STRONGHOLD I.T.
Managed Technology. Redefined

Technology Times

"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"

What's New

Stronghold I.T. is the premier Managed Services support Provider in London, Ontario; we are presently working with numerous organizations across South Western Ontario from many industry verticals.

Business IT Support plans include:

- Network Infrastructure monitoring
- Server and Workstation maintenance
- Next Gen Managed Endpoint Detection and Response (EDR)
- Backup Disaster Recovery Solutions
- Managed Security Appliance
- Cyber Threat Protection
- Service Desk

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Our Mission:
To create and build professional, valuable and exceptional relationships with our clients; to develop and implement the most appropriate and effective technology solutions and processes.

Why Gen Z Could Pose A Threat To Your Company's Security How To Prepare

As we progress through 2022, more and more Gen Zers will be entering the workforce. When millennials entered the workforce, we saw different attitudes and behaviours than ever before, and we should expect Gen Zers to come with their own uniqueness and differences. You may think that since they are the first full generation to grow up in the digital age they will be well-prepared for any technological challenges and security issues that arise, but that isn't always the case.

Since most Gen Zers grew up with a smart phone and social media, they're more likely to share information without any regard for security. According to *Entrepreneur*, many Gen Zers struggle to distinguish between friends they met online and in real life. Cybercriminals could use this knowledge to carefully craft social media profiles to gain access to valuable information about the individual and possibly even their workplace.

There are many common issues that plague Gen Zers when it comes to cyber security. Password issues seem to be the most prevalent. According to a recent Harris Poll, 78% of Gen Zers use the same password across multiple accounts. That's up 10% to 20% when compared to millennials, Gen Xers and baby boomers. Other common issues include safe browsing habits and tracking basics.

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Over the next few years, there's a good chance that you will hire a Gen Zer for some role in your business. You're probably wondering how you can prepare your cyber security so it's ready to handle whatever the next generation brings. It's important that you're proactive in your strategy. Waiting until you already have Gen Zers in your workplace could leave your information unprotected or make your company open to cyber-attacks.

Before anything else, you need to develop an information security training program. It's imperative that your company have a well-established cyber-secure culture that everyone has bought into. That way, when you have new hires, you can put them through the same training while your other employees demonstrate proper techniques through behaviour. Make sure your training is up-to-date and that you continue to update it whenever new software or technology is released.

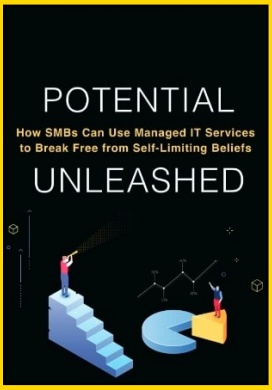
Remember when I said that many Gen Zers struggle with password security and often use the same password for every account? If they continue to do that and use the same password for their personal and professional accounts, it could leave your business vulnerable. Start implementing password manager programs in your business as soon as possible to avoid this dilemma with any current or future employees. Password managers make more complicated and secure passwords that your average hacker can't crack.

"78% of Gen Zers use the same password across multiple accounts."

If you truly want to keep your business protected from cybercriminals, you can hire a managed services provider to take care of your IT needs. MSPs are all about being proactive. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. Basically, all of your cyber security concerns will be covered when you hire an MSP, and you won't even have to worry about the next generation making things more difficult.

As Gen Zers enter the workforce, it's important that business owners across the country prepare for their arrival. Don't wait for them to start at your business to make changes to your cyber security plan. Be proactive and do what you need to ensure that your business is fully prepared.

Are Your Misconceptions Slowing Down Your Business



- What self-limiting beliefs hinder your business from growing
- How you can break free from misconceptions that weigh down your business
- How investing in Managed IT services can help you grow your business

This Free eBook illustrates common beliefs held by business leaders like yourself. Discover how these beliefs can distract you from making healthy business decisions and how the right mindset can turn things around. Download a copy now!

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Five steps toward mobile security for small businesses

1. Create a clear mobile policy
Small businesses rely on their employees to make good choices; begin by being crystal clear about your expectations for how mobile technology should and shouldn't be used in your business, as well as what to report and what to do when a breach does occur. Whether you rely on employees to bring their own devices (BYOD) to work or you provide devices to them, an Acceptable Use Policy (AUP) that outlines these rules is essential.

2. Regularly educate your employees
Give your employees a quick rundown of your newly implemented security policies and the key processes they must follow to keep the company secure. At the same time, remember that employee education isn't a one-time project — it's a discipline.

3. Secure the hardware
Over the past decade, the core device-level security on smartphones and tablets has improved significantly, but not all devices are created equal. The simplest, most effective approach is to standardize on mobile devices that you can manage and put your trust in, and provide employees these devices for work. Even if they have a perfectly good device for personal use, that personal use is one of your biggest concerns. The apps they choose, the sites they visit and the links they follow all pose significant risks and account for a large portion of the reported incidents of cybercrime.

4. Invest in mobile device management (MDM)
For a few dollars a month per user, an MDM can give you the ability to lock the front door of your devices and control what is needed to unlock them, as well as respond when the device is being misused or there is an attempt to bypass security. Cloud-based MDM tools are available for a small monthly fee. They're simple to implement and give you the type of visibility and control you need to understand and address security threats. They can also help make the mobile environment more effective by automatically deploying the apps and content you want your workers to have.

5. Make cybersecurity an ongoing priority
It is critically important that all businesses realize they are potential targets for malicious acts. Mobility and connectivity have brought us all closer together, however remote and hybrid work have introduced more end points for hackers to target.

3 Ways To Get Your Life Back

When first starting out in my career, I had a meeting with an executive where I worked that completely revolutionized how I viewed things. While sitting in her office, I noticed a small picture frame on her desk that had a note with the words "eat lunch" on it. I asked her why she had that sign, and she responded by saying that she'd become too busy to eat lunch most days. This scene absolutely horrified me. Work is not supposed to suck the life out of you.

After this experience, I decided to never be in a similar situation, and I wanted to make an effort to ensure that other business leaders never felt like their work controlled every aspect of their lives. I developed three ways for business leaders to reclaim their lives. While doing each one will help in its own way, in order to truly get your life back, you need to do all three.

The first thing you need to do is make personal goals. We're always setting new goals when it comes to our businesses, but we also need to have goals for our everyday lives. These goals must line up with what you want to do when you're away from the office. I know of one CEO who set a goal to be at home when his teenager was off from school at least four days a week. Figure out what you want to accomplish at home or with your family, and make the necessary changes to ensure that reality.

Just setting goals might not be enough. You also need to schedule personal time. I called one of my colleagues recently, and when he answered, he asked a question about a diaper bag. I felt confused by this at first, but he clarified that he had taken the morning off to bring his family to the zoo since the kids returned to school the next day. Always leave time for yourself and your family. If somebody is trying to schedule your time over one of your personal commitments, tell them you are not available.

The final way to reclaim your personal life is the "delete, delegate, delay and do" method. When you first get a task, just don't do it and delete it. If it's too high of a priority, see if you can delegate it to someone else. If there's nobody to delegate to, see if you can delay. If that's not practical, then just do it.

If you follow these three tactics, you'll see positive results in your personal and professional lives.

Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.

3 Big Technology Trends For Businesses In 2022

Many of the changes brought forth by the pandemic are here to stay and may even evolve further. The year 2022 is shaping up to be a big one for technology, and you'll want to stay informed if you plan to keep up with any changes in your business.

With more people working remotely than ever before, there's been a greater focus on Internet speeds and usage. Over the next year, we'll experience an increase in 5G coverage as well as rapid development for 6G. Additionally, we're likely to see some growth in the AI sector. It's also imperative that you pay attention to the Metaverse and any impending developments, as the Metaverse has the potential to majorly impact a lot of industries.

Avoid These E-mail Marketing Tactics

E-mail marketing campaigns are performed by almost every company because they're a cost-effective way to reach a large number of potential customers. However, have you ever felt like your campaign was not getting the attention it deserves? Is it possible you did something that actually turned people away from your campaign? You'll want to reconsider your approach if you're doing any of the following:

- Using clickbait subject lines
- Using your e-mails only as a platform to sell
- Sending too many e-mails too often
- Failing to personalize any of your e-mails
- Focusing on company-related content instead of making it relatable

Get The Most Out Of Your Products

When you first start a business or develop a product, you're probably trying to figure out a way to maximize its value. Sometimes it's not enough to simply create a great product or service. You need to inject it with the spirit of your company. When you first started your business, you should have written out some core values you never want to forget. Your products should also follow these values and, at times, be the greatest representation of them. Oftentimes, you can showcase this through the design of the product itself and its packaging. When someone first uses your product or service, it should look flawless and work perfectly. When a potential customer first sees your product and uses it, they should have no qualms about the quality or design. They should view your product the same way you ideally view it – like it's the best thing since sliced bread.