



# Tech chronicle

## Endure Tech Disasters With External Support

Three decades ago, the notion of hiring specialists in information technology was virtually unheard of. Nowadays, the majority of businesses are digitally operated, which means technology specialists are a must, especially given the huge increase in different types of security breaches. Determine how external support can back you up in times of technical distress.

### Read More Here:

[www.getccg.com/tech-disasters/](http://www.getccg.com/tech-disasters/)

## April 2018



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.



## Don't Ever Let Your IT Company Do This To Your Computer Network

Today, when companies need to be lean, nimble and brutally efficient to survive in a competitive marketplace, cutting unnecessary costs is paramount. Unfortunately, it can be easy when you're on a tight budget to accidentally strip away components of your business that may seem gratuitous but are actually essential to your success.

One of the first things that often ends up on the chopping block in the frenzy to save money is IT. Instead of continually investing in managed IT services, where professionals carefully maintain, protect and update your network month to month, some businesses decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down.

Of course, this approach forgoes monthly costs and shaves off a fair

few dollars from your technology budget in the short term. But while this approach may seem cost-effective, it opens up your business to a huge variety of technological crises, from expensive network outages to cyber-attacks that may cripple the very future of your company.

### The Problem With A 'Break-Fix' Strategy

It can be hard to imagine the huge list of problems that might arise within your network. So, it's an understandable strategy to wait to do something until an issue becomes a serious problem. At that point, they bring in a professional who – charging by the hour – attempts to find and repair whatever may be broken.

It seems like a logical approach, but unfortunately, it's littered with huge hidden costs. If you're calling an IT expert only when something in your

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network is broken, only your most urgent technological needs are addressed. When your technician is being paid an hourly wage to fix a specific issue, there's no incentive to be proactive with your system. They won't recommend important, money-saving upgrades or updates, and they will rarely be able to detect a crisis before it happens.

What's more, the "if it ain't broke, don't fix it" approach very likely leaves huge holes in your security and drastically magnifies the costs of an IT meltdown. If they're only arriving in the midst of crisis, there's hardly ever an opportunity for the break-fix technician to strengthen the barriers between you and the hordes of hackers clamoring for your data. They're on the clock, being closely monitored to fix the problem and then go away. Meanwhile, the security landscape is constantly changing, with criminals and security experts in a back-and-forth arms race to stay abreast of the latest developments. Without someone managing your system on a regular basis, your protective measures are sure to become woefully out of date and essentially useless against attack.

**"Instead of continually investing in managed IT services...business owners decide that the best way to keep their technology running smoothly is to simply leave it alone, calling up a professional only when something breaks down."**

## Why Managed IT Services Are The Answer

When you turn over your IT needs to a managed services provider (MSP), you're entrusting the care of your network to a team of experts who have a real interest in your success. MSP engineers regularly monitor the health of your system, proactively preventing disaster before it enters into the equation and hurts your bottom line.

Beyond this preventative care, MSPs do everything they possibly can to maximize the power and efficiency of your equipment, implementing only the best practices and the latest software and updates.

When you invest in an MSP, you may have to invest more funds initially, but likely you'll save tens of thousands of dollars in the long run by avoiding cyber-attacks, downtime and hourly rates wasted on a technician who doesn't really care about the future of your business. When you choose an MSP, you're not just choosing a superior and healthier network – you're choosing peace of mind.

Call CCG at (843)234-9980 for a **\*FREE Network Assessment** before May 30th. At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive network assessment to look for potential problems, security loopholes, spyware and other hidden problems that will cause the network to run slowly, crash, lose data, etc. We will also put a plan in place for your business network so that you can finally have the peace of mind you deserve.

*\*Offer available to organizations with 15 or more computers and a minimum of 1 server.*

Thieves are working overtime to steal your valuable business data.

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**DARKWEB**  for your peace of mind.

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## SHINY NEW GADGET THE MONTH

**4K HDR Projector Can Beam A 150-Inch Picture Onto Your Wall**

A 65-inch OLED TV is a beautiful thing. But can it compare to a crisp, bright 150-inch display in the comfort of your home?

That's what LG is offering this year with its new 4K HDR projector, the HU80KA. Clocking in with a 3840 x 2160 resolution, 2,500 lumens and a stunning picture, the portable device is an attractive offer indeed.



The device is only a few feet tall, but it looks like it will be the ideal piece of equipment for home theater enthusiasts. It's the closest you can get to the big-screen experience, and you won't even have to plonk down 20 bucks for

a tub of popcorn. It remains to be seen, though, whether it'll be worth the price tag. At the time of writing, the price has not yet been released, but bulkier, less portable competitors cost a little under \$2,000.

**Change Or Die**

By Alan Deutschman

If you were given the choice to change or die - to make meaningful and enduring shifts in the way you think, feel and act, or pass away much sooner than you were meant to - would you be able to survive? According to Fast Company senior writer Alan Deutschman, the answer is probably no.



But in this book, *Change Or Die*, Deutschman outlines how exactly to go about transforming our outlook and the way we interact with the world on a fundamental level.

**Here's The One Reason Why You Need So Many Different Passwords...**

Thinking up passwords and managing them is a big pain, no two ways around it. One website requires a symbol, and another requires 14 characters. Meanwhile, your bank requires 10 characters, four PIN numbers and the answer to a secret question. In the midst of all this, it's easy to just use the same three or four passwords for everything — after all, that's more secure than a single password, right? But imagine this. Say you use the same password for your Gmail, your Amazon and the account you use to order gift cards at a 10% discount for client gifts. One day, the gift card website is hacked. Not only do the crooks get your



credit card info, they also get the list of all the website's users and those users' passwords. Then, they publish these freely on the internet.

But if you use different passwords for all your accounts, you're safe despite any crisis that may arise. Make sure you practice good password security.

**4 Ways To Improve Customer Satisfaction And Increase Your Profitability At The Same Time**

**1. Host an event.** In B2B companies and small businesses that have a highly specific and local customer base, a big appreciation event can go a long way. Just make sure to view attendees as friends rather than customers you're trying to close on.

**2. Personalize your services.** If you're able to tailor your offerings to

your customers' desires, that extra effort can really impress the people you serve. It doesn't have to be complicated. Get creative and add that little bit of human touch to your product.

**3. Send handwritten notes.**

E-mails, social media and phone calls are great, but if you want a thank-you card or customer appreciation note to stand out, it's best to write them by hand.

**4. Launch a loyalty program.** These programs can increase profits for you and your business, but they'll also have the benefit of making your most loyal customers feel engaged and appreciated.

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## Ready For Tax Season Phishing Scams?

As tax season looms, so do phishing scams. For cybercriminals, this is the ideal time of year to deceive unsuspecting individuals into releasing sensitive private or company information. Businesses must therefore take extra precautions between now and April 17th to avoid hackers from selling your confidential data in the dark web.

### Phishing baits to watch out for

Phishing attacks often consist of fabricated or compromised emails sent to finance/payroll or human resources employees that are made to look like they're from an executive in your company. The message might contain a request to forward employee records, including their W-2 forms, but that's not all...

Another common scheme, which doesn't only happen during tax season, involves getting a call from a person declaring to be an IRS employee. And no, caller IDs won't save you because they can forge that, too. The phisher will inform you that you owe them cash from back taxes and they will threaten legal action if you don't pay via credit card at that instant.

Always remember, the IRS will never contact you on the phone to let you know that you owe them money. And they certainly won't threaten you or demand payment over the phone. If they really need to notify you of such matters, they'll use the postal service and will give you a chance to discuss payment terms.

### Standard protection protocols

Don't worry, the usual security measures against these

phishing scams are pretty easy to integrate into your business. Begin by developing a policy that bans the request of private details through email. If an employee ever requires such info, they should get in touch with the person directly, follow your established protocols for the transfer of sensitive information, and minimize the number of people involved in the transaction.

### Taking security a step further

Data loss prevention (DLP) systems are also valuable weapons against these types of phishing attacks. They evaluate traffic going in and out of your company, such as web usage, emails and instant messages, and virtually anything sent on your network. DLP systems can filter out private details, including Social Security numbers, and stop them from being sent out.

But beware, DLP systems come with a minor drawback, as they can also block legitimate traffic, like when your accounting department sends tax info to your CPA. Fortunately, an MSP like us can properly segregate the good and the bad traffic to avoid confusing and/or frustrating your employees.

Phishing schemes may be a normal occurrence during tax season, but that doesn't mean you can't do anything about it. Don't let the vulnerabilities in your business, particularly the human element, fall prey to cybercriminals. Send us a message right away and we'll conduct an assessment of the security of your business, as well as design a risk management plan to help counter future complications.

--Techadvisory.org

## CCG Monthly Trivia -Win \$250 Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Carol Vaci from South Atlantic Bank! Carol's name was randomly chosen among those that correctly answered my quiz question from last month: What Winter Olympic sport involves plummeting head-first down a steep and treacherous ice track on a tiny sled? The answer was c) Skeleton.

Now, for April's trivia question. Email your answer to:

[bhinson@creativeconsultants.net](mailto:bhinson@creativeconsultants.net)

**What was Luke Skywalker's original surname? a) Skyrunner b) Starkiller c) Starwalker d) Skywalker**



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"Before we move on, does anyone else want to take a selfie with the fourth quarter earnings?"