



IT Managed Services Are a Magical Solution

The 1974 hit single “Magic” by the 1-Hit Wonder Scottish band named Pilot is an ode to something that happens every day—the sunrise. Apparently, the wife of the songwriter said that she had never seen a daybreak and so the song was written on that premise. The tune peaked at #5 in the summer of ‘75 on the U.S. charts and the band never charted again. There is something magical about the sunrise, but sadly it is something that most of us take for granted because it is always there, powering our third rock from the sun.

Organizations that have made the astute decision to outsource all or part of the management of their information technology systems to a Managed Services Provider (MSP) like IT Radix understand that what these providers deliver is just as sure as the daily sunrise—absolute magic!

Information technology (IT) is an essential part of any modern business, but it can also be a source of frustration, complexity, and cost. Managing it all—infrastructure, applications, security, and support—can be overwhelming especially if firms do not have the expertise, resources, or time. That is why many businesses turn to IT managed service firms to handle the IT “stuff” allowing them to rest easy knowing that they are secure, compliant, and up to date.

IT managed services are a magical solution for businesses that want to focus on their core competencies and goals, rather than IT management tasks. By outsourcing their IT needs to a trusted MSP, businesses can enjoy benefits while leaving the IT headaches and hassles to the professionals. Benefits include:

- **Cost Savings** – via predictable pricing, fewer internal IT staff, and less chance of unexpected expenses from system failures or upgrades
- **Expertise** – access to a team of experts acting as trusted advisors who are up to date on latest technology trends and applications
- **Compliance** – with expertise across numerous highly regulated industries, they can provide improvements that facilitate compliance
- **Scalability** – due to a built-in ability to scale up or down as needs arise
- **Security** – with a highly focused eye on data protection and proactive security measures such as backups, encryption, firewalls, endpoint protection, security training, etc.
- **Reliability** – because they employ 24/7 monitoring and troubleshooting for systems and staff

(Continued on page 2)

Take Note

February 1

Change Your Password Day

Change your password and make it a strong one! A weak password makes you vulnerable and an easy target for cybercrime.

February 7

WEBINAR

Tech Talk:

Boost Your Microsoft 365 Security in 2024

www.it-radix.com/webinar

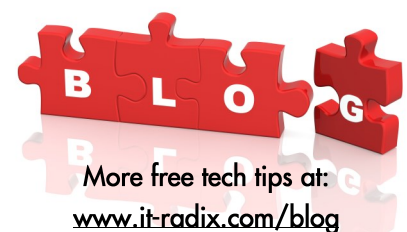
Starts @ 12:10pm sharp

February 12

Clean Out Your Computer Day

Get your New Year’s resolution off to a good start by doing some basic house-keeping on your computer.

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



Magical Solution

(Continued from page 1)

- **Productivity** – since IT professionals are always providing fresh solutions to enhance their client’s ability to get more work done at greater speeds
- **Speed** – as most MSPs pride themselves on fast response time to any user issues
- **Uptime** – because they focus on minimizing all network and local endpoint downtime
- **Core Business Focus** – with these headaches off the client’s plate, businesses can apply resources better against higher priority activities that drive their growth

The rewards from outsourcing IT services are not 1-Hit Wonders like Pilot. Yet they are as magical as the sunrise. Interestingly, two of the members of Pilot were substitute members of The Bay City Rollers, another 1-Hit Wonder! Also the “Magic” melody has been used since 2019 by the diabetes drug, Ozempic, in its TV and radio advertising.

Do any of the magical benefits of Managed Services interest you? Call us and an IT Radix professional will share more about the benefits and learn more about your organization.

How IT Radix’s Services Are Helping to Bring New Therapies to Patients



Insights from Ashleigh Palmer, CEO & Co-Founder, Provention Bio

Over my career, I’ve been fortunate to touch many businesses and know that a robust IT infrastructure and support system is mission critical.

Many years ago, I was in a turnaround situation with limited IT services. It wasn’t prudent to invest in IT infrastructure. Reliability, optionality, and agility were vital. We evaluated various options and were immediately impressed with IT Radix. They weren’t an arm’s length vendor, but rather an attentive, facilitating strategic partner.

Years later, while in an attractive, pharmaceutical start-up we required specialized IT services 24/7. IT Radix became a factor in our success.

While starting up a breakthrough pharmaceutical company in 2017, immediately we partnered with IT Radix. We needed assistance with compliance, data management, cybersecurity, *and* the ability for our team to work remotely. IT Radix’s responsiveness and adaptability as we grew over five years from the “development” with 20 staff, to becoming a 200-person commercial biopharma enterprise was impressive.

Often, business owners shy away from outsourcing “IT.” But if you find the right IT partner, outsourcing is a competitive advantage. With responsive, personalized IT Radix support, we are confident our systems are compliant, efficient, and secure.

If you’re on the fence about IT Radix, remember, leaders need to be focused on the 20% of things that are responsible for 80% of the value. Worrying about IT reduces the ability to focus on driving value. By partnering with IT Radix, we regain precious time and resources knowing that a team of experts is handling the critical processes and systems needed. So, if you’re ready to partner with an IT firm that truly cares about your company’s purpose, objectives, and success, look no further than IT Radix. They are mission critical.

Is there “Black Magic” lurking in your Microsoft 365 account? Our free Microsoft 365 Cybersecurity Audit will pull back the curtain and identify if you are exposed.



At no cost or obligation, our highly skilled team of IT pros will conduct a Microsoft 365 Cybersecurity Audit to uncover any hidden risks.

Once completed, we’ll prepare a customized report that will identify specific vulnerabilities and provide an action plan for getting them addressed fast. Schedule your free Microsoft 365 Cybersecurity Audit TODAY!!! www.it-radix.com/ms365-cybersecurity-audit

Four Things to Prevent a Denial of Your Cyber Insurance Claim

An Illinois manufacturing company put in a cyber insurance claim after a 2022 data breach. Their claim was denied because their insurer found that they failed to use Multi-Factor Authentication (MFA) across all digital assets, which they had agreed to do in their policy. Smart businesses like yours are adding cyber insurance to their policies because they know this can help reduce business risk. But with cyber insurance premiums steadily increasing—rising 62% last year alone—you want to make sure your claim is paid when you need it most.

Denials are usually the result of an accidental but fatal misrepresentation or omission by businesses or simply not letting an insurer know about changes in their security practices. There are simple steps you can take to prevent a claim-denial doomsday:

1. Find a good broker that will help you understand your policy.

Insurance policy documents are difficult to understand, and there are several parts you **MUST** understand, including: the deck pages (the first pages that talk about your deductible, total costs, and the limits of liability), the insuring agreements (a list of all the promises the insurance company is making to you), and the conditions (what you are promising to do). Find a broker that will talk you through these in great detail. If your broker will not get into this detail, find another broker. Call us if you need a referral to a quality cyber broker.

2. Understand the conditions.

Insurance companies are happy to write a check if you're breached if and only if you make certain promises. These promises are called the conditions of the contract. Today, insurance companies expect you to promise things like using MFA and password managers, making regular data backups, and hosting phishing simulation and cybersecurity awareness training with your employees.

3. Make good on the promises.

If you've ever filled out a homeowners insurance application, you know you'll get a nifty discount on your premium if you have a security alarm. If you don't have one, you might tick "Yes," with good intentions to call ADT or TELUS to schedule an installation. You enjoy your cheaper premium but are busy and forget to install the alarm (nobody comes around to check anyway). Then, your home gets broken into. This happens all the time in cyber insurance. Businesses promise to use MFA or host training but don't enforce it.

4. Don't assume the right hand knows what the left hand is doing.

Regularly review your policy and have an open and transparent line of communication with your IT department or outsourced IT provider so they can help you keep those promises.



Cyber insurance is a valuable tool for minimizing the risks of cyberattacks. Always be honest and accurate in your policy questionnaire and follow the best practices and recommendations of your IT provider as well as your insurer. Doing what you say you do is not only ethical, but also essential for coverage. Reach out to us at IT Radix anytime to discuss this and other ways to minimize your cybersecurity risks.

MSP Cybersecurity Magazine



Check out the latest edition of *MSP Cybersecurity* magazine. In the feature article, Cathy Coloff shares how to get 20/20 vision with a cybersecurity checklist to protect your organization from the ever-present threat of cyberattacks.

www.it-radix.com/msp-cybersecurity

Inside This Issue

- The benefits of outsourcing your IT needs to a trusted MSP
- How IT Radix services help bring new therapies to patients
- How to avoid a denial of your cyber insurance claim

IT Radix Family and Friends
321 Delighted Clients Drive
Geekville, NJ USA

*"Without deviation from the norm,
progress is not possible."*
— Frank Zappa



*"Looks like we're in for another
extreme weather event."*

CartoonStock.com

From the desk of Cathy Coloff

I grew up sailing in NC, first on Kerr Lake and then on the Pimlico Sound with my parents. Many don't appreciate the nuances of sailing, especially teenage boys like my son Alex, but sailing can be very exciting. I always loved sailing in rough weather despite my mom's fears. These days, I get out occasionally in the summer on Greenwood Lake.

We've seen our fair share of extreme weather in the past few years. This time of year, I love a good snowstorm especially when I'm up in Vermont; but I also appreciate being able to stay connected during these extreme weather events. Thankfully, technology has improved over the years to allow for just that. I've been particularly enjoying using our AVD (Azure Virtual Desktop) environment as it has simplified my life allowing me to be fully connected from any of my devices and able to use all of our software. The best part is that I can rest easy knowing that I'm protected by our full security stack while I'm working.

In the movie *Frozen*, Anna asks if her sister wants to build a snowman. While you may not be interested in building snowmen, you might be interested in building your own AVD environment to work securely from anywhere. If so, give me a jingle!

