

Technology Today

Insider Tips To Make
Your Business Run
Faster, Easier And More
Profitably

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Do These 3 Things To Make Sure You Don't Get Hacked

Train up. Get your entire team trained on IT security fundamentals and best practices. They should know how to create strong passwords, how to safely access the web and how to securely use e-mail – including how to identify phishing scams. They should have a clear understanding of today's threats and how to be proactive in addressing those threats.

encryption software. You should also be invested in threat monitoring.

Establish relevant systems and processes. Have standard operating procedures (SOP) in place to train employees, respond to threats and access networks. For example, are employees connecting with unverified devices from home? Establish rules on what can and cannot happen. Another example: are your cloud backups set up correctly? Is someone checking it? Again, have SOP in place to address these kinds of issues. *Small Business Trends, Feb. 13, 2020*

3 WAYS TO GROW YOUR BUSINESS WITHOUT SPENDING A DIME

Follow a thought leader in your industry. Whether you follow them on social media or their blog, keep up-to-date with the issues they're talking about. Then do further research into those issues. This

keeps you in the know and more likely to learn something you can easily apply to your own business.

Use your best testimonials. If someone posts a great review on Google, for example, reach out and ask about using it in your marketing. Or reach out to customers who you already have a good relationship with and ask if they're willing to give you a testimonial. It builds credibility.

Partner up. It pays to develop partnerships with existing vendors or other businesses that are adjacent to yours. That is to say, look for opportunities to share customers. If you have a customer who's looking for a specific service you don't offer, point them to someone who does (your partner). And your partner will do the same. Reach out into your business community and see what kind of relationships you can form. *Business Insider, Feb. 13, 2020*

Invest in good tech. You should be invested in solid malware protection, including antivirus software and firewalls. All of your data should be backed up to the cloud and expertly secured using



Help Us Help Your Friends.

During this very unsure and scary time we want to help as many local businesses as possible.

We pride ourselves on being a local company and have a special place in our hearts for those around us!

If you can think of any companies you know of that may be struggling at this time with their computer support or are trying to figure out the best way to continue navigating their businesses from home please let us know and we will reach out to them and see if we can be of any assistance.



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This monthly publication provided courtesy of Stephenie Griffith, Marketing Manager of Burk IT

Our Mission:

To create trusted relationships while providing Practical, Secure I.T. Results.



3 Ways To Stop Cybercriminals Cold In Today's Crazy Times

You've seen it. You've probably even experienced it. For what feels like forever now, just about everyone has been forced to modify priorities. As a business owner, you've probably been focused on shifting your business to accommodate this world crisis. You may even be investing more of your time in retaining customers and generating new cash flow. If you're like most people out there, you've barely even had time to think about cyber security and protecting your important data.

Maybe you've heard the saying "Never let a crisis go to waste." It's as if cybercriminals wrote it because that's exactly what they're

thinking right now. In fact, they're probably working overtime right now to craft new malware while our lives have been turned upside down. Yes, as you're focused on your business, hackers are finding new ways into your IT network. Their objective is to steal data and passwords, compromise your clients' private information and even demand large ransoms.

Did you know that cybercrime is expected to cost \$6 trillion (that's a 6 followed by 12 zeroes!) by the year 2021? But, now is when hackers are expected to do their absolute most damage.

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Here are three strategies you can use right now to help protect your business data, money and productivity during these unusual times.

1 Guard Your Inbox. People aren't paying as much attention as they usually do, which makes it the perfect time for cyber-attackers to send e-mails with dangerous malware, worms and viruses. Always carefully inspect every e-mail received and make sure you know the sender.

Here's another tip: avoid clicking links in the e-mail unless it's abundantly clear where they go. Also, don't ever download an attachment unless you know who sent it and what it is. While it takes a few extra seconds, double check by calling the person who sent you the attachment. Better safe than sorry. Make sure you communicate these safeguards to

“Did you know that cybercrime is expected to cost \$6 trillion (that’s a 6 followed by 12 zeroes!) by the year 2021?”

everyone on your team, especially if they are working from home.

2 Secure Your Company-Based Technologies. During crises like this one, your passwords are a critical first line of defense. Don't wait for your company's finance data to be compromised. Make a point now to reevaluate your passwords and direct your team to create stronger passwords. Too many employees are guilty of using the same password across multiple applications. Use a unique password for every single application.

Your team may tend to save your passwords in their web browser. Don't do this. A skilled hacker can bypass the PIN required to access your saved passwords. Once they have the password or PIN to access your web browser, they can steal as much as they want – credit card information, customers' private data and more!

We recommend our clients use a password manager. It's convenient, but more importantly, it's far more secure.

3 Secure Your Home-Based Technologies. With the coronavirus pandemic, far more businesses are encouraging their employees to work from home. That means a lot of people are working

from the living room or kitchen without giving a second thought to security. This negligence is an invitation to new cybercrimes.

Here are a few tips to ensure your work-from-home employees are keeping your network and data secure: make sure your employees and contractors are not using their home computers or devices when they are working from home. Add a firewall to ALL computers and devices that will be utilized at home. Finally, your network and data are not truly secure unless your employees utilize a VPN (virtual private network).

There's no need to invite in more problems by letting your computer and network security slide during these times. We would be happy to help you create or even improve your work-from-home environment.

While this coronavirus scare has negatively affected countless businesses, we are proud to say we are open and continuously servicing our customers. If you need additional security advice or would like to have a consultation to discuss how to keep your data safe or how we can help you work more effectively, simply connect with us today.

SHINY NEW GADGET OF THE MONTH

Zepp Golf 2 Swing Analyzer

Improve your golf game with a device smaller than a golf ball. The Zepp Golf 2 is a remarkable piece of tech that attaches to the back of any golf glove. It's packed with sensors and delivers real-time analysis of your game.

Using Bluetooth, the Zepp Golf 2 pairs with your smartphone. As the data is analyzed, it's displayed on the accompanying app. It tracks your club speed, backswing positioning, hip rotation, consistency and much more. The Zepp Golf 2 also has a long-lasting battery – up to eight hours – so it will definitely make it through your next game without a hitch. The Zepp Golf 2 is compatible with both iPhone and Android devices. Learn more at Amazon or Zepp.com.



How To Deal With Increasing Customer Expectations

The more you do for customers, the more they expect. That is the nature of customer service.

Excellent service providers scramble to meet the expectations of customers who have become accustomed to great service. Aggressive competitors continue to bump up their offerings in an attempt to take your customers from you. This has resulted in a perpetual desire by customers for more, better, different and/or improved.

In most cases, “good enough” isn't enough.

The great art and science of business is to improve product and/or service offerings without giving up margins or increasing prices beyond what customers are willing to pay. It really is about adding value without spending too much to do it.

Any business that can't do this will be relegated to competing at the low end of the market on price alone, and that is a difficult place to be.

Rally your team, from engineering and manufacturing to sales and support, to regularly brainstorm how you can profitably grow your value proposition. Customers will increasingly demand it.

Here are eight things you can do about them.

1. Find out what is important to customers: what they require and what they desire. You're not clairvoyant, so routinely ask customers for input.

2. Explain your value proposition when you must say no. If you can't do something the customer wants, explain why. But see if there is something acceptable you can do instead.



3. Educate customers about the value you create for them. If they don't know about it or appreciate it, it isn't valuable.

4. Hold quarterly sessions with your team to brainstorm how to add value to the customer experience.

5. Evaluate the entire customer experience. Look for failure points and irritations that can be eliminated and improvements that can be made.

6. Pay more attention to your customers than to your competition. Know what your competitor is doing, but put your customer at the center of your focus.

7. Pleasantly surprise customers whenever you can. Work with your team to brainstorm ideas on how to do that.

8. Treat better customers better. Treat all customers well, but those who spend more should get preferential treatment.

Business goes to the bold and innovative. Creativity and imagination are the best tools for continually rethinking your value proposition. Good execution delivers and makes customers glad they keep coming back to you for more.



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Client Spotlight

“FAMILY FEEL AND FAMILIAR FACES ARE PRICELESS...”

The people of Burk I.T. have been the biggest benefit for us. A familiar face and family feel are priceless when you have something bad happen. The family atmosphere is hard for others to compare to. You don't often get to deal with a company that treats you like part of their family.

If you're going to hire an IT team, take an hour and go personally visit Burk I.T. Go sit and talk to the staff and employees. These folks are as honest and professional as you will ever find.



Matt Lewis
VP of
Information
Systems
Citizens Bank

Cartoon Of The Month



Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Don't Trust Your Company's Critical Data And Operations To Just Anyone!

Download your FREE copy today at www.burkitc.com/protect