



## Insight From Innovation

### Somebody's Watching SMBs Very Closely

In 1984, Rockwell introduced his debut single on Motown records—"Somebody's Watching Me." The well-known lyrics of the chorus are apropos to today's small and medium-sized businesses (SMBs). Like it or not, somebody is always watching your business' every move as closely as through a microscope. Here is why SMBs are key targets for criminal hackers:

**Complacency:** Most leaders in smaller organizations are under the false assumption that they are not a target for cyber criminals. Sadly, the truth is the exact opposite.

**Smaller budgets:** Smaller enterprises typically don't have enough funds and personnel to allocate to security protocols, so cyber criminals exploit that. Strong encryption technology can get expensive, so you find that more in the bigger firms.

**Limited knowledge:** IT Staff in smaller firms are not exposed to the breadth of experience that others are so that increases the risk. Workers in bigger organizations see more just by virtue of their size.

**You are the gateway:** Since larger establishments are well guarded, hackers focus their penetration efforts on the SMBs that are the inroads to the valuable data of their bigger clients, vendors and partners. In some ways, you are the lure to the big fish.

**Fewer layers:** Smaller companies are not top-heavy organizationally. All sorts of staff interact with the CEO or other leaders daily. Intruders take advantage of that familiarity through social engineering tactics that can result in a staff member inadvertently falling for a spear phishing attack that results in the loss of data and/or funds.

**Hacking is easy:** Frankly, it is easy to become a hacker. There are wide number of apps available to them and the Tor browser that enables anonymous communication is easy for them to navigate. The Dark Web is a marketplace of stolen goods that no law enforcement can shut down.

Here is what you need to do to get out from under the microscope:

**Create, implement and enforce policies:** Every organization of more than five employees must have at least a basic policy regarding strong passwords, data security, access to personal or corporate mobile devices etc. These policies should reflect the latest thinking so they must be updated and enforced regularly.

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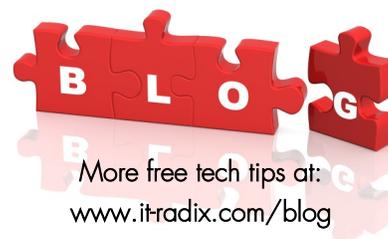
### Noteworthy

#### 1Q20 Cybersecurity News: The Impact of COVID-19

- 30% of all phishing scams and counterfeit pages reported were COVID-19 related.
- In the month of March alone, 102,676 websites related to medical scams were found.
- There were over 145,000 suspicious domain registrations with the words "stimulus check" in them.
- Collaboration and Communication phishing sites saw a 50% increase from January to March, as a large majority of the workforce began WFH.
- Streaming phishing sites saw an 85% increase from January to March with over 209 websites being created daily.

Stats taken from  
[www.helpnetsecurity.com](http://www.helpnetsecurity.com)

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## Watching SMBs

(Continued from page 1)

**Train your front line:** Your weakest link is also your best line of defense and that is your workforce. Train them on the security policies and how to avoid phishing attacks and other possible intrusions. Test them, reward good behavior and retrain those who need to be realigned.

**Layer readily available hardware and software:** No SMB should be without a professional-grade firewall, continually updated anti-virus software, local and cloud backup of all critical data, and fully-patched operating systems. Encrypt all email of any significance.

**Heighten awareness:** Be cognizant and suspicious of anything that appears in any way out of the ordinary. Keep an eye out for anything extraordinary when it comes to your key database, your CRM system and user access.

**Be compliant:** Each industry has regulations and/or guidelines to meet security standards. Take them seriously.

We see all of this every day! Need protection from unwanted prying eyes? Give IT Radix a call today.

Proudly folded & stuffed by Central Park School

## Introducing... Thomas Smith

One of our newest employees, Thomas Smith, predicts that in the future, 2020 will be remembered for innovation! He believes that the technology industry will push us all in new and exciting directions, and he is proud to be in a field that can help facilitate that change.

Thomas came to IT Radix with a B.A. in Communications and Media Production from William Patterson University and four years of experience supporting technology. While attending the University, Thomas worked there as a Technical Consultant in their Media Production Department supporting their Media and Film Department with video/audio editing on Windows and Mac machines as well as running their camera/audio equipment. Upon graduation, he continued to work there for a couple more years as an Audio-Visual Technician in their Instruction and Research Technology Department, exposing Thomas to a wide range of software and hardware and building a strong technology foundation.

As an IT Consultant at IT Radix, Thomas works on a variety of technical projects—lately focusing on getting some of our clients up to speed and upgraded to Windows 10. Thomas enjoys working with our clients from all over the state... optimizing their computers and assisting them with their day-to-day technology needs. One of Thomas' strengths is his strong foundation and exposure to both Windows and Apple technology and his ability to comprehend and discuss issues on a user level. His favorite thing about working at IT Radix is building strong relationships with our clients and learning more about their local businesses.

### Thomas' favorite quote:

"Life is what happens while you are busy making other plans."  
— John Lennon

Born in Ramsgate, England, Thomas moved to the U.S. with his family when he was six years old. Growing up in Roxbury, he now resides in Parsippany with his girlfriend, Kim, and relishes living in Morris County near friends and family. When not working, Thomas likes staying active outdoors—enjoying the beach, hiking or simply tossing a frisbee around. Thomas strives to experience as much as possible, whether it be a new TV show, a new restaurant or a new recipe.

**Thomas' personal philosophy:** Strive to be the best version of yourself every day.



*Our Clients Speak Out!*

*"A Big Thank You to IT Radix...  
Under pressure we have succeeded to exist through these tough times! Thanks everyone!"*

Krupa Naik, Supervisor — Botwinick & Company

Botwinick & Co. is a full-service accounting firm located in Rochelle Park with more than 50 years of experience serving companies and organizations in healthcare, manufacturing, retail, service, real estate and more.



## See the World as Never Before

Nearly 80% of what we humans learn from the world around us is mediated through vision. A complex set of functions that derives meaning from optical input, vision helps us interpret and respond appropriately to our environment. Today's technology plays a vital role in expanding the limits of human sight for people with varying degrees and types of visual deficits.

This year's Consumer Electronics Show exhibited some recent innovations that empower people in remarkable ways:

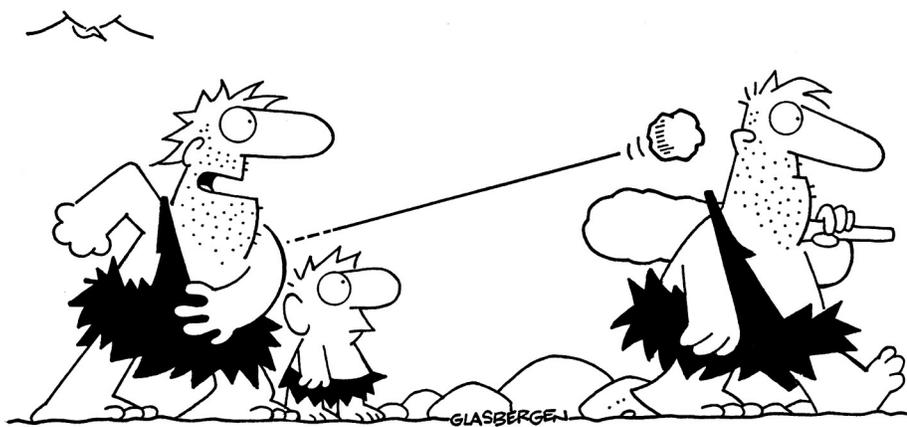
- **Norm glasses** – Lightweight prescription sunglasses with a built-in microcomputer that allows wearers to interact with the digital world hands-free. These Augmented Reality (AR) glasses operate on an Android platform and can also be equipped with captioning and voice assists for the hearing and visually impaired.
- **EyeQue Try-On Glasses** – Users of EyeQue's smartphone vision tests can now get low cost eyeglasses to confirm the results of the self-administered test before ordering higher priced eyewear.
- **Lexilens** – Revolutionary electronic eyeglasses that filter out symptoms of dyslexia, enabling those with the disorder to read and write seamlessly.
- **Orcam MyEye 2** – Assistive technology that grants independence to those with severe visual loss via a smart camera that attaches to virtually any eyeglass frame. Powered by Artificial Intelligence (AI), the device reads printed and digital text aloud from any surface and can be taught to recognize faces, identify products and more.

Several of these inventions are life-changing for those with acute visual shortages. And while the adoption curve of others, like AR eyewear or smartphone eye tests, is in its infancy, advancements in optical-related technologies clearly have practical applications that will allow us to experience the world as never before.

## Spying from Afar

On occasion, we are asked to assist in monitoring an employee's computer usage. We always advise that this type of monitoring should not be done without a person's permission. In fact, we encourage our clients to have and maintain IT policies that clearly document what is and what is not permitted on a company-owned computer and network before any issues occur. If your organization permits Bring Your Own Device (BYOD), a separate policy should also be created documenting what company business is permitted on non-company devices.

Not only should these policies be documented, but the policies should be shared with and acknowledged by the employee, often as part of an overall Employee Handbook. While we're not employment attorneys, IT Radix can assist with the creation of these basic acceptable-use policies and other important IT security policies for review by your attorney. Having clear IT policies are often a sufficient deterrent and eliminate the need to spy from afar.



**"WHEN YOU WANT TO GET SOMEBODY'S ATTENTION,  
THROW A ROCK AT HIS HEAD. IT'S THE LATEST  
THING IN WIRELESS COMMUNICATION!"**

## June 6 National Eyewear Day



Eyewear has been around for about seven centuries! However, it wasn't until the invention of the printing press in 1452 and an increase in literacy that the demand for eyewear grew. Eyewear today improves and protects our vision. A one-time geek necessity, they have now become a fashion statement—adding elements of style and personality—and are certainly something to celebrate!



**From the desk of Cathy Coloff**

Cathy

Social distancing and Work From Home (WFH) have become the new norm. We hope that this edition finds you happy and healthy. As we make our way through this unusual time, we're looking ahead to new technologies that will make the transition between home and office seamless while fostering continued communication and collaboration. Often, the tools needed are already in place, but the business is not leveraging it. During this time, we've been focusing on educating our clients about a variety of technology solutions to help keep their business functioning at a high level.

At home, we've been navigating the new world of home schooling with online classes and homework—sometimes with better success than others. Of course, Alex is not happy missing out on all the social aspects of school and sports. We're all looking forward to some return to normal in the upcoming school year. In the meantime, we're doing puzzles, watching shows as a family like *NCIS* or *Flea Market Flip*, and baking quick breads or brownies (not the healthiest baking endeavors.) To help compensate for the brownies, I've been walking and even kayaking a couple of times. Inspired by things I've seen on TV, we went a little crazy with old pots and containers full of plants in our backyard. Next up is a revamped she-shed made from some salvaged windows, doors and cedar siding. Perhaps, I can get myself a spotlight on a home improvement show yet!

Take care, and we look forward to seeing you—either in person or virtually—soon.

**SPECIAL OFFER**

Sign up for a year of IT Radix Management and Support during the months of **April, May and June** and receive a free onetime Dark Web Scan. Offer for new managed service clients only. Some restrictions may apply.

"There's a way to do it better—find it."

— Thomas A. Edison

**tech TIP**

**Don't Just Close Your Browser**

LOGOFF and then close your web browser. Why?

If you simply close your browser, some of the session information that a hacker can use to gain entry is still running in the background.

When online accessing a banking site or any other application containing sensitive data, make sure you logoff of the site and THEN close your browser.

Contact IT Radix for more tips on staying safe online!

**Knowledge is Power!**

Knowledge is power, and this is especially true in today's digitally connected world. Having a reliable system in place to protect your information is critical to your IT security. The Dark Web is a hotbed for the resale of stolen credentials, personal information, and other sensitive data that could be used to exploit your business and privacy.

Almost everyone has been impacted by a security breach at one time or another. There is a strong possibility that your personal or business information could be found on the Dark Web. By layering in a Dark Web monitoring solution, you arm yourself with knowledge of what credentials and data are currently exposed and are alerted of any new information that is discovered. **Identifying these risks in advance allows you to proactively change passwords, prevent would-be security breaches, and hedge against the exploitation of private data.**

In our current work-from-home climate, phishing emails are becoming more common and more effective. It is impossible to guarantee that no one in your organization has lost credentials or if a web account was compromised on the vendor's end. Real-time Dark Web monitoring increases your chances of being aware and subverting a would-be hacker's malicious attempt to compromise your business.

True security is a comprehensive solution! Take advantage of this month's special offer. Sign up for a year's worth of managed services and we will include a *free, one-time scan* to reveal your company's Dark Web exposure. Contact us today and take control of your IT security!