The Tech chronicle

Think Before Saving Logins To Your Browser

There are a number of reasons you should be wary of saving your password to a digital platform. Even when your password isn't compromised, saving it to a browser could have serious implications for your privacy.

***Visit
www.getccg.com/saving-logins/***

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CREATIVE CONSULTANTS GROUP

This monthly publication provided courtesy of Bill Hinson, CEO of Creative Consultants Group, Inc.

Our Mission

To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.
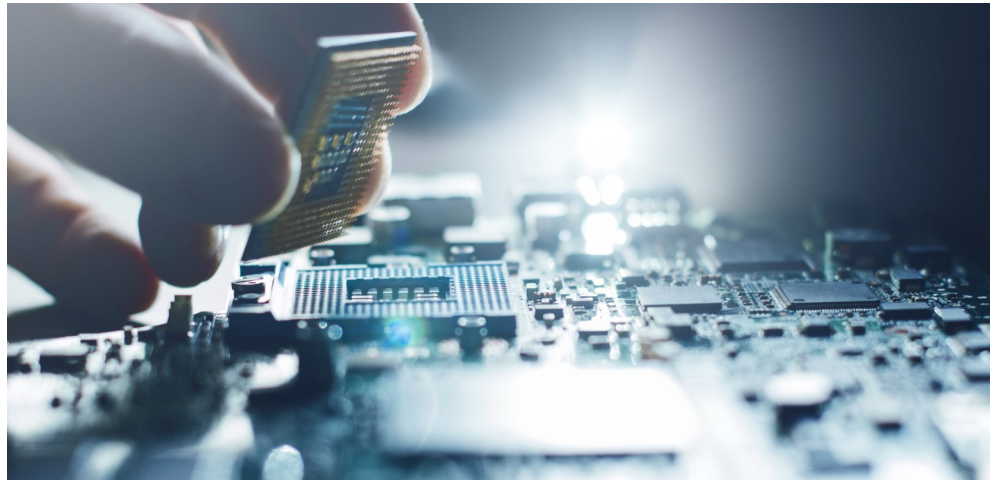
Do You Really Want The Cheapest Computer Technician Working On Your Company's Network?

These days, small businesses are more dependent on IT systems than at any other time in history. Because of this, even the slightest technological hiccups in our cyberspace-centered workflow can have expensive, lasting consequences. Perhaps the most dramatic illustration of this occurred back in 2013, when Amazon went dark for half an hour. Sure, it was a paltry 30 minutes, no big deal, until you consider the megagiant was theoretically hemorrhaging $66,240 every 60 seconds, based on their quarterly revenue.

Of course, your company probably isn't a staple of international commerce like Jeff Bezos' beloved brainchild. Because of this, many small business owners think that a downed server or small security breach here and there won't matter too much for their bottom line. For these unlucky few, IT takes a backseat to more "pressing" issues, and they go the cheap route with their technicians. This cost-cutting solution seems like the idea of the year, and will undoubtedly work great for the business — until it doesn't.

Maybe your long-time technicians fail to notice a piece of outdated equipment, and your server gives up the ghost during peak business hours. Virtually all work grinds to a halt, and your employees are forced to wile away the two hours shooting three-pointers into the trash bins. Add up the two hours of wasted wages for your entire team, the financial cost of missed business, and the much more intangible loss of customer goodwill as they struggle with diminished service on a workday, and you'll come up with a sum that disabuses any business owner of their illusions about "cheap" IT.

And that's not even close to the worst-case scenario. Imagine, for a minute, that your technicians assure you, despite the lack of regular monitoring and maintenance, your network is

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secure. These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open. At that moment, your business becomes a criminal's playground. They're free to access financial information and personal data of your customers and employees, hijack your business to send out floods of malicious software and spam, hold nearly every aspect of the company ransom for thousands of dollars, and cause chaos to their hearts' content.

The fact is, fixing problems is a lot more expensive than preventing them. When you cut corners and utilize subpar IT professionals (if any at all), you're paying for an array of shoddy, Band-Aid solutions that will be applied piecemeal, and usually too late, like a finger plugging a hole in a dam. But when you make a substantial investment in your IT support, you're investing in the most basic aspects of the future of your company.

> **"These words of comfort sound nice until the day a team of expert hackers actually attempt to access your systems, and find outdated, ramshackle security solutions in place — basically, a front door left wide open."**

Robust network security, dependable computers and servers, consistent internet access, and other fundamental components of your company network are far from luxury items. These days, technology forms the scaffolding upon which businesses run. If any piece of the operation fails, the whole system suffers, usually accompanied by a fat financial penalty.

There is an ever-growing, endless list of potential technological pitfalls that can have permanent consequences for your business: teams of hackers zeroing in on vulnerable small businesses, rogue employees with a grudge, lost laptops, aging and unreliable hardware, fire, natural disasters, and IT "professionals" that have no idea what they're doing, to name just a few. As technology progresses, and companies depend increasingly more on it to stay competitive, it simply doesn't make sense to relegate IT to the neglected corners of your budget.

When it comes to business, there's a lot to worry about these days. A total collapse of your company's technological infrastructure doesn't need to be one of them. Invest in a robust, managed IT package from tried-and-tested professionals, and leave the worrying to the experts. You can rest assured that our IT team of experts truly has you covered. Contact us at (843)234-9980 or at info@creativeconsultants.net for more information.

Shiny New Gadget Of The Month:

AirSelfie: The New Way To Take A Selfie

Move over, selfie sticks — it's time to take photo tech to the skies. The new AirSelfie, a pocket-sized camera equipped with four rotating fan propellers that allow it to take flight, aims to revolutionize the way we take pictures. The palm-sized device promises to take 5-megapixel, HD photos from up to 65 feet in the sky, steadied by an anti-vibration shock absorber that ensures images stay crisp and clear.

The hovering camera is the product by AirSelfie Holdings, an international team of developers and engineers, and is designed from the ground up to integrate seamlessly with your phone. To use it, all you do is slip it out from its charging case (which attaches directly to your smartphone), use the app to direct it to the desired height and orientation, and snap an aerial picture or video. The tech is available now, and with a $320 price tag, comparable to many other modern cameras. Check it out at AirSelfieCamera.com.

Security as a Service (SECaaS)

In today's technology-driven world, IT security has become an integral part of business, given the risk to data, compliance, brand and reputation should a security issue occur.

Expertise you can trust

A comprehensive security solution is fundamental to protecting your business, information and customers. Essential to this is a combination of equipment, expertise and support that a business can both understand and trust.

Creative Consultants Group's (CCG) Security as a Service (SECaaS) includes the Next Generation Firewall appliance, security management software, and all related support and subscription services, neatly bundled together in a very affordable monthly subscription service. Our proactive service will detect and block a wide range of advanced and emerging threats, including intrusions, viruses, spyware, worms, Trojans, key loggers, rootkits, botnets and zero-day malware. Get the peace of mind you get from a fully managed and monitored security system.

Why Security as a Service?

- **Managed security:** Outsource your network security to an experienced SECaaS partner who installs, configures and deploys your security solution – and manages everything for you.

- **No upfront cost:** Eliminate your capital expenditure with no upfront cost for hardware, and pay a predictable monthly service fee for security instead. Never pay to replace a device that is obsolete again.

- **Advanced Gateway Security Services:** Get advanced deep packet inspection (DPI) protection for your network by combining intrusion prevention, anti-virus, anti-malware, content/URL filtering and Capture Advanced Threat Protection, a multi-engine sandbox that runs and inspects suspicious files and code in an isolated cloud-based environment to block zero-day attacks and ransomware – all in a single solution.

- **Full Reporting and Backup:** Weekly security reports and firewall backup

- **Proactive Monitoring and Alerting:** 24 x7 Monitoring and Alerting with remediation.

Contact a Security Expert Today
sales@creativeconsultants.net or
1-888-293-4224

WHO ELSE WANTS TO WIN A $250 GIFT CARD

The Grand Prize Winner of last month's Trivia Challenge Quiz is Terina Hollaway from Carolina Center of Advanced Dentistry in Murrells Inlet! Terina's name was randomly chosen among those that correctly answered my quiz question from last month: **In the beginning of the movie "It's A Wonderful Life," what book is Clarence reading?**

The answer was **c) The Adventures of Tom Sawyer.** Now, for January's trivia question:

Which president signed the law creating the Martin Luther King holiday?
 a) Jimmy Carter   b) Ronald Reagan   c) Richard Nixon   d) Gerald Ford

Email bhinson@creativeconsultants.net with your answer!

CCG Bytes

Are Your Kids Careless With Online Passwords?

With corporations taking hits left and right from cybercriminals, security on the Internet has become more important than ever. Still, even as many of us step up the security of our online presence, stragglers who believe they're immune to such attacks abound.

Based on a recent survey from Statista, young people are more careless with passwords. Thirty-four percent of people aged 18 to 34 years use the same password for "most online logins," compared to only 20% of the 35 to 54 demographic, and only 13% for those older than 55. In addition, a whopping 10% of 18- to 34- year-olds use the same password for all their online keys.

It goes without saying that this is bad practice. It can be all too easy to hack into a single, less secure account, but if different passwords are used for separate logins, it becomes much more difficult to access more important files in, say, a Gmail account or bank login. Not so if the passwords are identical. *BusinessInsider.com 10/18/2017*

Apps That Make Our Lives Easier, All Under $10. With new

apps flooding the market every day, it can be difficult to pick out the ones that will assist you instead of just inspiring buyer's remorse. But there are dozens of apps that, despite their miniscule price tag, can have a small but lasting impact on your day-to-day.

Take Dark Sky ($4) for example. An up-to-the -minute accurate forecasting app that will break down weather information

for exactly where you are at any given moment, down to when the expected rain or snowstorm will start and stop.

You can also check out Notability ($9.99), which Business Insider calls "one of the best things to ever happen to note-taking." The app allows you to mark up PDFs and photos, take voice recordings, and a number of other functions, with everything stored in the cloud.

Those young people mentioned above who have trouble keeping more than one password might appreciate 1Password (Free), a dedicated place to guard all your passwords behind one difficult-to-hack password. BusinessInsider.com 10/26/2017

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"Say what you want, that's good drama."

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