

What's New

4 Reasons You Should Move Your Data To The Cloud TODAY

If you're one of the skeptics holding out on incorporating cloud technology into your business, you're in the minority. Today, a full 93% of businesses now use the cloud in their day-to-day operations, according to RightScale. Here's why.

The cloud increases profits. The nimble, location-flexible nature of the cloud enables lean, remote operation from anywhere in the world, increasing the bottom line of SMBs.

The cloud boosts efficiency. Without the need for data silos, cloud applications can drastically reduce bottlenecks and failures.

The cloud saves money. Instead of paying to maintain unused hardware, the cloud allows you to pay low monthly fees, reducing wasted funds.

The cloud is more secure. Backups are that much easier to implement and access, meaning that your business can be up and running after a data breach in minutes rather than days.

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This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"



Sneaky Ways Cybercriminals Access Your Network And What You Can Do To Prevent It TODAY

Hackers prefer the little guy. The high-profile data breaches you read about in the news — your Facebooks and Equifaxes and T-Mobiles — are only the tip of the iceberg when it comes to the digital crimes being perpetrated

day after day, especially against small businesses. Today, according to a report by the National Cyber Security Alliance, 70 percent of hackers specifically target small businesses. Attracted by the prospect of easy money, they search for those organizations who underspend on protection, who have employees untrained to spot security risks, and who subscribe to woefully out-of-date practices to protect their data. As a result, more than 50 percent of small businesses have been hacked, while 60 percent of companies breached are forced to close their doors within six months.

Most business owners have no idea the danger they're putting their livelihood

in by leaving cyber security up to chance. According to a survey conducted by Paychex, 68 percent of small-business owners aren't concerned about their current cyber security standards, despite the fact that around 70 percent of them aren't adequately protected. In the face of an imminent, global threat to the very existence of small businesses everywhere, most CEOs offer up a collective shrug.

The tactics and software available to hackers become more sophisticated by the day, but with so many unwitting victims, most criminals don't even need to work that hard to net a six-figure income. By sticking to two tried-and-tested tools of the trade — phishing, ransomware and the subtle art of guessing users' passwords — they leech comfortably off the earnest efforts of small businesses all over the world.

So, what's to be done? Well, first things first: You need to educate

Continued on pg.2

Continued from pg.1

yourself and your team. Protect your organization against phishing by fostering a healthy skepticism of any email that enters your inbox. Make it a habit of hovering over hyperlinks to check their actual destination before you click. If an email is coming from someone you know, but the email address is different, verify it with the other party. And never, ever send passwords or personal details to anyone over the internet if you can avoid it.

Speaking of passwords, you probably need to upgrade yours. The majority of folks use the same password for everything from their Facebook account to their business email. The fact



Of course, you can read up on hacking techniques and teach them to your team until you're blue in the face, and a data breach can still occur. Cybercrime is constantly evolving, and staying abreast of its breakneck pace takes a dedicated awareness of the latest protective tools and measures. That's why your single best weapon to defend you against the hackers at your door is to find a managed service provider (MSP) with a background in defending against digital threats to partner with your organization. These companies not only regularly monitor your network, they also keep it updated with the latest patches and measures to prevent the worst. And if crisis somehow still strikes, they'll be able to get your network back up in minutes rather than days, equipped with an expert knowledge of your systems and years of experience in the field.

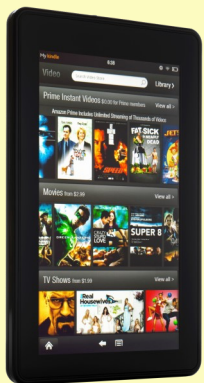
In today's digital world, leaving your cyber security up to a subpar antivirus and some wishful thinking is more than irresponsible — it's an existential threat to your company. But with a little savvy, a bit of investment and a second opinion on the circumstances of your company's security, you can rest easy knowing that no matter what comes, you're protected.

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that this includes your employees should make you shudder. It may not seem like a big deal — who's going to take the time to guess SoCcErMoM666? — but aside from the fact that simple software enables hackers to guess even complicated

passwords in minutes, that's not even usually necessary. Instead, they can just look at the data dumps from a recent more high-profile breach — think the Equifax fiasco — pull your old website from there and type it into whatever profile they want to access. If you keep all your passwords the same across sites, it won't take them long to dig into your most precious assets. To avoid this, implement a strict set of password regulations for your business, preferably incorporating two-factor authentication and mandatory password changes every few weeks.

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



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” event during the month of February.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply e-mail us at kmatelski@tworivertech.com with your referral's name and contact information today!

Shiny New Gadget Of The Month:



This Smartphone Is Also A Projector: Introducing The Movi

Sure, your big honking iPhone or massive Android is impressive, but does it have a screen the size of an entire wall?

The Movi is the first smartphone to integrate a built-in pico projector into its design, allowing users to project 720p images up to 200 inches in size wherever they are. At only \$599, it's a bargain when compared to other comparable projectors.

However, there are caveats: the Movi's FHD phone screen can't compare to its higher-end OLED competitors, and its camera leaves something to be desired. But if you're an avid video buff with a mind for convenience, the Movi may be just what you're looking for.

Watch Your Doors



When was the last time you looked at the doors to your business? It isn't just about who comes in; it's also about how.

Let me give an example. A new restaurant opened near my office. It's been very successful, and I eat there regularly. The only problem is the horrendous door you have to go through to get in. Opening it causes an obnoxious grating sound, not unlike a few metal tomcats duking it out in an alley. The pull is hard and inconsistent. At first I thought they'd fix it, but since it hasn't been dealt with in months, it's clear to me that the owners don't give much thought to the first impression it creates.

Actual doors are important, but the metaphorical doors to your business are even more important. These "doors" are entry points, drawing people in or keeping them out. They can welcome or they can warn.

What about the doors to your business?

Your website is your online door. Is it aesthetically pleasing? Easy to navigate? Can a visitor quickly find contact information? Does it just advertise, or does it make it easy for visitors to actually take action?

Your phone is a door too. Whether answered by a person or a recorded message, it speaks volumes about your professionalism and punctuality.

The way you handle service and support is yet another door. How easy is it for a customer to schedule a repair? Do techs arrive when promised? Are they professional in appearance and friendly in demeanor?

Then there's your social media accounts. What image do your various platforms convey? Does your social media support or detract from your brand?

Your office environment is another. Is it a place customers enjoy or endure? If you serve coffee, how good is it?

Gordon Hinckley said, "Eternal vigilance is the price of eternal development." Paying attention consistently will allow you to develop and achieve success. Ignoring the doors, literal and metaphorical, can be costly.

A good door makes it easy for customers to enter. A great door invites them in and sets the tone for what follows. Make sure yours immediately conveys everything you want others to know about your business.



Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like *Fred Factor* and *The Potential Principle* and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People," or his website, marksanborn.com, to learn more.

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*

TRTG Happenings

Are You Taking Full Advantage Of Workplace 3.0?!



If you are one of our clients and are a user on the OS33 platform, we sure hope you are taking advantage of the **new and improved** Workplace 3.0 version!

As of now, after a user logs on to their workplace dashboard it still defaults to the old interface, but you have the option to “test drive” the new version by clicking this icon (located top center).

test drive the new workplace_

After you click this icon you will immediately be taken to the new 3.0 dashboard.

With Workplace 3.0 the new features and functions are aimed at improving your productivity while ensuring your data remains secure. Here is a list of some of the new features and benefits:

- ◆ A fresh new look for the Workplace Web App, Windows, and Mac applications
- ◆ ‘Star’ any file or folder to pin it to your launch page
- ◆ New feature introduction: Websites

- ◆ Hosted apps will now be in one place
- ◆ Compliance Status
- ◆ We will be hosting a live webinar soon to give you a full tutorial on how to use the new fresh Workplace platform.

Stay Tuned!

Say Goodbye to Windows 7!



SAY GOODBYE TO WINDOWS 7!

Order Your New Computers and Laptops NOW and Save Money!

Take advantage of Dell's limited time special offer to upgrade your computers and laptops!

All good things must come to an end, even Windows 7. After January 14 2020, Microsoft will no longer provide security updates or support for PC's running windows &. This means there will be no more updates for those computers and it's possible you would fail a compliance check.

We recommended replacing all your Windows 7 machines with Windows 10 before the end of this year. The good news is Dell's End of Year is January 31, 2020 **and here is a little secret ... right now Dell doesn't care as much about margin as they do their overall sales revenue total.** Even better news, due to the overwhelming response and urgency in this matter upgrade we will be extending this offer until February 8th! Contact us today to order your upgraded machine!

Client Quote of the Month



TRTG Featured in Asbury Park Press News Article!



Check out this story on how a local small business from Asbury Park was hacked and how it severely impacted their business! Our Chief Technology Advisor and CEO, Frank DeBenedetto was interviewed by David Willis, Business Writer of APP to give his recommendations on how a small business like this one can avoid an incident like this in the future. Click here to read the full article. <https://bit.ly/2Shjqna>