Taste Sweet Success

Awareness Can Be a Life Saver

Did you know that the candy, Life Savers, invented in 1912, was created as a "summer candy" because it could withstand the heat better than chocolate? What measures do you have in place to protect your business from the "heat" of cyber threats? Sadly, cyber threats are everywhere and growing daily. October is National Cyber Security Awareness Month (NCSAM); so, we thought it appropriate to toss you a few cyber security "life savers."

Things you can do to raise cyber security awareness…

…in one minute:
- Send an email to employees encouraging them to review tips and advice found online at the STOP. THINK.CONNECT. campaign (www.stopthinkconnect.org/tips-advice/general -tips-and-advice) created as part of National Cyber Security Awareness Month (NCSAM).
- Request an external vulnerability scan to assess your current security posture.

…in one hour:
- Add extra layers of security to your email and online accounts by enabling technologies such as two-factor authentication.
- Have your staff watch an online security awareness training video.

…in one day:
- Have a lunch'n'learn for your employees to discuss your company's IT security and acceptable use policies.
- Review your cyber liability insurance coverage. Perfect cyber security is unattainable, even for large businesses. Ensure you're covered assuming you have good basic security practices. If you're not sure if you have the basics in place, ask us before you answer that cyber insurance questionnaire!

…all month long:
- Work with your IT staff or consultant to review all the technology in your office to evaluate potential cyber risks and preventative measures. Do not limit your review to just computers. Be sure to include reviewing printers, scanners, video surveillance and/or security systems, time and attendance systems, phone systems, environmental control systems and all connecting network equipment.
- Create a contingency plan in the event of a data breach.

…all year round:
- Include cyber security tips in your employee handbooks, company newsletters and other company communications.
- Routinely review and update your IT security policies thus ensuring that they address current threats and best practices. You do have IT security policies in place, right?
- Work with your IT staff or consultant to implement cyber security best practices and shore up any risks identified in your review during NCSAM. At a minimum, every business

What's New

October is National Cyber Security Awareness Month

Ask us about our Security Awareness training in honor of National Cyber Security Awareness Month.

Technology Management Platforms

We're upgrading our management and our threat protection software to enhance security. Keep an eye on your email for more details.

Welcome Aboard

We'd like to extend a very warm welcome to our newest staff members: Abiud, Christy and Paula

If you would rather receive our newsletter via email, sign up on our website or send an email to resource@it-radix.com

More free tech tips at:
www.it-radix.com/news-blog

Introducing… Nina Eckels

When it comes to candy, **Nina Eckels**, our newest staff member, is no stranger! She loves any kind of dark chocolate—Hershey's Special Dark got her hooked. She also loves black jelly beans which her children happily hand over to her!

Nina came to IT Radix with over 30 years of work experience in a variety of settings. While at AT&T/IBM, Nina worked as a programmer/analyst for 16 years giving her a good background in the IT industry. For the past 13 years, she worked in a bookkeeping/billing capacity at various companies, the most recent of which was Catholic Charities.

As a Billing Administrator at IT Radix, Nina is a sweet addition to our team! Her main responsibility is client agreement setup and monthly agreement billing. Nina believes that her strong IT background combined with her bookkeeping and customer service experience is a great fit for IT Radix. Her IT background helps her understand what she is billing, and her customer service experience gives her the ability to build relationships with our clients while explaining some of the more complicated invoices.

Born in New York, Nina lived in Queens as a child, then moved to Mahwah, NJ, when she was 10 years old. Growing up in Mahwah, she now resides in Bridgewater, NJ, with her husband, Chris, and two college-age children, Dan and Allie. When not working, Nina enjoys spending time at the Jersey shore where she relishes long walks on the beach and collecting shells. In Nina's own words, "there's nothing better than the sound of the ocean waves!" She also enjoys dining out with her family: Surf Taco, Keyport Fishery and Jack Baker's Wharfside restaurant are particular favorites of hers. Nina loves music and listens to all kinds—from Motown to alternative rock. She has even grown fond of the concert/marching band music that has filled her home over the years thanks to her son and daughter. Nina loves attending concerts. She enjoys how "they are giant sing-alongs of the music you love and a temporary escape from reality!"

Nina's personal philosophy:
Work hard for what you want.

> "I love people who make me laugh.
> I honestly think it's the thing I like most, to laugh.
> It cures a multitude of ills.
> It's probably the most important thing in a person."
>
> – Audrey Hepburn

Welcome!

A warm welcome to our newest **Management and Support** clients:

AA Electric
Botwinick & Co LLC
Comet Management
Jarchem Industries Inc.
Pemco Dental Corp.

Remember, IT Radix is here to service all of your technology needs!

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should manage and maintain all security software, ensure all programs have the latest security updates, and ensure that their backup is running successfully and tested accurately.

Being a victim of cyber security is not a "hole" lot of fun! Do you find all this overwhelming? IT Radix is here to help. We can assist from the basic planning to training and full-scale implementation.

Cyber security is a team sport. IT Radix wants to be part of your team so you can live the sweet life!

OUR CLIENTS SPEAK OUT:

THE BUZZ

"I appreciate not having to wear the IT hat as often so I can concentrate on running my business. Having a "go to" place is reassuring when my staff has downloaded malware/viruses…virtually no down time."

Gary Goodman, Co-President — Tappin's Inc.

IT Radix **Resource**
We make IT Work for You

Colorful Web Notes

Windows 10's new browser, **Microsoft Edge**, can be just as colorful as Willy Wonka's Everlasting Gobstoppers which are composed of several layers of brightly colored, sweet candy shells! In fact, it is the first web browser that allows you to add notes to webpages!

You've heard it said that "a picture is worth a thousand words." Well, Microsoft Edge makes capturing a webpage image with your annotations possible. It allows you to highlight, circle and annotate comments directly on a webpage that you are viewing, and then capture this picture to share it with someone else. Talk about productivity! Especially for someone needing to provide feedback on the layout of a website—no more guess work or misunderstandings.

To activate the feature, just click on the pen-and-paper icon in the top right-hand corner. Once your notations are made, you can either save it as a bookmark, share it via OneNote, or save it to your reading list.

Need help getting started? Send us a note!

Proudly folded & stuffed by Park Lake School

Do You Feel Like a Nut?

"Sometimes you feel like a nut, sometimes you don't."

That commercial tagline was from the 70's and 80's when the Hershey Company advertised two very similar coconut and chocolate candy bars—Mounds and Almond Joy. This tagline reminds us of a quote from John Chambers, former CEO of Cisco who said, "There are two types of companies: those who have been hacked, and those who don't yet know they have been hacked." How is that for a wakeup call?

For those of you who think "that cannot happen to us because we are not that big," you should know that the rate of cyber-attacks is increasing. According to 2015 testimony given before the U.S. House Committee on Small Business, 71% of cyber-attacks target organizations with fewer than 100 employees. Alarmingly, the average total cost of a cybersecurity breach for small business is $36,000. Worse than that, the Third U.S. Court of Appeals in 2015 ruled that the FTC has the power to punish organizations that fail to invest in and deliver robust cybersecurity measures. All of this information is not meant to scare; but it is true and far worse than getting back to your house on Halloween and finding out your trick or treat bag is filled with nothing but pencils, toothbrushes and raisins…and they are not even the chocolate covered ones!

Imagine what it would be like on Halloween if you and your friends could tell the houses with the good candy from the ones who gave out the bad stuff? Wouldn't that be great? Your bag would be filled with Kit Kats, Reese's Peanut Butter Cups, M&Ms, Starbursts and all the candies you love instead of those losers like Dum-Dums, NECCO wafers and Mary Janes.

The first line of opportunity for a cyber attacker and, thus, your first line of defense is… your staff. Studies show that employees engage in risky security behaviors, sometimes even when they are aware of dangers, just like the person on the diet who reaches for that third handful of M&Ms. Well, as it relates to cybersecurity in your workplace, there is a way for you and your employees to have that kind of information you need and to know what to do to reduce the risks of a data breach or security hack.

Most employees know that the email from the Nigerian Prince offering to place millions (in 100 Grand bars) into their bank account is a spam sham. But cyber-attackers with almost no investment can create emails that appears to be 100% genuine from a favorite bank, airline, shipping company, retailer and more, complete with company logos, privacy policies and addresses. These are not easy to spot. The key to spotting these is *training*!

Employee education and training, must be effective—as effective as a box of Skittles can get a 9-year-old to be spinning out of control at bedtime! Effective training however, unlike the Skittles, is not a one-time event. Training to create awareness, preparedness and vigilance toward cybersecurity must be repeated periodically so that the information is internalized and put into practice by the staff.

The professional team at IT Radix has a certified training and education resource that includes real-life testing and simulations that can greatly enhance the ability of your staff to deal effectively with cybersecurity threats. Additionally, it can provide you the assurance you need to provide to vendors and clients that you have put appropriate measures in place. We would be happy to share more about this with you anytime. Employees who participate will feel like they found the "golden tickets" in Willy Wonka's famous Wonka Bars!

> "Candy is nature's way of making up for Mondays."
>
> — Unknown Author

"They tried adding healthy snacks to the office vending machine, but all that rotting fruit made the candy bars taste bad."

From the desk of: Cathy Coloff

Candy…not many can resist it. How about you? Do you prefer the taste of something sweet or perhaps you're partial to sour balls or red hots? No matter what your preference, there is likely a candy out there to sate your desire. So too with cyber threats. The digital world is full of potential threats designed to lure and tempt you to fall prey to them. Unlike candy, where the risks are usually some sugar and a few extra pounds, cyber threats can cause much more harm. During **National Cyber Security Awareness Month**, I hope you won't be tricked by a cyber threat but will rather enjoy the sweet taste of success.

As a kid, I loved Red Hots—I would test myself to see if I could withstand the burn of the cinnamon (or whatever the candy coating was made of) without taking it out of my mouth before getting to the slightly sweet inside. Nowadays, I'm more partial to chocolate candies like M&Ms. You can check out all of our team's favorite candies on our website (www.it-radix.com/candy) and see who enjoys the same candies as you.

Who embodies candy more than Willy Wonka? Talk about a childhood fantasy! It is with great sorrow to note the passing of Gene Wilder. He will long be remembered for his iconic role and for spreading sweetness in the lives of all around him. Last Halloween, my son enjoyed filling his pumpkin with loads of candy. He came home and sorted it all on the dining room table—piles of Swedish Fish, packs of gum, SweeTARTS, a variety of mini-candy bars, candy corn and more. He was in heaven! Thankfully, I was pleasantly surprised when he willingly parted with over half of it to donate to our dentist's candy drive for deployed military forces.

Whatever your favorite candy is, I hope that you have a safe and happy October!

Halloween Candy: Tricks of the Trade

With an estimated 41.2 million potential trick-or-treaters in the U.S. alone, preparing for Halloween is no easy feat. In fact, a lot of prep work goes on behind the scenes in Frankenstein's la-BOR-atory…*insert evil laugh here*. Did you know that the Hershey Company has a special team of people whose only job is to organize everything related to the Halloween candy launch each year? Believe it or not, these team members begin preparing for Halloween at least two years in advance!

Hershey's big-box clients (e.g., Wal-Mart, Target, etc.) drive candy production for the holidays. The candy developed and sold for a holiday is all based on what these clients desire to stock and sell during that year. Everything from packaging designs to the candy itself is designated by the client. Afterwards, the creative minds at Hershey make these requests come to life.

Packaging is essential! Products get a new "costume" consisting of Halloween-themed packaging. Many hours of product development are spent creating new flavors and product concepts—like Candy Corn Kisses. Hershey's food scientists create products for two main reasons: either a client pitched them an idea for a new product or Hershey has developed a new technology that can be applied to candy production. In general, the food scientists have a year to create a new product, which is presented to clients one year prior to the product's intended launch date. Remarkably, the development process for a completely new product concept or technology could take up to five or more years!

Quality control is of the utmost importance! In the food industry, the term "quality" refers to aspects of a food product that affects its likability and acceptability—NOT its safety. Food scientists study and devise strategies to maximize the shelf life of each and every candy they manufacture.

So, this year, as you enjoy partaking in your children's Halloween booty, know that candy manufacturers are already planning what to put in your cauldron next year!