

### What's New

#### Can You Afford To Lose \$80,000 A Year? If Not, Read This:

According to the Better Business Bureau's 2017 State of Cybersecurity Among Small Businesses In North America report, SMBS lost more than \$79,000 to cybercriminals. Honestly, this shouldn't surprise anyone; after all, as even the smallest businesses digitize more and more of their processes, the costs of breaking those systems will continue to skyrocket. If you're a small business owner in 2019, you need to start making cyber security a priority – now. Make a list of clear goals and objectives, and prepare your business for threats coming from all directions, rather than relying on a single defensive strategy that's prone to fail when things get tough.

*SmallBizTrends.com, 12/3/2018*

### March 2019



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!”



## The #1 Mistake Your Employees Are Making Today That Lets Cybercriminals Into Your Network

In the wake of unprecedented rates of digital crime, with the cost and frequency of data breaches constantly skyrocketing year after year, companies all over the world have been forced to scramble for solutions. There's an arms race running behind the scenes of every piece of technology we use in business today, as cyber security companies shore up their clients' defenses against increasingly sophisticated digital threats. Billions of dollars are now poured into battling away would-be intruders from the most precious assets on global networks: most of the money directed toward the software that keeps everything afloat, just out of reach of the bad guys.

But even as each day brings a new technological apex for security solutions, data breaches continue. Despite the fact that the tools hackers use to make money are more or less the same as they were three

years ago, nobody seems to question why companies are still being hacked at record levels. It's easy to imagine a crack team of infamous hackers hammering away at a keyboard into the late hours of the night, feverishly computing the one piece of code that will break them into a system.

This may be the process behind the high-profile breaches you read about in the news each week, but in reality, most cybercrime takes much less effort. The average hack succeeds not because of overt vulnerabilities in the structure of business networks, but because of a mistake made by you or your employees. According to IBM's X-Force Threat Intelligence Index, more than two-thirds of breaches arise from what they call “inadvertent insiders,” folks who accidentally left the network vulnerable from one action or another without even realizing it.

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Most of the human error that becomes the root cause of catastrophe can be traced back to phishing. A criminal spends some time researching your organization, maybe learning a bit about an employee or two, and decides to masquerade as someone worthy of trust either within your team or from a company you contract with, or just a stock person offering something pretty much everybody wants. They mock up a somewhat convincing e-mail and send it off to 10 people within your business. Somebody clicks the included link without thinking, and there you go – you’ve got ransomware. If you haven’t backed up your data, you’re looking at a hefty fee to get everything back, if they even give it back at all.

**"Somebody clicks the included link without thinking, and there you go — you've got ransomware."**

Regardless of how it happens, most hacks occur because employees just don't know better. Even in 2019, when



The good news is that this problem is pretty easy to prevent through education. To keep everyone abreast of the latest threats to their livelihood, it takes a thorough set of rules, guidelines and general savvy to steer them through the troubled waters of modern cyberspace.

Of course, this will take more than a 30-minute crash course in the break room one afternoon. It'll take a concerted effort and dedicated resources. Luckily, we can help. With a trusted partner dedicated not only to keeping your organization protected from the latest digital threats, but to keeping your employees alert and ready to spot anything phishy, you drastically decrease the chances of your business becoming another statistic in the war on cybercrime. Work with us and secure the future of your company for the long haul.

# Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

**To get started and claim your free assessment now,  
send an email to [kmatelski@tworivertech.com](mailto:kmatelski@tworivertech.com)**

Get More Free Tips, Tools and Services At Our Web Site: [www.tworivertech.com](http://www.tworivertech.com)  
Bell Works 101 Crawfords Corner Road, Suite 1-102R Holmdel, NJ 07733  
(732) 391-4770





## Shiny New Gadget Of The Month:



### Skip The "HeatBuddy" An Underperforming Heating Solution That Promises The World

The cold may be winding down, but you're still likely fatigued by the high heating bills you were forced to shell out extra money for over the last three months. Luckily, heating technology is improving all the time, reducing electricity costs while keeping your toes from freezing off. However, it's important that you don't get roped in by another "as seen on TV" product that overpromises and underdelivers.

Take, for example, the HeatBuddy: a portable, plug-and-play space heater that ostensibly offers revolutionary heating capabilities in a tiny, low-electricity package. However, it's another case of "too good to be true" — even a cursory glance at customer reviews reveals this to be a run-of-the-mill space heater, if only a little smaller. Unless you need a very small heater for some specific task, it's best to skip the \$29.99 and keep on researching other options to lower your power bill.

## The Self-Made Myth: All Business Leaders Had Help Along The Way

*I'm about to share an unpopular opinion: the self-made CEO is a myth. No successful entrepreneur or business leader is a self-made man or woman. If you think you are, you need to take a long, hard look in the mirror. Behind your successes are countless contributions from family, friends, teachers, mentors and coaches. If you can't see that, you're not looking hard enough.*

*As a business coach, I've seen companies grow from kitchen tables to \$100 million enterprises and then collapse because the owners thought they knew everything. In contrast, the world's most effective leaders know they didn't get to where they are by themselves. They recognize that ideas can come from anywhere, and they actively seek out people who can help them on their journey. Here are three ways to harness that inspiration.*

### 1. RELY ON YOUR TEAM, AND SHOW YOUR APPRECIATION.

The most effective leaders are always the first to admit that they don't have all the answers. They ask themselves tough questions to understand their own strengths and weaknesses, and they don't let ego or pride get in the way of building their companies.

One of the biggest mistakes I see business leaders make is thinking they can't learn anything from the people around them. It's essential to recognize your limits, seek others' help and opinion to patch holes in your expertise and give credit where credit is due.

### 2. RIP OFF AND DUPLICATE — THE OTHER R&D.

Some of the best ideas I've had for my businesses are ones I've borrowed (and modified) from others. In my experience as an entrepreneur and coach, I've seen firsthand how ideas that are considered standard practice in one industry can be innovative when applied to another.



Of course, it's about how you adapt those ideas to your business, not necessarily just copying what your competitors are doing. Instead, use the existing base of knowledge to provide a novel solution.

### 3. CROWDSOURCE IDEAS FROM FELLOW BUSINESS LEADERS.

Finding new solutions to business challenges is a never-ending and often exhausting task for entrepreneurs and business leaders. One source that I've used to help me solve problems has been a business advisory group (BAG) comprised of professionals in business operating in noncompetitive markets. Peers in a BAG can relate to the daily challenges you face running your company, managing teams and growing the business. BAG members can provide you with valuable insight into how they are running their own companies and how business solutions they've implemented may apply to your business.

Business is a team sport. No great company has ever been built solely atop the efforts of a single person. The entrepreneurial spirit will take you far, but eventually, you have to recognize that you need to rely on the ideas and contributions of others. When that happens, you'll become a greater leader, and you'll see your business and company culture grow exponentially.



*Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.*

## Services We Offer

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

# TRTG Happenings



We just wanted to thank our clients **The Community YMCA** for inviting us to their 2019 Annual Kickoff Campaign event that took place on February 6th at their Red Bank location. It was an awesome event and it was great to hear from their speakers who have helped inspire the Y on their mission to come together to strengthen the community! The Annual Campaign ensures that the Y is here for all, regardless of the ability to pay. By joining the Annual Campaign you can be a hero for the kids and families who are counting on the Y to expand life-changing programs that strengthen lives. They can only do this with the help of our community members. Here are some of the ways your donation will make a difference:

*> Strengthen foundations for youth and families through access to safe and enriching child care for working parents, at home family support and school-based counseling for vulnerable families, and preventative programs that connect community to critical pathways and resources*

*> Encourage healthy spirit, mind and body in everyday lives for people of all ages. From diabetes prevention and LIVESTRONG cancer recovery*

*support, to in-school nutrition and fitness programs that help combat childhood obesity, the Y is here for healthy living.*

*> Help kids reach their full potential through youth and teen programs that offer pathways to college, help to close the achievement gap, give kids access to summer camp experiences, and provide a framework of social support at school and in the home — grounded in the Y's core values of caring, honesty, respect, and responsibility.*

Let's come together and help them to reach this year's community fundraising goal of \$85,0000. To learn more about how you can donate go to <https://bit.ly/2SxLVt4>

## TRTG Security Tips

### Working from home? Read this first

If you plan on catching up on some work from home AND you're using a personal device such as a smartphone or personal laptop – DON'T! Unless your personal device is covered under our service plans, you could accidentally introduce a virus to the company's network.

ONLY devices that are under our vigilant watch of patching, updating and monitoring should be used to work remote. Side Note: We can set up a way for you to work from home securely; call our office if you would like us to set that up: 732-391-4770.

### You've been HACKED! What's the first thing you should do?

No matter how diligent you are about security, there's always a chance you can get hacked. That's why you need to put a plan in place NOW to protect yourself and your CLIENTS, so damage is minimized. But what should you do if you find out you've been hacked?

First, contact your IT department (us) IMMEDIATELY. The faster we can address the attack – and determine the extent of the data, applications and machines compromised – the better your chances are of preventing much bigger problems. We'll go to work on containing the attack and conducting a full scan of your network.

Based on what we discover, we may advise you to contact the local FBI office and your attorney. Your legal responsibilities depend greatly on the type of data accessed. For example, if medical, financial or other confidential records were stolen or accessed, you are legally responsible for notifying those individuals that their data was compromised (your attorney can best direct you on what you need to do and how to do it).

— JOIN THE TEAM —

**We're hiring!**

Great News! Two River Technology Group is growing rapidly, and we are looking to fill three positions to help us continue to give our valued clients the best service ever! If you know anyone who would be interested in the following positions, please direct them to our website to apply as soon as possible! <https://www.tworivertech.com/us/careers/>

- ◆ Help Desk/Field Technician
- ◆ Field Manager/Technician
- ◆ Project Engineer