the airwaves. The number of potential permutations – and thus solutions – for the code was in the tens of millions. The Germans were confident that the code could never be broken and used it for a vast array of top-secret communications.

The code's impenetrability didn't last. Via photographs of stolen Enigma operating manuals, the Polish Cipher Bureau reconstructed one of the stubborn Enigma machines, internal wiring and all, enabling them to decrypt the Wehrmacht's messages from 1933 to 1938. Facing an impending German invasion, Poland decided to share these secrets with the British. But, at

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the outbreak of the war, the Enigma initiative by changing the cipher system daily. In response, a British code-breaking team, led by genius English computer scientist Alan Turing, constructed primitive computers, known as "bombes," that allowed them to decrypt the incredibly complicated ciphers faster than ever before. But it wasn't until the capture of the U-110 warship and the seizure of its Enigma machine and codebooks that the British were able to decrypt the most complicated cipher of the war, the Kriegsmarine Enigma.

The information gleaned from these decrypts are believed to have shortened the war by more than two years, saving over 14 million lives.

Just like you, the Germans believed the systems they had put in place to defend their secrets were impenetrable. And it's true: the system had few cryptographic weaknesses. However, there were flaws in German procedure, mistakes made by Enigma operators, and failures to introduce changes into the Enigma formula – along with the Allied capture of key equipment and intelligence – that ultimately allowed the Allies to crack the code once and for all.

**"TAKE THIS AS A CAUTIONARY TALE: the most advanced, complex cryptography system in the world became obsolete within 10 years. The same goes for your potentially outdated cyber security measures."**

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cautionary tale: the most advanced, complex cryptography system in the world became obsolete within 10 years. The same goes for your potentially outdated cyber security measures.

Though they may not be led by Alan Turing and his crack team, you can bet criminals are constantly chipping away at the defenses of even the most powerful firewalls. The arms race between cyber security companies and cybercriminals rages on behind the scenes, and you can bet that they've already cracked your business's "Enigma." Just look at the massive European cyber attack this past June, which infected computers from over 27 companies across the continent, including those of the largest oil company in Russia, with ransomware. The unimaginable cost of that attack is something you certainly don't want your business to shoulder.

As technology evolves, so does crime. New threats arise each and every day. While solutions are available (and needed), they are notably absent in older software developed at a time before these constantly morphing attacks even existed.

Once the enemy has found a way to pick your lock, you need a new lock. Luckily, you have your trusty IT provider constantly on the lookout for cutting-edge solutions that protect our clients from even the nastiest malware.

Be sure to download our free guide below that reveals the top 10 ways hackers get around your security protection. Visit [www.getccg.com/10ways](http://www.getccg.com/10ways) now for more info. Call us if you need assistance or if you have questions at (843) 234-9980.

## CCG's Free Executive Brief Reveals The Top 10 Ways Hackers Get Around Your Firewall & Antivirus To Rob You Blind



Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim!

This report reveals the most common ways that hackers get in and how to protect yourself today.

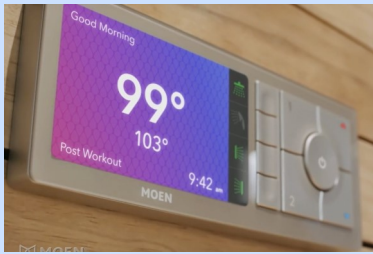
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## Shiny New Gadget Of The Month:



## Building A Smarter Shower

The cutting-edge U by Moen Smart Shower is looking to revolutionize your shower experience. With digital valves and a corresponding controller, the U by Moen can make any shower a lot smarter.

After users install the digital valves and controller — a task that takes a few tools and a little bit of handiwork — the U by Moen allows them to sync their showers with their smartphone. The system then makes it easy to customize the showering experience, choosing the perfect temperature and saving preferences for future use. Start the shower remotely, and it will let you know when it's ready, automatically shutting off until you step in. Available for showers with either two or four outlets, the U by Moen is the perfect addition for those looking to digitize every aspect of their home.

## Adequacy Is Unacceptable

Recently, while working on a program for a company that has been in business for over 64 years, I came across a particularly compelling value statement: “In the pursuit of excellence, adequacy is unacceptable.” It’s stuck with me since then as a perfect encapsulation of forward-thinking business philosophy.

Facebook, Twitter, Yelp, Google, and thousands of other digital tools have completely changed the way companies must do business if they plan on surviving. With two taps on their smartphone, anybody can go online and check out your company. In 10 seconds they can see everything that’s being said about you and your team. In an instant, potential prospects can type your company’s name into the search bar and sift through your dirty laundry. If people are complaining about your service, your demeanor, or your product, you can say goodbye to this potential customer, because they’re moving on. Sometimes, all it takes is a single colorful review to stop us from ever doing business with that company.

So where does “adequacy is unacceptable” enter the mix?

The truth is, people don’t go online and write comments about adequate experiences they have with companies. When a customer decides to take time out of their busy day to write a review, you can bet they’re going to either rave and rant about their fantastic experience, or go far

out of their way to drag your company’s name through the mud after the horrible time they had. The smartest companies realize this and bend over backwards to elicit descriptors like “superior,” “awesome,” “amazing” and “excellent.” If your business is doing a middling job, or even a “good” one, it might as well be invisible.

“Adequacy is unacceptable” is a perfect ideal not only for the hugely successful business I worked with recently, but for all companies. “Adequate” is just another word for average — are you looking to hire average people or do business with average companies? Of course you’re not. The consequence of being merely adequate is always disappointment. An adequate experience captivates no one, does nothing exceptional, and has no distinctive qualities. There is no way to differentiate yourself from the competition while doing an adequate job.

Instead, consider what your company can do to impress, astound and excite those for whom you are working. The company that consistently not only exceeds expectations, but blows them totally out of the water, will always be in high demand. Do more, be more, give more, and you’re sure to achieve more. This isn’t third-grade soccer; nobody’s going to give you a trophy for an adequate performance.



*Robert Stevenson, along with being a best-selling author, is among the most successful public speakers in the world. His years of service-minded experience owning and running numerous companies have given him the real-world knowledge to help fellow business owners thrive.*



## WHO ELSE WANTS TO WIN A \$250 GIFT CARD

The Grand Prize Winner of last month's Trivia Challenge Quiz is Barbara Marshall from South Atlantic Bank! Barbara's name was randomly chosen among those that correctly answered my quiz question from last month: **War and Peace, originally published in 1869, is a novel written by which Russian author?**

The answer was c) Leo Tolstoy. Now, for September's trivia question:

**Which of these events occurred FIRST: the computer chip was patented, the Berlin Wall was erected, the birth control pill was OK'd by the US Food and Drug Administration?**

a) Computer chip patented    b) Berlin Wall Erected    c) Birth control pill OK'd

Email [bhinson@creativeconsultants.net](mailto:bhinson@creativeconsultants.net) with your answer!

## What Lessons Have You Learned From Harvey and Irma?

Nearly 300,000 lost electricity as a result of Hurricane Harvey. Hurricane Irma knocked out power to as many as 16 million across the Southeast. The prolonged power outages, widespread damage, and lost business wrought by these hurricanes is estimated to be between \$150 billion and \$200 billion, however, the damages are still being determined.

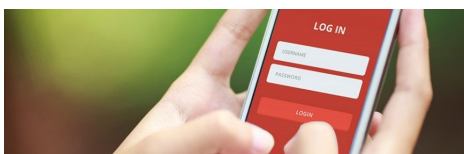
Even though we did not face the brunt of either of these storms, we have all observed on social media and television those that were in the midst of it. It could have easily have turned in our direction, hitting the east coast of the Carolinas head on, therefore I urge you to have a well defined disaster recovery plan in place, should we have to face extreme weather.

We have a few resources available to help. Visit [www.creativeconsultants.net/hurricane-checklist/](http://www.creativeconsultants.net/hurricane-checklist/) and download our Hurricane Checklist. More items to consider:

- Do you have a plan in place if your business were to lose power?
- If you were to evacuate or if you were displaced, do you have a plan in place regarding how you'd operate?
- If catastrophe strikes, is your data protected?



**If you are unable to answer the above questions with a confident "YES!", then please contact us immediately at (843)234-9980 or email us at [sales@creativeconsultants.net](mailto:sales@creativeconsultants.net) for more information.**



## Tips for Keeping Your Mobile Devices Safe

Businesses are using mobile devices more than ever to increase productivity and profitability. However, like desktops and laptops, smartphones and tablets are highly vulnerable to hacking, and some employees expose them to threats in ways they may not even be aware of. To protect your company from these threats, follow these tips on keeping mobile devices safe.

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