

"As a business owner, you don't have time to waste on technical and operational issues. That's where we *shine*! Contact us; A true professional IT support team you can count on available 24/7."



-Bhavin Mehta, Fusion Factor Corporation  
 Carlsbad, CA



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# TECHNOLOGY Bytes

Insider Tips to Make Your Business Run Faster, Easier & More Profitable



## 3 "Must-Do" IT Resolutions For 2019

"Never before in the history of humankind have people across the world been subjected to extortion on a massive scale as they are today." That's what **The Evolution of Ransomware**, a study by Mountain View, California based cybersecurity firm Symantec, reported recently.

If you have any illusions that your company is safe from cyber-attack in 2019, consider just a few findings stated in a recent report by the Herjavec Group, a global information security firm:

- Ransomware attacks rose more than an astonishing 300% in 2018.
- The world's cyber-attack surface will grow an order of magnitude larger between now and 2021.
- The US has declared a national emergency to deal with the cyber threat.
- There is no effective law enforcement for financial cybercrime today.
- Every second, 12 people online become a victim of cybercrime, totaling more than 1 million victims around the world every day.
- Nearly half of all cyber-attacks globally last year were committed against small businesses.

Clearly, your company's information and financial well being are at greater risk than ever in 2019. And you cannot count on the federal or state government or local police to protect your interests. That's why I **STRONGLY SUGGEST** that you implement the following resolutions starting TODAY.

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**Resolution #1: Tune up your backup and recovery system.** The #1 antidote to a ransomware attack is an up-to-date backup copy of all your data and software. Yet managing backups takes more than just storing a daily copy of your data. For one thing, if your business is at all typical, the amount of data you store grows by 35% or more PER YEAR. If your data management budget doesn't expand likewise, expect trouble.

**Resolution #2: Harness the power of the cloud – but watch your back.** Huge productivity gains and reduced costs can be achieved by making full use of the cloud. Yet it's a double-edged sword. Any oversight in security practices can lead to a breach. Here are two things you can do to harness the cloud safely:

- Determine which data matters. Some data sets are more crucial to your business than others. Prioritize what must be protected. Trying to protect everything can take focus and resources away from protecting data such as bank account information, customer data and information that must be handled with compliance and regulatory requirements in mind.
- Select cloud providers carefully. Cloud vendors know that data security is vital to your business and promote that fact. Yet not all cloud vendors are the same. You can't control what happens to your data once it's in the cloud, but you can control who's managing it for you.

**Resolution #3: Set and enforce a strict Mobile Device Policy.** As BYOD becomes the norm, mobile devices open gaping holes in your network's defenses.

Don't miss any of these three crucial steps:

- Require that users agree with acceptable-use terms before connecting to your network. Be sure to include terms like required use of hard-to-crack passwords, conditions under which company data may be "wiped" and auto-locking after periods of inactivity.
- Install a Mobile Device Management System on all connected devices. A good system creates a virtual wall between personal and company data. It lets you impose security measures, and it protects user privacy by limiting company access to work data only.
- Establish a strong protocol for when a connected device is lost or stolen. Make sure features that allow device owners to locate, lock or wipe (destroy) all data on the phone are preset in advance. That way, the user can be instructed to follow your protocol when their phone is lost or stolen.

**Free Network And Security Audit Resolves Your Biggest Data Security Problems and Makes Your Systems Run Like A Fancy Swiss Watch**

Ever asked yourself why some business owners and CEOs seem so blithely unconcerned about data protection? Don't let their ignorance lull you into a false sense of security. If you've read this far, you are smart enough to be concerned. **Contact us today at 760-940-4200 or [info@fusionfactor.com](mailto:info@fusionfactor.com) and we'll send one of our top network security experts over for a FREE Network and Security Audit.** It's your best first step to a safe and prosperous 2019.



## The Cyber Security Crisis

Urgent And Critical Protections We Are Urging All Clients To Have In Place NOW To Protect Their Bank Accounts, Client Data, Confidential Information And Reputation From The Tsunami Of Cybercrime

**The Cyber Security Crisis: Urgent And Critical Protections We Are Urging All Clients To Have In Place NOW To Protect Their Bank Accounts, Client Data, Confidential Information And Reputation From The Tsunami Of Cybercrime**

**Limited Offer** Claim Your FREE report today from <https://www.fusionfactor.com/new-cybersecurity-crisis/> or **call NOW** at (760) 940-4200 or email us at [info@fusionfactor.com](mailto:info@fusionfactor.com)

## Shiny New Gadget Of The Month:



### GE's New Smart Microwave

As more and more household devices go toward the Internet of Things' (IoT) direction, General Electric is following suit with its new WiFi-enabled smart countertop microwave. With the capability to sync with Amazon's Alexa, it aims to change the microwave game.

While it can't put the food you want to cook into the microwave by itself, it can do pretty much everything else in the process. All you need to do is scan the barcode of a specific food with a smartphone camera, and then the microwave will cook it perfectly using the exact correct time and power level. Over time, the microwave's library of known foods will grow. Eventually, you can just tell Alexa what you're cooking and have the dish heated to perfection.

Now, you might be wondering why we'd use smart technology to make microwaving a hot pocket even easier. But hey – it's the wave of the future. The extra features make it worth the relatively low price alone.

## 3 Easy Steps To Make Your Company Meetings More Productive And Efficient



One of the challenges that all business owners face is how to share information and ideas efficiently among your staff, and also get them engaged. Here are three steps I've discovered that will revitalize your meetings:

### 1. Develop meeting objectives as a group.

Start with your premise and ask every participant to contribute. Write each objective—along with the name of the person who contributed it—on a board at the front of the room. If people feel responsible for the content of the meeting, they're far more likely to participate. Participation is important. Make sure that every person voices their objective in their own words, even if you have repeats.

**2. Consolidate the list.** Combine and condense your group's objectives to a manageable number—three to five is achievable in a brief meeting. Then move on—share the information you need to and work through solutions to problems you've identified.

**3. Finally, confirm that each objective was achieved.** When you model this efficient approach, your team members will see the benefits of your goal-oriented approach, and they'll not just pay attention, but they'll participate. You're demonstrating measurable progress—and achieving *their* objectives.

Another tactic for keeping your team engaged: discard hour-long sit-down meetings for tightly focused, 15-minute stand-up meetings or huddles. You're a team, and it's essential that you all be focused on the same end result. Providing a regular huddle for each member of the team to share progress, request help or resources and ask for feedback lets you quickly check in with your players and send 'em right back to the field to score. You'll need to prepare

for these huddles a little differently, so here are a few micro-tips for great micro-meetings:

- If you're running the meeting, you'll need to be extra-prepared. The idea here is to have only 15 minutes, every one of which is productive. You must have a clear idea of what will be accomplished, and you must get to the point.
- If your meeting is a team check-in, establish a protocol. Let each participant share successes or challenges, and you're getting information to team members who can share skills to solve problems. Make the structure clear so you don't get bogged down in anything off-topic or irrelevant.
- Have a stand-up meeting area with no chairs and with raised tables suitable for taking notes. The idea is to get in, work hard and get out.
- Appoint a timekeeper to keep the meeting on track. The focus on time helps you prioritize. If you can accomplish only a few things in each meeting, you're going to work on the most important.

If you're clear about the purpose for a meeting, and if you directly engage every member of the team, you'll be astonished at how productive your meetings will become. It doesn't matter if it's a monthly upper-management event or a sales team huddle, you can build a better, more productive meeting.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship and the author of the cult classic book *The Toilet Paper Entrepreneur* and the instant new classic, *ClockWork*, his latest book. For more information, visit [www.mikemichalowicz.com](http://www.mikemichalowicz.com).

# EXPIRATION NOTICE

## An URGENT Security Warning For Businesses Running Windows 7 Or Server 2008 R2

If your organization is currently running either Microsoft Windows 7 Or Server 2008 R2 any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.



Please take a moment to read this important announcement.

As your local Microsoft Partner, we are aggressively reaching out to all local businesses that use Windows 7 Or Server 2008 R2 to alert you to this serious security risk to your organization and inform you about what you need to do now to protect your company.

**Don't let your infrastructure and applications go unprotected. We're here to help you migrate to current versions for greater security, performance and innovation.**

## Windows Server 2008 R2 and Windows 7 Replacements MUST Be Made By January 14, 2020

Microsoft has officially announced that it will retire all support on the Server 2008 and Windows 7 Operating system on January 14, 2020. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

**Free Microsoft Risk  
Assessment And  
Migration Plan Shows  
You The Easiest, Most  
Budget Friendly Way To  
Upgrade**

## The Countdown has begun



At no cost, we'll come to your office and conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and



efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2008 Migration Plan specifically for your office.

**To Secure Your FREE Windows  
Server 2008 Migration Plan, Call  
Us Today at (760) 940-4200 or Email  
us at [info@fusionfactor.com](mailto:info@fusionfactor.com)**