

What's New

The #1 Way Hackers Access Your Network (And How To Prevent It From Happening)

It's easy to imagine the hackers attacking your network as a team of computer masterminds. But in reality, the vast majority of data breaches don't occur from some genius hacking into the mainframe. According to Trace Security, a full 81% of breaches happen as a result of poorly constructed passwords.

Luckily, avoiding this is pretty simple. Ensure every member of your team uses strong passwords, over eight characters in length and comprised of letters, numbers and symbols. Keep the numbers and symbols away from each other, and definitely avoid the common, obvious passwords like "123456789" or "password." You also might consider implementing two-factor authentication in your system, which is several degrees of magnitude more secure than ordinary passwords, but it can be a headache to set up without an expert on your team.

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What Is Managed IT Services...And Why Should You Demand It From Your IT Services Company?

In today's constantly shifting technological landscape, where fresh viruses and the new security patches designed to protect against them arrive by the week, it takes a proactive approach to stay abreast of all the changes. This is why, in 2019, more small to midsize businesses (SMBs) are ditching their outdated break-fix strategies and making the switch to a managed services provider (MSP) for their IT needs. But for those of us still coming to terms with the new rapid-fire reality of business in the digital age, it can be difficult to determine which approach is right for your organization, or even what a managed services provider actually does.

Here's a breakdown of the managed services strategy versus the traditional break-fix approach and how it applies to your business.

MANAGED SERVICES ARE DESIGNED FOR UP-TO-THE-MINUTE IT UPKEEP.

Maintaining the integrity, efficiency and security of your business network is a little like taking care of your car. You don't buy the equipment with the expectation that it'll be good to go forever; you know that it'll take regular upkeep to stay in tip-top shape. For a car, of course, that means regular oil changes, rotating the tires, checking the alignment, checking and replacing the fluids, ensuring adequate tire pressure, changing your spark plugs, flushing the transmission – the list goes on and on. If you don't bother with basic preventative maintenance of your vehicle, it'll fail you sooner rather than later. We're guessing most of our readers wouldn't drive 20,000 miles without checking the oil, for instance. Many of these tasks can be taken care of with some savvy



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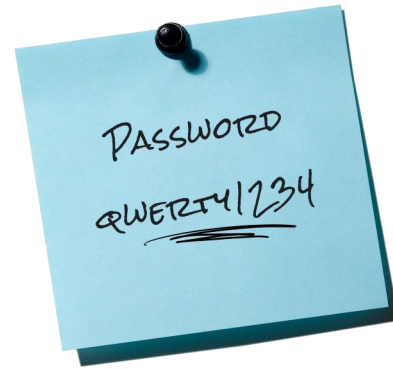
"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

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and time investment, but others require the expertise of a seasoned professional, especially when serious problems arise.

It's the same with your network. Business technology is notoriously finicky. It'll work perfectly for months and, in rare cases, for years – until suddenly it doesn't, at which point it's likely too late. Suddenly all your data is locked down behind some nasty new ransomware, or your server decided to give up the ghost without warning, leaving key customer information swinging in the wind. We constantly hear about Fortune 500 companies shelling out millions for high-profile data breaches, but when these attacks come to SMBs, they often fold the company completely. What was once a thriving small business is now an empty storefront, buried under the never-ending progress of modern technology.



“You don’t buy the equipment with the expectation that it’ll be good to go forever; you know that it’ll take regular upkeep ... ”

The old break-fix approach to IT management attempts to address the digital risks facing SMBs only after problems arise. Is your server down? Is malware giving you a headache? Is your e-mail not working for some reason? If so, they're on the scene. Otherwise, they're hands-off. The idea behind this strategy is the classic adage “If it ain't broke, don't fix it.” Business owners look to cut costs on IT by only addressing the most serious technological crises after they've already happened, rather than shelling out funds for regular preventative maintenance.

Unfortunately, just like how this approach doesn't make sense in the context of your car, it certainly doesn't make sense for your network. A break-fix strategy can save money in the short term, sure, but it results in more network downtime, a much higher frequency of issues and a ton of dollars spent on damage control down the line.

Instead, you should demand that the IT professionals responsible for the backbone of your business provide managed services. This means they're in the guts of your network every day, mastering and locking down every aspect of your technology long *before* anything goes wrong. They'll detect issues before they cost you money and fix them without hesitation. You might balk at the initial subscription fee, but if you run the numbers, you'll quickly see how much money it will save you in the long run.

An investment in an MSP is an investment in the future of your business. You wouldn't drive your car mindlessly until it breaks down; it's arguably even more dangerous to do the same with your network. Take a proactive approach, demand managed services and breathe a sigh of relief knowing your network is in the hands of professionals well-versed in the ins and outs of your business's specific needs.

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

PROTECT YOUR NETWORK

“What Every Business Owner Must Know About Protecting and Preserving Their Network”



**Don't Trust Your Company's
Critical Data And
Operations To Just Anyone!**

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

**To get started and claim your free assessment now,
send an email to kmatelski@tworivertech.com**

Shiny New Gadget Of The Month:



Bringing The Peephole Into The 21st Century: The Ring Door View Cam

As more and more things in the world become digitized and revamped for the smartphone generation, the humble peephole has joined the ranks of IoT-enabled devices. Enter the Ring Door View Cam, a nifty little piece of tech that replaces the fish-eye lens of your peephole with a camera so there's never any question who is at the door. In addition, you get mobile notifications whenever the device's motion sensor is triggered, enabling you to remotely communicate with a visitor from your phone, even if you're not home. That means no more missed drop-ins, no more packages left out in the open on your doorstep and no more shady, late-night encounters with suspicious strangers.

5 Ways To Answer Questions Like A CEO

In my work as a consultant, I've had the privilege of posing questions to over 1,000 business leaders. As a result, I've been on the receiving end of many great answers from some of the most respected CEOs on the planet. Unfortunately, I've also heard answers from less-skilled managers.

There are key differences between both. Here are five ways to answer questions like a CEO.

1. Answer a yes-or-no question with a "yes" or "no" before you provide details.

Does John Thomas work at Google?

Bad answer: "John Thomas? I knew him back at the University of Michigan. He and I were in the same engineering lab. This one time ..."

Great answer: "Yes. He works at Google now. We went to college together, and we're Facebook friends."

2. Answer a number question with a number answer before you provide details.

How much did your sales decline during the last recession in '08?

Bad answer: "The Great Recession was a really hard time for us. It felt like we were running a marathon in quicksand. No matter what we did ..."

Great answer: "Twenty percent. Fortunately, the compensation of our team was largely variable, so we all made a bit less income during that period and avoided layoffs."

3. Say what your goal was, what you did and what the results were.

What happened in that job?

Bad answer: "Well, it was in the South. I was not used to the South. Wow, were the summers humid. And the mosquitoes? Big as birds ..."



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Great answer: "My mission was to set up a new food bank in Atlanta. The goal was to recruit 20 restaurant partners, hire the first five employees and serve 100 meals a day within three months. Things moved a little more slowly than I was used to, so I had to get creative. We hired a video crew, interviewed restaurant managers and customers and gave free social media advertising to the restaurants if they signed up with us. This allowed us to achieve our goals a month earlier than planned, and my bosses were thrilled!"

4. Answer from the other person's point of view.

Why do you want me to invest in your ice cream stores?

Bad answer: "Because we need the capital to grow."

Great answer: "Because 10% return on invested capital is what you say you want, and that is what we have delivered reliably on a per-store basis for over 50 years."

5. Share just enough information to prove your point, but not more.

Why should we buy from your company?

Bad answer: "For starters, here's our 150-page brochure, a 25-page PowerPoint slide deck and a dozen customer cases about some companies that are nothing like you, as well as a bunch of random anecdotes – whatever comes to mind!"

Great answer: "Three reasons: 1) Gartner group did a survey of our industry and rated us #1 in the three areas that are most important to you. 2) We know this space better than anybody. Our team published the #1 book on this topic, both in sales and review ratings on Amazon. 3) We offer a 100% money-back guarantee."

Services We Offer

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

TRTG Happenings



2019 12th Annual IT Sales and Marketing Boot Camp Conference

TRTG's Sales and Marketing Team attended the 12th Annual IT Sales and Marketing Conference down in Nashville, Tennessee this month. The conference was held inside of Nashville's Music City Center and thousands of IT professionals from all over the world attended to learn from the IT industry's most in demand marketing consultant, sales trainer and author, Robin Robins. This event is a great opportunity to gain insight from our peers, learn new marketing strategies, and we also got to hear from an amazing lineup of speakers, authors and experts.

One of the speakers that really stood out to our team was Douglas Lipp, former head trainer at Disney University and author of the book *Disney U*. His speaking session taught us invaluable lessons on the importance of developing leaders within your organization by implementing a training program that falls completely in line with the core values of your company. Everything in our industry is skewed heavily to the information side therefore, it is imperative we can convey one of our most important core values which is, "service with a smile."

In Lipp's book, *Disney U*, he lays out the strategies behind the massive success of the Disney theme parks by weaving together anecdotes and lessons of the legendary Van Arsdale France, to create a model for other organizations who would like to achieve a similar reputation for service. By caring for their staff and providing them with the highest training, Disney ensures that their employees have the customer service skills necessary to create a truly magical environment.

At TRTG we feel it is important that our employees are always delivering exceptional customer service and striving to deliver a "white glove" experience to our clients. The main takeaway from this book is that we ensure we keep happy employees which will result in happy customers.

New Quarter. New Password



It's a wise idea to follow the calendar year when changing passwords to your online sites, financial/banking sites and computer systems. We recommend you change these passwords at least once every three months. It's also important you don't reuse passwords or use the same passwords for two different resources.

If your social media account gets hacked, you don't want the attacker to also be able to gain access to your Amazon.com and banking accounts simply because you used the same password for both sites. Maintaining separate passwords is a lot of work – but the cybersociety we live in demands it.

A good password will be composed of both lowercase and CAPITAL letters, numbers and !@#\$%^ (symbols). Passwords for various sites should always be different, but they can be similar. You may use J@nu@ry1! for site A and J@nu@ry1@ for site B.

Need help in developing strong password policies? Give us a call at 732-391-4770 and we'll be happy to help.

Love Where You Work!

— 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