

What's New

Do These 4 Things To Improve Your Business

Read. There are always new things to learn or perspectives to gain. The top entrepreneurs in the world read every single day. Read books, blogs, articles, anything – but always be reading.

Listen To Podcasts. Podcasts are more popular than ever, and there is a podcast for just about every topic. This is a great way to hear from industry leaders on issues that are affecting them and may be affecting you.

Continue Your Education. How can you improve yourself? Take a class or a seminar! Keep your skills and knowledge base sharp by incorporating continuing education into your year.

Be Open-Minded. Be willing to give and receive feedback and critique on how you work, manage or anything else you want to improve on. The more open-minded you are, the more comfortable your team will be in giving you feedback – and the better you will be at applying it.

Small Business Trends, Dec. 30, 2019.

April 2020



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!”



Your #1 Threat Of Being Hacked Is INSIDE Your Own Organization

Small businesses are the biggest targets of hackers and cybercriminals. They are targeted because they are less likely to have strong – or any – security in place. But in so many cases, hackers don’t need to use malicious code or cracking skills to get what they want. Instead, they rely on your biggest vulnerability: your own employees.

The #1 threat to any business’s IT security is its employees. It all stems from a lack of training. Employees don’t know how to spot threats, or they don’t know not to click unverified links in their e-mails. Most of the time, these actions are simple mistakes – but mistakes aren’t excuses and can result in MAJOR costs to your business.

Here are three things you can do to turn your employees from your biggest IT threat to your biggest IT asset:

Establish Regular Cyber Security Training.

First and foremost, get *everyone* in your business trained up on IT security. Wesley Simpson, the chief operating officer of (ISC)², an international cyber security certification group, suggests thinking about IT education as “people patching.” Just as you continually update and patch your software and security, ongoing education serves to update, or patch, your employees. He says, “If you don’t get your people patched continually, you’re always going to have vulnerabilities.”

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But don't put the training solely on your shoulders. Work closely with a company that specializes in IT security. Doing it yourself can be stressful and time-consuming. An experienced IT firm is going to come in with all the education and resources you need to successfully train everyone in your organization on cyberthreats targeting your business today.

Keep Cyber Security Top Of Mind.

While you may have training or educational sessions once a quarter or biannually (regular sessions are recommended), you still need to keep IT security in the minds of your employees on a weekly basis. During weekly meetings, for example, talk about a cyber security topic. Or, if you share news or links with your employees in a weekly, company-wide e-mail, for example, include a cyber security story or tips article. It's all about utilizing systems you already have in place to keep your team informed and this important topic at the forefront.

Emphasize Safe Internet Usage Habits.

This should supplement regular training. Employees should always know the best practices when it comes to using the Internet, e-mail or anything else that brings them in contact with the World Wide Web. Part of it involves keeping the lines of communication open. If an employee sees something

out of the ordinary come into their inbox, encourage them to bring it to the team's attention – whether they're telling their direct supervisor, manager or you. The easier the communication between everyone on your team, the easier it is to identify and stop attacks.

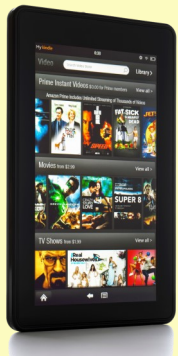
The goal is to eliminate guesswork. If an employee isn't sure about an e-mail, they should be trained to ask questions and verify. On top of that, you should have a policy in place that prevents employees from installing unverified software, which includes apps and app extensions (such as browser extensions), without permission. And one more thing – stress safe Internet usage habits not just in the workplace but at home as well. This is especially critical if your

employees are bringing in their own devices. If that's the case, you should absolutely have a "bring your own device" (BYOD) security policy in place. It's just another wall between your business and potential threats.

How do you get all this started? Good question! It all starts with reaching out. If you're ready to lock down your business and you're serious about educating your employees and turning them into your best defense, we can help. The best IT security you've ever had is one phone call away.

“The #1 threat to any business's IT security is its employees.”

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 April.

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 of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

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

Shiny New Gadget Of The Month:



NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at NexOptic.com/doubletake.

Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole, never to be answered. Not only do I answer, but



I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit MikeMichalowicz.com.

Services We Offer

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

TRTG Happenings

A Message from our President to our Valued Clients

I hope you and your families are doing well during these troubling times. I wanted to personally reach out and provide an update from the team here at Two River Technology Group. We are all healthy, mobilized and working seamlessly from our homes. We implemented this on March 16th as we anticipated a statewide quarantine and wanted to be prepared before any formal announcements were made. Now that New York and New Jersey are on mandatory work from home restrictions, we realize our technology is more important than ever before. We promise to be here for you throughout this ordeal.

Eight years ago, I began looking for a vendor to partner within the cloud space. My search led me to OS33. They had been involved with cloud computing for 12 years (even before we used the term cloud), they were local (NY) and they understood the high level of cybersecurity and regulatory compliance that permeates our client's environments. Shortly after partnering with them, Hurricane Sandy taught us all a

valuable lesson on business continuity and disaster recovery (BCDR). Traditional managed services simply don't deliver the right level of BCDR for small and mid-sized businesses whose budgets don't allow for enterprise technology. I seized on the opportunity to deliver better technology to my clients and prospects and decided, at that point forward, we would focus solely on cloud solutions.

Over the next 3 years, we converted nearly all our clients to OS33 and stopped selling servers to new prospects. For the first time, we had a major impact on how our clients could run their business and we ushered in an era of solutions that would enable a business to operate anywhere you could gain internet access. We also began selling Hosted Voice over IP (VoIP) phone solutions thereby rounding out a solution stack that would guarantee business continuity to all our clients.

Two River Technology Group has never performed break fix work. From day one (16 years ago), we made it our goal to only provide support to our clients whose environments we designed and maintain. It makes it much easier to

provide support since our attention is never diverted by unknown callers with emergent requests. Right now, many of my IT peers are marketing to prospects and offering their help for free or at a discount. While their intentions are admirable, TRTG is taking a different path and not soliciting new business during this period of uncertainty. We will remain solely focused on you, our valuable client, and we are going to defer any opportunities for new business to another, more appropriate time.

Thank you again for your business. We appreciate the trust that you place in us for your technology needs and will keep you updated if anything should change. Our solutions are geared towards situations such as the one we find ourselves in today. Please remain safe! If there is anything I can do to personally assist you, feel free to reach out to me.

Warm Regards,
Frank DeBenedetto
President and Chief
Technology Advisor
Two River Technology Group,
LLC

TRTG Happenings

Beware Corona Virus Scams

While COVID-19, or the novel coronavirus, is capturing attention around the world, cybercriminals are capitalizing on the public's desire to learn more about the outbreak. There are reports of phishing scams that attempt to steal personal information or to infect your devices with malware, and ads that peddle false information or scam products.

In one example, a phishing email that used the logo of the CDC Health Alert Network claimed to provide a list of local active infections. Recipients were instructed to click on a link in the email to access the list. Next, recipients were asked to enter their email login credentials, which were then stolen.

What Should You Do?

1. If you are looking for information on the coronavirus, visit known reputable websites like U.S. Center for Disease Control or the World Health Organization.
2. Be on the lookout for phishing emails which may appear to come from a trusted source. Remember, you can look at the sender's details – specifically the part of the email address after the '@' symbol – in the 'From' line to see if it looks legitimate.
3. Be wary of emails or phone calls offering unexpected or unprompted information. Also be aware of emails from unfamiliar sources that contain links or attachments. Do not click on these links, as they could be embedded with malware.
4. Although social media companies like Facebook are cracking down on ads spreading coronavirus conspiracies and fake cures, some ads may make it past their review process. Remember, it's best to seek information on the disease from official sources like those mentioned above.

Corona Virus Malware Warning

We are all anxious for the most updated information about the Corona Virus but beware, bad actors are using the Corona Virus to trick people into going to their websites, and downloading malware and viruses to their computers.

All systems monitored by Two River Technology Group are equipped with Cylance or ESET antivirus programs which will protect those systems from malicious software. However, if you are using your own, personal computer, make sure that you are only going to reputable sites and that your antivirus program is up to date.

Some safe sites are:

[The Centers for Disease Control](#)

[Johns Hopkins](#)

[The New York Times Corona Virus Map](#)

Major national and local newspapers are also offering Corona Virus updates free to non-subscribers.

Great Product + Great Team = Happy Clients!

There is no doubt, especially at a time like this, our cloud-based technology solutions are helping our clients work seamlessly from their homes. Many businesses are experiencing major disruptions due to the pandemic. However, many of our clients are expressing their gratitude that their ability to transition working from their office to home has been nothing but a positive experience, Thanks to the Two River Tech Team! We certainly have great solutions but our amazing team who delivers our service is what makes us who we are!

Nancy was fantastic just FYI. Helpful and kind and patient and a pleasure to talk to.

If there is anything else I should do (other than her suggestions to change

my passwords and her other recommendations (two factor sign ins and LastPass.com), just let me know. Thanks again. Your customer service is always exemplary.

~Erika

ADA Transcription

Your colleague Ryan Miciek received a Amazing Rating for Accuracy, Proactiveness, Helpfulness, Resolution Time, Knowledge and Response Time on ticket# 3337472 (Password) from Jody Kroll from Family & Children's Service (FCS).

Customer feedback:

"Wonderful as always!!!!"

Glenn Cottrell from Whirl Construction gave a Amazing rating to Fred Bordenabe for Accuracy, Knowledge, Helpfulness, Proactiveness, Resolution Time and Response Time on ticket# 3342568 (Activate workplace from home).

Customer feedback:

"Fred was very patient and helpful !"

Moyette Haskins from Reedmark Wealth gave a Amazing rating to Dino DiFabio for Accuracy, Helpfulness, Knowledge, Proactiveness, Resolution Time and Response Time on ticket# 3338105 (Failed Guardian Security Check).

Customer feedback:

"Dino was wonderful as always. The issue was resolved very quickly with no further problems."

Wendy Richards from Kramer Portraits gave a Amazing rating to Mat Gajewski for Helpfulness, Knowledge, Proactiveness, Resolution Time, Accuracy and Response Time on ticket# 3299752 (JPEG Question).

Customer feedback:

"Mat provided helpful information and resolution to my issue."