

Simplicit

Tech News

What's New

We are running a free iPad promotion! For more details, see bottom of **page 3** of this newsletter.

It's almost the end of the year and reminding you to **consider your end of the year purchases and upgrades**. Now is the right time to start the conversation! You may also qualify for the **section 179 depreciation deduction**. For more information on the tax deduction, visit <https://www.section179.org/>

Were you affected by a credit card breach? Or you just want insights on how to **protect yourself and your company** for a potential credit fiasco? read **page 3** for our article about how to handle and avoid **credit card breaches**.

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This monthly publication provided courtesy of **Eyal Bishri**, CEO of Simplicit Technologies.

Our Mission :

"Helping people by simplifying their use of technology"



Cybercriminals Are Taking Aim At Your Business ... Is Your Network Protected?

Cybercriminals love to test your defenses. They love to see how far they can get into the networks of businesses all over the globe. Cybercriminals really love going after small businesses because they can all too often sneak onto a network, copy data and move on. Through the use of ransomware, they can **hold your data hostage** and refuse to cooperate until you pay them some amount of dollars – and if you don't pay up, they threaten to **delete all your data**.

But **protecting yourself** is not as hard as you might think. While cybercriminals and hackers are an everyday threat to businesses, you can take steps to significantly reduce that threat and take that target off your back.

The first thing you need to do is understand why cybercriminals target small businesses and what makes your particular business vulnerable. There are many things small businesses do and don't do that open them to attack and data theft. These may include not having enough (or any) **security in place** or not training employees on security protocols.

Realistically speaking, the biggest threat to your business does, in fact, come from your own **employees**. This doesn't mean they are intentionally harming your business or leaving your network exposed to outside threats. It means they don't have the proper training and knowledge to **protect your business** from a cyberthreat.

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For instance, your team needs to be trained to use **strong passwords**, and those passwords *must* be changed periodically (every three months is a good rule of thumb). A lot of people push back on strong, complicated passwords or use the same password for everything, but this is just asking for trouble and should not be allowed at your company.

Once strong passwords are in place, enable **two-factor authentication (2FA)** on everything you possibly can, from network access to every account you and your employees use. This is an additional layer of security on top of standard password protection. This feature is generally tied to a mobile number or secondary e-mail, or it may be in the form of a PIN. For example, when 2FA is enabled, after you've put in your password, you will be prompted for your PIN for the associated account.

Another thing you must do to get that target off your back is to get **anti-malware software** installed. Every workstation or device should have some form of this protection. Not sure what to use? This is when working with a dedicated **IT company** can come in handy. They can help you get the right software that will meet your specific needs without slowing you down. They will install software that is compatible with your PCs and



other networked equipment. Plus, they will make sure anti-malware software is working and is regularly updated.

On top of this, you want to have an active **firewall** in place. Every business should have its network protected by a firewall; like anti-malware software, firewall security comes with a number of different settings, and you can customize it to fit the needs of your network. Firewalls help keep attackers and malicious software off your network. When paired with a good anti-malware software, your layers of security are multiplied. The more layers, the better protected you are.

Finally, with all of this in place, your employees need to know what it all means. Keep your team up-to-date on your business's security protocols. This includes items like your **password policy**, **malware protection policy** and **proper e-mail and web-surfing etiquette**. The bad guys are never going to stop attacking, but you have the power to protect your business from those attacks.

"You can take steps to significantly reduce that threat and take that target off your back."

Help Us Out And We'll Give You A Brand-New iPad As A Token Of Our Appreciation



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" promotion.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$_____value). If the company signs a contract with us has been a customer for 12 months, we will rush YOU a free iPad as a thank-you.

Simply call us at 800-245-5210 or e-mail us at info@simplicit365.com with your referral's name and contact information today!

App of the Month



Files by Google

Files by Google is a file management app that helps you:

FREE UP MORE SPACE

In just a few taps, you can free up space more quickly and easily than ever: Delete old photos and memes from chat apps, remove duplicate files, erase unused apps, clear your cache and more.

BE IN CONTROL

You will always know what you're deleting, we don't hide behind complicated terms and phrases. Select only what you want to remove and keep the rest. It's your photos, your videos, your files so you are in charge.

EASILY MANAGE FILES

Search for your files or simply navigate to them through categories and filters. View, delete, move, rename or share any files. Sort them by file size to understand what's taking space. Browse all the GIFs you have.

SHARE FILES OFFLINE

Share your pictures, videos, documents, or apps with others nearby who also have the app. With fast speed up to 480 Mbps, it's fast, free, and it works without the internet, so it doesn't cost mobile data. Just pair up your phone with anyone nearby who has Files app.

ENCRYPTED FILE SHARING

Files' offline file sharing is secured with WPA2 encryption, providing a more secure file transfer. Files app uses Bluetooth to set up encrypted and direct fast Wi-Fi connection, so that you can transfer app APK or large files in seconds, send videos or pictures to your friends.

How to Handle Credit Card Breaches



If your credit card account or other financial accounts have been breached, act quickly, even if it seems like fraudsters aren't. Rapid response is crucial to stopping fraud resulting from identity theft.

With that in mind, experts recommend you take steps right away when you learn your personal information or accounts were exposed:

1. Review the company's instruction in the breach notice, and visit the official consumer website for more information.
2. Take advantage of credit monitoring services.
3. Consider adding an initial security alert to your credit report, and get a free copy of the report. It's unlikely that information exposed in a breach will appear right away, but knowing what is in your report can ensure that your information has not yet been used to commit credit fraud.
4. After reviewing your reports for accuracy, get a credit freeze. Credit freezes are now free through all three credit reporting bureaus – Equifax, Experian and TransUnion – thanks to a law enacted in 2018. It's important to review all credit reports before the
- freeze because if your credit reports are compromised, then freezing them doesn't uncompromise them.
5. Review billing and bank account statements regularly for any signs of fraud.
6. Sign up for a notification service through your credit card company. "You can set up alerts so every time that card is used, you immediately get a text message that the card was used at this merchant for this amount of money."

■ 4 Ways Technology Can Improve Your Business

It boosts productivity.

Technology like task management software can change how you work through a day. Everything is listed out, and you can check it off as you go. You can even make dependent tasks so tasks are automatically created for anyone who may be next in line to work on a project.

It's crucial to marketing. You need online and social media marketing. This is where people are. Understanding how social media marketing works can increase the number of people who know about your company, which increases your customer base.

It's essential for security.

Technology and security go hand in hand. As your business relies more on technology, you need to rely more on security to protect your networked equipment, like all of your employees' PCs and your many servers.

You can't communicate without it. With things like e-mails, VoIP phone services, and direct messaging through social media sites, technology has made communication easier than ever. When you know how to use all these forms of communication, it puts you above the competition. *Pixel Productions Inc., 7/20/2019*

■ 10 EASY WAYS TO DEFEAT STRESS AT WORK

1. Take a walk. A 15-minute walk will refresh your mind.

2. Work outside. Weather permitting, working in the sun can boost your mood.

3. Meditate. Use a meditation app like Calm or Headspace to lower blood pressure and de-stress.

4. Take deep breaths.

5. Make a checklist. Write it out and focus on one task at a time.

6. Talk to a friend. Have a conversation about a problem. Talking it out can change your perspective.

7. Watch an informative video. It can be on anything. Videos are a great distraction for 5-10 minutes.

8. Listen to soothing music.

9. Take a 20-minute nap. Nothing does wonders for stress like a power nap — just be sure to set a timer!

10. Trust your instincts. If you feel you need a break, take it. Don't push yourself if it isn't necessary. *Small Business Trends, 7/19/2019*

Who Else Wants To Win A \$10 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$10 gift card to Amazon. Ready? Call us right now with your answer!

What is the technical term for the hashtag symbol?

- A) Ellipsis
- B) Tilde
- C) Octothorpe
- D) Pipe

Call us right now with your answer! 800-245-5210