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.

Compliance And Cyber Security

Why Both Are Important

In the world of business, you'll inevitably hear about the many ways to beef up your cyber security to ensure your company's and clients' safety. However, another term is often heard when discussing cyber security: compliance. It's not talked about as often, but both cyber security and compliance are essential for any business to succeed.

Compliance helps businesses keep consumer information protected, and this compliance is fulfilled when businesses and organizations prove that their cyber security practices meet specific security regulations and standards set by third parties like government agencies. Compliance is not optional; businesses must meet these requirements to protect sensitive information as well as their clients. Failure to meet compliance requirements results in fines, penalties and even legal ramifications.

If your business is compliant with its cyber security protocols, it'll also appear more trustworthy to the clients and other businesses that work with you. One cyber security breach can permanently damage your company's reputation. Customers will no longer want to do business with you for fear that their personal information could become compromised.

While cyber security and compliance sound fairly similar, there is a slight difference

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between them. Compliance is often driven by business needs rather than technical needs, whereas security is driven by the need to protect against constant threats. If you want to maximize your company's cyber security practices, then you'll need to go further.

Overall, compliance and cyber security should work hand in hand. Your initial cyber security plan should be based on compliance. You must know the standard requirements to remain compliant and put the necessary practices in place to achieve that status. This comes down to knowing the exact details of what is necessary to stay protected. You should be specific so your team knows exactly what is needed to protect your business.

You also need to make an effort to document your practices as frequently as possible. You should create a paper trail of everything you have done to stay compliant as well as your added cyber

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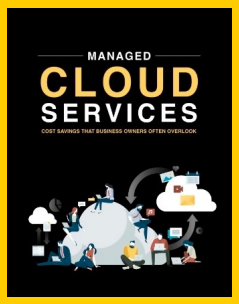
security practices. It can help to add potential audits and any frequency-bound events to your calendar so you don't get blindsided or miss something important.

After you've gathered all of your evidence and put your cyber security and compliance protocols to work, you can automate many of your reports. That way, you won't have to dig and pull data yourself in the future.

While it might seem like a lot of work to ensure your business remains compliant, companies out there can help. Managed IT services providers go above and beyond to ensure your cyber security is bulletproof. While they are taking care of all of your IT needs, they are also ensuring your business remains compliant with any third-party governing bodies. New cyber security threats are introduced every day, and only with strong cyber security and compliance practices can you ensure your business is protected for the foreseeable future.

Moving To The Cloud Is More Economical Than you Realize



- What you stand to gain by outsourcing cloud IT support
- How to ensure unbeatable information security
- 12 underappreciated cost reductions attributed to cloud technology
- Why a cloud readiness assessment is critical for success

This content will help you get more value from your IT solutions by providing insight into what we've seen work for businesses like

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Security Tips for Remote and Home Workers

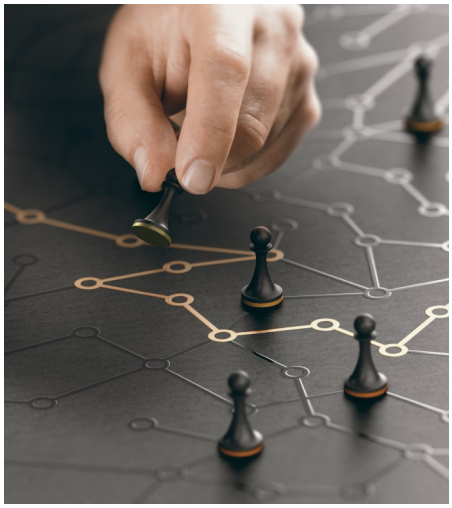
Patch your software regularly
Although installing software updates can be a major nuisance, these updates generally address critical weaknesses and protect your systems from the latest threats. Most apps now offer an automatic update feature so you don't have to manually patch your software.

Strengthen your user accounts
When everyone is working remotely, user accounts should be properly secured. One way to achieve this is by setting at least 12-character long passwords with numbers and special characters mixed in to make them more difficult to guess. More importantly, these passwords must be unique to each account, to minimize the damage if hackers manage to compromise one set of credentials.
To further strengthen your accounts, you should also consider multifactor authentication (MFA). This adds another layer of identity verification like fingerprint scans or one-time activation codes sent through SMS to make it more difficult for cybercriminals to hijack your accounts.

Set up firewalls and antivirus software
Make sure to enable firewalls in your operating systems and hardware. These provide a strong layer of protection between your device and the internet, preventing malicious programs and other network threats from reaching your device. Your managed IT services provider (MSP) may also provide third-party firewalls in case your computers don't have any built in by default.
In addition to firewalls, you'll want to implement antivirus software to detect and remove any malicious programs that manage to infiltrate your device. Just remember to constantly update the software so it can effectively detect the newest malware strains.

Secure home routers
Home Wi-Fi routers are not as thoroughly secured as their business counterparts so take extra precautions to safeguard them. For starters, change the default router password immediately after setting it up because hackers can easily look up the password online once they know your router model. You should also install the latest firmware updates to eliminate any security vulnerabilities.

The 3 Hardest Questions About Your Career



One of the best parts of my job is helping people strategize about their careers. Success at work plays a large role in how we view the successes in our lives. If someone doesn't feel like they're succeeding or fulfilled at work, they probably don't feel like they're living a very fulfilling life.

My team and I have advised many people from various backgrounds over the years. From billionaire entrepreneurs who are looking to brainstorm ideas for the next stage of their careers to private equity titans who are solely focused on dealmaking, I've learned that background doesn't always matter. People from nearly every background still have the same challenges when it comes to career management.

Luckily, there are three questions you can ask yourself to help decide the next steps you should take for your career.

First, ask yourself where your skills lie. You also need to gain an understanding of the work that you're willing to do. Once you've found the sweet spot between your skills and what you're willing to do, you're ready for the next step.

You should then ask yourself about potential career paths. It's best to come up with three career paths that you could realistically follow. While one could be a promotion or growing in your role, you should also consider working for other companies or even starting your own business.

The final question you should ask yourself relates to the people you know. You need to think about 10 people who can help you get your dream job. It's not about putting out a blast message to all of your friends and followers on social media. Instead, you should focus on those who know your work ethic. Start with bosses who know of your work ethic and are well-respected. Any clients or customers who truly appreciate your work should also go on the list as well as well-connected friends and family – and even a recruiter or two. Once you've created a list of 10 people, send them all a message asking for ideas to help you land your dream job. Those brainstorming sessions could easily turn into referrals if done right.

Maybe one day, career management will be automated and our dream opportunities will approach us. But until then, it'll take hard work to reach your goals. If you don't know where to start, try asking yourself these three valuable questions.

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 Types Of Technology Every Business Needs

Over the past 20 years, technology has developed rapidly and advanced to levels that previously only existed within the confines of our imaginations. Whether you're an entrepreneur starting a new business or a seasoned business owner, there are many pieces of technology you can incorporate into your business to produce better results.

Digital marketing tools have seen some of the biggest advancements over the past decade. To stay ahead of the competition, you need to have an informative and useful social media presence that coincides with your website and other digital campaigns. You also need to invest in cloud technology since it will allow your company to revolutionize how you share information. If your business deals with customers, it can be incredibly beneficial to find customer relationship management software that works for you. Various studies have shown a direct correlation between using CRMs and positive customer retention.

4 Ways Businesses Can Go Green

There's been a renewed focus on how businesses interact with the environment. There are many consumers who prefer to do business with companies that are more eco-friendly. While it's great for attracting new clientele, putting your business on the path to a greener and cleaner future is the best way to stay environmentally conscious. Don't know where to start? Try out these four easy methods for a greener workplace.

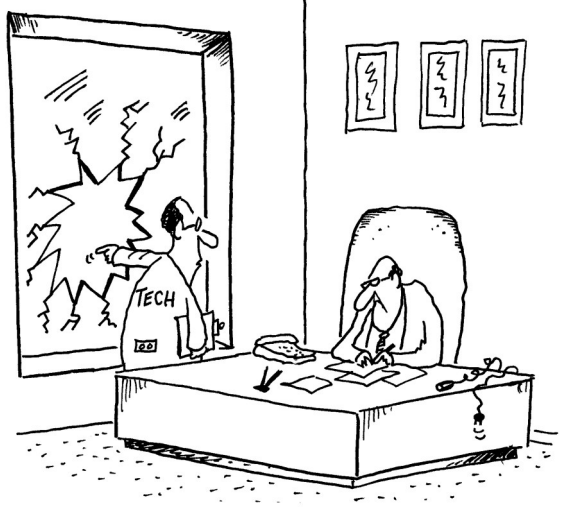
- Avoid using paper, and go digital where you can.
- Allow your employees to work remotely whenever possible to help eliminate carbon emissions.
- Analyze your company's current consumption and waste management practices and make adjustments where needed.
- Partner with environmentally conscious vendors and partners so all of your processes will be as green as possible.

Be Cautious Of These 3 Cyberthreats

If you own or operate a small business, you're probably aware of some of the different methods that cybercriminals will use to try to steal sensitive information from your business, but there are some new threats making headlines. A recent report from CyberCatch saw the cyber security platform provider review 20,000 randomly selected small businesses in the U.S. for vulnerabilities that can be exploited by cybercriminals. It found that "spoofing," "clickjacking" and "sniffing" are new methods they are exploiting, but what do these terms actually mean?

- **Spoofing** happens when a cybercriminal uses a fake IP address to pretend to be someone who has access to the company's private system.
- **Clickjacking** occurs when a user clicks on something on their computer that appears harmless but is actually malicious.
- **Sniffing** takes place when hackers intercept a network's traffic to access unencrypted data.

It's important to stay up-to-date on all the new methods used by cybercriminals in order to keep your business protected.



"Is that computer, down there, the one you were having problems with?"