

# microTECH Times

Covered I.T. 24/7—Never Worry Again!



## 6 Lovely Technology Trends That Are Truly Budget Friendly

*Businesses just like yours are constantly trying to using technology to become more efficient, drive down costs, and make better profits. This year, there are a variety of technology trends to watch for that will help you make business processes easier and get the most out of your IT budget.*



**New technology trends.** I don't think anyone will argue against me here; technology is one of the largest investments for businesses. However, it is also one of the most scrutinized expenses. Company owners strive to keep costs low while increasing productivity in order to strike a healthy balance. We all know that technology is costly. So, take a look at these lovely technology trends of 2020 that could help stabilize your IT budget.

**1. An amazing automation affair.** The growing uses for automation have been helping companies like yours grow more efficient. Many business owners are finding that automation tools are freeing up resources and giving them more security. Built in automated checks now alert users to security risks for things like program breaches and unsafe e-mail messages. Internal and external firewalls are another great example of how automation tools are now providing a larger barrier to defend against cyber-attacks.

**2. Passion for multifactor authentication.** Inevitably, employees will make a security mistake at one point or another that could compromise your company data. Implementing multifactor authentication for your major network and applications can provide an extra layer of protection. Security is such a moving target these days. The whole idea of multi-factor authentication is that there is more than just a password to penetrate your systems. Using a cell phone number, code generator application, or alternate e-mail to verify your users makes it harder for hackers to wiggle into your systems.

**3. A remote worker love story.** Real estate is not cheap, but keeping your company growing is very important. Striking a union between in-house and remote workers can help drive down the bottom line. With laptops, smartphones, video conferencing and team messaging applications technology has made working remotely as efficient as being in the office each day. Businesses are catching wind of this

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### Happy American Heart Month

*Join in the battle against heart disease with the American Red Cross Association this February. American Heart Month had been celebrated since 1963. See how you can be a part of this great observance.*

#### When did American Heart Month start?

American Heart Month was started in December of 1963 by President Lyndon B Johnson under Presidential Proclamation 3566. In his comments about the new Proclamation in February of 1964, President Johnson urged "the people of the United States to give heed to the nationwide problem of the heart and blood-vessel diseases, and to support the programs required to bring about its solution." Johnson's actions were a historical mark for the nations push to address cardiovascular disease.

#### Did you know that 1 in 4 deaths are caused by heart disease?

This is as high as the number of people affected by neurological disorders in America.

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**My Valentine**

"Love is in the air, so don't hold your breath!"  
~ Unknown

"Before you Marry a person, you should first make them use a computer with slow Internet service to see who they really are."  
~ Will Farrell

"I don't understand why Cupid was chosen to represent Valentine's Day. When I think about romance, the last thing on my mind is a short, chubby toddler coming at me with a weapon."  
~Unknown

## 6 Lovely Technology Trends...

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new trend and putting the proper security policies in place for their remote workers to complete their duties safely from anywhere.



### 4. Client mobility attachment.

A website is simply not enough these days. Many companies will be looking for a way to conduct business with your company from their smartphones and tablets. Mobile applications can increase engagement and provide a more personalized platform for you to reach your clients. However, this type of open connection to your customers also poses further security concerns. Be sure the data you have open for your clients is 100% secure. Consider building an additional layer of security using encryption to ensure your client information

## A Few Quick Tips To Adopt Two-factor Authentication

*Two-factor authentication (2FA) programs use many of the authentication methods you're already familiar with; it just pushes users to use more than just a password to authenticate their credentials. Here are a few quick tips to adopt 2FA for your company.*

- **Look for simplicity.** 2FA programs can be complex. Find a solution that offers a user friendly approach. Duo Security, Google Authenticator and LastPass are just a few of the simple solutions that use an application with pin codes that helps you secure access to things like your cloud environment or applications.
- **Educate your staff.** Often times, employees will think, "Doesn't 2FA just make tasks more complicated?" While there is an additional step to log-in, it's

stays private. Encryption is an economical solution that is easy to put in place.

**5. Expanding internal collaboration with messenger tools.** Keeping your teams on the same page can be difficult. 10 years ago, it was death by meeting! Every other day or a few times a week, each team would meet in person and bring their progress to the table. These times are almost historical now days with the evolution of messenger tools and collaboration programs.

### 6. Get your head in the cloud.

There is no escaping cloud services these days. Every time you access the Internet, you are using some kind of cloud service. It's just taking some time for businesses to adopt the cloud for all their operations. Ditch your clunky on-site hardware and enjoy low manageable costs for cloud services with the flexibility, scalability and accessibility you crave.

**Ready to dive in?** Give us a call.

We will conduct a Network Assessment and give you our best recommendations for implementation.

**Network Assessment  
Micro Enterprises LLC**

**877-540-6789**

## SWOT Baby, SWOT!

*I'm sure you've heard that old song, "Shoop baby, shoop..." by Salt and Pepper? Well, we're mixing it up a bit... SWOT baby SWOT!*

### What is SWOT and how can it help?

A SWOT analysis is the act of evaluating Strengths, Weaknesses, Opportunities, and Threats in a given situation. With regard to IT, a SWOT analysis can be instrumental in developing a healthy sustainable infrastructure.

### Sure, you know what you need... right?

Your industry software, your Customer Management System, e-mail, your printer, etc. I am sure you can list all the programs and items you need to access each day to make your company successful this year. But, can you tell me exactly how you plan to keep it all secure?

### Achieve realistic IT objectives.

An IT SWOT analysis was created to give you the full picture of internal and external issues that are good and bad for your company. This type of analysis will result in a list of recommendations and suggestions developed just for your company needs revealing achievable goals and objectives for your organization enabling you to plan your next steps with confidence.



## Happy American Heart Month...

(Continued from page 1)  
Fortunately for us, heart disease is something that can often be prevented with healthy choices.

**Encouraging words of wisdom.** Even very small steps toward a healthier lifestyle can change your risks for heart disease. Things like replacing salt with fresh herbs or making weekly fitness goals to stay active, can change the strength of your heart. Communities, families and health professionals can all work together to build a better framework of healthy choices for everyone to enjoy.

**The American Heart Association needs your help!** Visit [www.yourethecure.org](http://www.yourethecure.org) for more information about how to get involved in American Heart Month. Skip dropping the big bucks on that 5 ft tall stuffed teddy bear and 5 lbs box of chocolates for your loved one this Valentine's day. Consider joining in one of the many Heart Health celebrations near you. Whether it's volunteering, giving financially or advocating you do have the ability to help fight against Heart Disease and stroke.

**Wishing You A Healthy Heart Month!**

## Don't Give IT up! 3 Steps To Improve Your Cybersecurity

As we kick off the new year, 2020 promises a new slew of cyberattacks. Don't underestimate the importance of cybersecurity for your company. Take a look at these three steps to protect your business from malicious activities.

**61% of cyberattacks are launched against small businesses.** Are you taking the proper steps to secure your company? Don't give up on IT. Many business owners are just discouraged with the amount of garbage rushing at them when it comes to cybersecurity. So, we've dug up a few steps for you to take to protect your business from cyberattacks.

**1. Teach your employees how to spot an attack.** Training your employees is your first line of defense. The human element can be a huge shortcoming or a major advantage depending on their education. Be proactive. Train your employees how to protect your company. Hold a seminar to discuss current dangers or threats. Show them what malware might look like and how to address a potential threat when they identify a rising issue.

**Show your staff real examples.** Give your people some examples to demonstrate how tricky messages are pushing their way in and causing such a disturbance. Most recently, we've seen a rise in the number of spoof emails from company owners and officers. Even though the message may look legitimate and the name could come through perfectly, teach them to always look at the actual sender's address. One recent message we found was from a company owner to their controller simply asking what the limit was for an account transfer. When the controller replied, the fake officer tried to have her setup a transfer to an unknown source.

**2. Regularly update your systems.** Software and hardware alike need equal attention in this department. Install updates regularly to protect your data. Delaying even basic routine updates could leave you wide open to an attack. Updates and patches are a great way to stay current on known issues and protect your company from catastrophic infections.

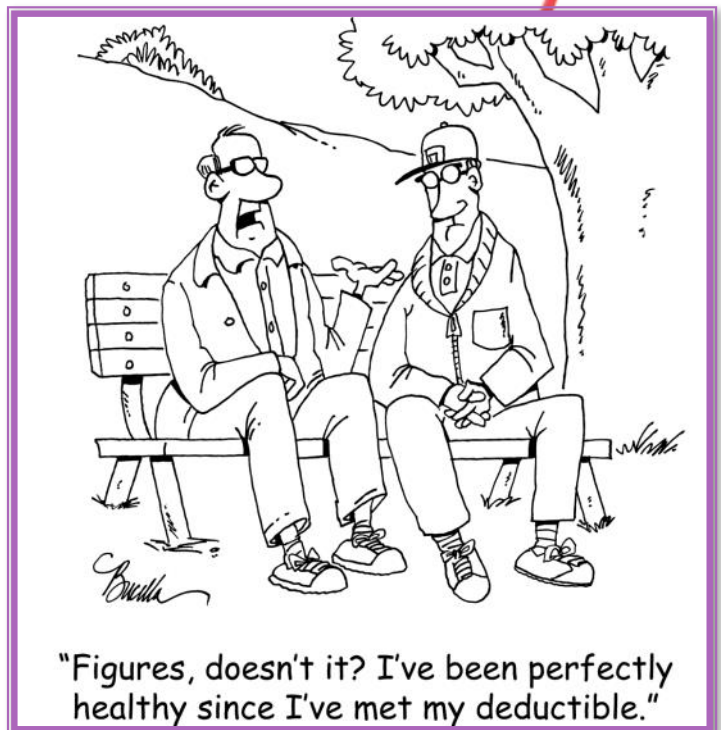
**3. Push for a current assessment of your network.** If you haven't had a full assessment of your network recently, it's time! Have an IT company come in and review your entire network. Running a business is hard enough without the headaches of cyberattacks slowing you down and costing you precious resources. You don't have time to do everything on your own and no one can keep your IT safer than a company whose business is IT.

### Network Assessment

Look for an IT company, like ours, that offers assessment to review all your systems for vulnerabilities. Our Network Assessment will give you a full report of items to address to protect your company in the coming year. A good network assessment should offer you reports that show a true picture of what needs to be updated, upgraded, and what should be replaced. Be sure to ask for a post-assessment report to see exactly what cybersecurity obstacles you're facing and how to combat these vulnerabilities.

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"Figures, doesn't it? I've been perfectly healthy since I've met my deductible."



*“We make all of your computer problems go away without adding additional full-time I.T. staff!”*

**Ask about our fixed price service agreements — Computer support at a flat monthly fee you can budget for, just like payroll!**

## Inquiring Minds...

**Let's Get Physical About Security.** Theft is on the rise. Physical security is often overlooked. Many people don't consider physical access when they think of cyber security, but they should. Physical security, or access control as a true geek would say, is one of the most overlooked and least expensive security measures you can implement for your company. My friend Josh knows this first hand.

**We're not saying you need a 24/7 security guard...** but honestly how old is your surveillance system? Do you even know who is really coming and going in your office? Who has physical access to your servers or networking equipment? Most companies are relaxed on these types of security measures. Their server closet is just another door in a hallway. Their router and firewall are just shoved under a desk in the front lobby. Who's to say a prospect scoping our your company couldn't just pop into the server closet and cause catastrophic harm to your business?

**Easy access controls that kept Josh safe.** Setup a few basic access controls to kick off your physical security strategy. Look into proper door, window and emergency exit alarms to lock down your office. This is how Josh kept his company safe. When burglars tripped the alarms on his emergency exits at 2 AM, Josh woke to a phone call from the alarm company. He rushed down to the office after calling the police to find that the villains had pried

the emergency exit on the roof open and obtained access to his office. Fortunately, his quick call to the police had the thieves on edge with all the commotion outside. They didn't even attempt to get through the deadbolts on the server or file room doors. They only stole a few tower computers from the reception area, but luckily Josh had all his important data stored elsewhere so he was able to walk in the next day with his employees, fire up some laptops and continue business with absolutely no interruption. In just a few short months, the insurance company paid for the physical repairs for his office and even replaced the computers!



**This is a best case scenario... don't be a nasty statistic!**

Review your current physical security structure. Be sure your company is protecting the right equipment with the right measures. Implement door security, alarms on windows and doors, access controls, and video surveillance to keep your organization physically safe. A multilayered security strategy including physical security measures is critical to protect your digital assets.

## Fall In Love With Your IT Guys Again!

Feeling a bit divided when it comes to your IT needs? Tired of chasing the next big technology issue? Ready to focus on the things that make you money instead of take your money?

IT shouldn't be the straw that breaks your back. Fall in love with your IT guys again... well, we really mean, fall in love with us! If you need your technology to just work, but you're tired of struggling to explain yourself to your IT guys. Give us a call. We'd love a chance to sweep you off your feet with a Network Security Assessment.

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