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TECHNOLOGY TIMES

What's New

October 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!"

3 Ways To Prevent Your Employees From Leaking Confidential Information

A lot of businesses need to come to terms with the fact that their employees are their greatest IT threat. As a business owner, you may be aware of cyberthreats to your business, but your employees might not be. They might not know about the threat of cyber-attacks or malware. They might use unsecured WiFi on company equipment. As a result, your employees may be putting your business at serious risk.

What can you do to change that?

1. IT ALL STARTS WITH EDUCATION. One of the biggest reasons why employees put their employer at risk simply comes down to a lack of education. They don't know about the threats targeting businesses or that small businesses are a major target of hackers and scammers.

You need to do everything you can to train your employees. Give them the education and resources to be a line of defense rather than a risk. Develop a consistent training regimen. If you need to bring in IT professionals to help, do it. Don't make assumptions about critical IT security training if you aren't sure. Professionals can answer your questions and make sure you and your employees have everything you need to know to keep your business secure.

Another important thing is to ***hold this training regularly.*** Threats evolve, and you need to stay ahead of the curve. Keep IT security on the minds of your employees. When they forget about it, that's when the risk is highest.

2. SAY NO TO UNSECURED, PUBLIC WIFI. This is a big problem for businesses with remote employees, employees who work from home or employees who use company technology outside of the business walls. According to a Spiceworks study, 61% of employees said they have connected to unsecured WiFi while working remotely.
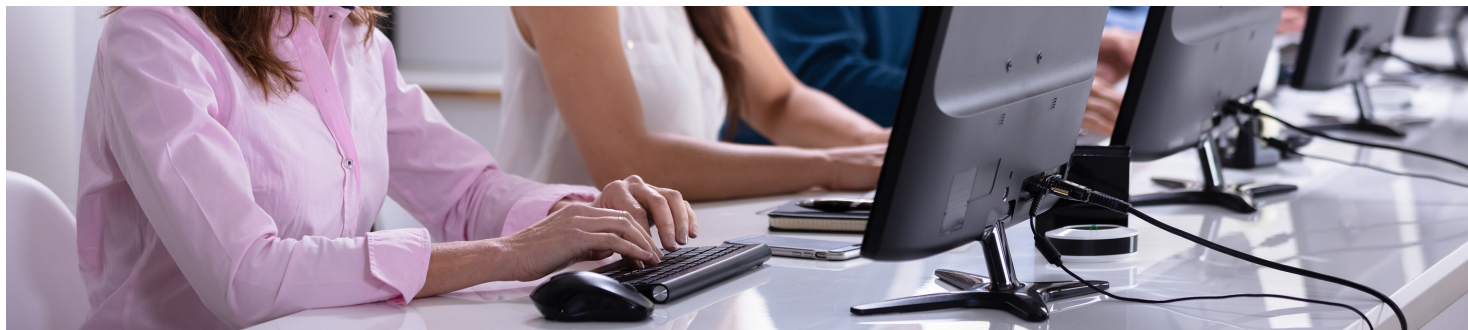
This is cause for concern. Connecting to public WiFi is like leaving the front door of your home wide-open while posting on social media that you're going to be out of town for a week. You never know who is going to let themselves in and snoop around. Hackers use public hot spots to circulate malware and steal data. Sometimes they even set up fake hot spots with the same name as a legitimate hot spot to trick users into connecting to their WiFi, which makes data theft *even easier.*

Discouraging your employees from using unsecured, public WiFi is a good step to take, but don't be afraid to take it further. Don't let them connect company equipment to unsecured WiFi *at all.* And place a bigger focus on endpoint security – make sure your equipment has up-to-date software, malware protection, local firewalls, as well as a VPN (virtual private network). The more layers of security, the better.

3. PROTECT ALL OF YOUR DATA. Your employees should never save personal or business data on portable/ external hard drives, USB drives or even as printed material – and then take that data out of the office. The theft of these types of devices is a real threat. An external hard drive is a

tempting target for thieves because they *will* search the drive for sensitive data, such as financial or customer information that they can use or sell.

If you have remote employees who need to access company data, put a method in place to do just that (it should be discussed as part of y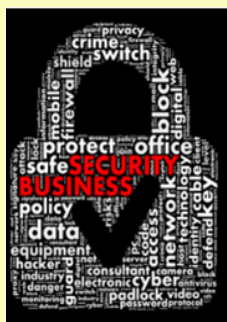our regular company IT security training). They need to know how to properly access the data, save the data or delete it, if necessary. Many businesses go with a secure cloud option, but you need to determine what makes the most sense for your business and its security.

> **"It's all about understanding the threats and taking a proactive approach to security."**

While these three tips are great, nothing beats helping your employees develop a positive IT security mindset. It's all about understanding the threats and taking a proactive approach to security. Proactivity reduces risk. But you don't have to go it alone. Working with experienced IT security professionals is the best way to cover all your bases – and to ensure your employees have everything they need to protect your business.

Shiny New Gadget Of The Month:

The Philips Somneo Sleep & Wake-Up Light

Research suggests that when you wake up naturally (that is, you aren't jolted awake by an alarm or radio), you feel more refreshed and energized during the day.

The Philips Somneo Sleep & Wake-Up Light puts this research to the test. It's designed to simulate a natural sunrise right in your bedroom. You can set it to your specific needs, and it will slowly and steadily brighten when you need to wake up. It can also simulate a sunset for the opposite effect when you're going to bed! You can even use the light as a reading lamp — and it has a built-in radio, too!

The Philips Somneo Sleep & Wake-Up Light is a versatile device, perfect for anyone who wants to get a better night's sleep. Find it at Amazon and many other electronic retailers.

The Power Of Punctuality

Personally, I am not a fan of people who are always late. Sometimes, things happen that we have no control over, such as car accidents, traffic jams and unexpected family emergencies, to name a few. I am not addressing those situations.

What I am addressing is how punctuality can do wonders for your success.

Have you ever thought about what being punctual says about you? It shows you are in control, disciplined, able to keep track of things, trustworthy, reliable and respectful of another person's time. Being late demonstrates none of those things. In fact, being late shows you are unreliable, disorganized, disinterested and inconsiderate. When you look at it from that perspective, you would never want yourself described that way.

Do you want to hire someone who is unreliable? Not me. How about disorganized? A disorganized person will make mistakes — and mistakes cost money. Let's take a closer look at *disinterested*. One of the definitions of *disinterested* is having or feeling no interest in something, unconcerned, uncaring and unenthusiastic. That sounds like someone you NEVER want to have on your team. Then that leaves us with inconsiderate, defined as thoughtlessly causing hurt or inconvenience to others, unthinking, selfish, impolite and rude.

Associates, bosses and customers have NO fondness for lateness. I heard one person express it this way: "If you are chronically late, you are chronically rude." If you are looking to be promoted to a leadership position, it will be difficult to prove yourself reliable when people are having to wait for you to show up. Punctuality is a product of discipline, proper planning and respect for others. In simple terms, preparedness and punctuality are two of the most important qualities of a leader.

When you are late, you are saying, "My time is more valuable than yours." That is not a great way to start anything. The celebrated writer Charles Dickens once said, "I could have never done what I have done without the habits of punctuality, order and discipline." I feel that by being punctual, you are paying a courteous compliment to those you are about to see or serve; it's a respectful gesture of how you value their time.

Chronic lateness sets a tone about accountability. If you want a culture in which people are accountable to customers, associates and even to themselves, then make punctuality a priority. Start all meetings on time regardless of who is missing. The word will get out, and people will start showing up on time.

Being on time may seem a bit trivial to some people, but it's a good idea to start making accountability part of your corporate culture. Shakespeare once stated: "Better three hours too soon, than a minute late." There truly is power in being punctual.

Robert Stevenson is one of the most widely recognized professional speakers in the world. Author of the books How To Soar Like An Eagle In A World Full Of Turkeys *and* 52 Essential Habits For Success, *he's shared the podium with esteemed figures from across the country, including former President George H.W. Bush, former Secretary of State Colin Powell, Anthony Robbins, Tom Peters and Steven Covey. Today, he travels the world, sharing powerful ideas for achieving excellence, both personally and professionally.*

Services We Offer

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

TRTG Happenings

New Team Member!

TRTG is proud to introduce our newest Technology Advisor, Mathew Polguy, to our team! Mathew joined us earlier this month and didn't waste any time showing us his team playing skills. He jumped right into action by assisting us with several new client onboarding projects and help desk service tickets. With over 10 years' experience in technical support/customer service positions he has already proven himself to be an asset to our team! The great feedback we have received from our clients from our customer satisfaction surveys, has shown us that he is truly passionate and cares about his contribution to our firm. Mat looks forward to working with our team and clients to learn more, and hopes to grow within our organization. We are very pleased he decided to join us and are look forward to seeing where this opportunity takes him and TRTG!

MREIC moves to Bell Works!

We would like to welcome our clients from **Monmouth Real Estate Investment Corporation** into Bell Works! Our team happily assisted them with their move into their beautiful brand new 12,000 sq. ft office space.

We have been working with them for over a year to ensure their infrastructure was set up properly. They moved into the larger space with plans to hire many more employees to support their fast-growing firm. They are very pleased with their switch to our Cloud/Managed Services Plan. They feel it has allowed them to work more efficiently and will

make it much easier for them to onboard new employees as they scale. TRTG wishes you a lot of continued success!

New Client Alert

Meet our newest clients Chad Buchanan and John Masterpalo from Twin Light Capital. Throughout Chad's investment and advisory career, he has successfully completed more than $5 billion of senior care, seniors housing and real estate investment transactions, with realized and unrealized returns consistently outperforming performance objectives. John advised his clients on front, middle and back-office operations including, structuring, financial reporting, valuation policy, as well as regulatory policy, tax matters, risk management, and compliance matters.

Earlier this year, John and Chad decided to join forces and start up their own private equity management firm exclusively focused on the seniors housing and healthcare sector. Their

experience has given them unique advantages in finding opportunities and successfully executing investment strategies on behalf of their investors.

When John and Chad decided to start their venture inside of Bell Works they came to us looking for guidance on how to properly set up their IT infrastructure to not only meet the strict cybersecurity compliance requirements, but also needed a secure and efficient solution to manage their data and software. After hearing their concerns, we knew they would be a great fit into cloud platform, OS33. Workplace by OS33 is the market leading cloud security and compliance platform for investment advisory firms, broker dealers and insurance companies with independent agents, representatives and advisors. We successfully onboarded John, Chad and their team this month and they have

nothing but great things to say about the platform. They feel it is already paying huge dividends especially when it comes to managing and sharing their data.

We are so pleased they chose us as their IT partner, and we look forward to a long working relationship!