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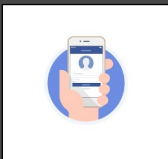
Ah, the holidays... a time of goodwill, of joy, and of an influx of email scams. As a result, people need to be sure not to relax their guard just because of the season. To be safe from cyber threats and scams this season, make sure that you are hyper-vigilant against scam emails appearing to come from delivery services.

Shopping online has become a societal norm, as the selection of items and convenience of procuring them far outstrips what a department store or mom and pop shop can offer. This means that packages being shipped to and

from everywhere are not uncommon, and that shipping notifications appear in many, many email accounts.

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8 Upgrades to Facebook Messenger that Make it Business Worthy



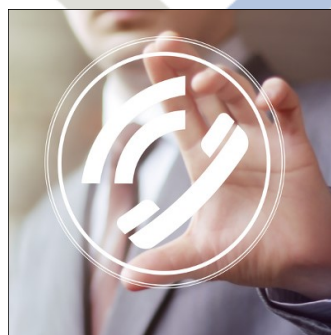
When Facebook released its Messenger app in 2011, it was primarily designed as a

way for users to chat with each other outside of the main Facebook app. Since then, Facebook has added a plethora of new features and upgrades to...



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How VoIP Can Enhance Your Company's Budget and Operations



Chances are that you're fed up with your in-house telephone network. It may have once been necessary to communicate with your employees and your clients by using a landline, but the modern office has since moved toward a more digital alternative in the form of Voice over Internet Protocol (VoIP) telephony.

Basically, VoIP uses your organization's Internet connection to transmit your call to the receiver. It's efficient because it provides a service via one that you already pay for, rather than adding an additional cost to your budget. However,

VoIP provides several other benefits that can save your business money. Here are two of the best ways that VoIP helps your business's communications become more cost-effective.

VoIP Eliminates an Unnecessary Cost

As we just mentioned, since VoIP uses your business's Internet connection, it helps you avoid the fees of going through your local telephone provider for all of your telecommunication needs. Plus, most telecommunication providers will try to bundle telephone services with others, which can make it seem like you're paying for services that you don't want or need. With VoIP, you're using an asset that you already have (and need) to cut down on operational expenses. Granted, in order to guarantee that your VoIP system experiences minimal operational trouble, you need to focus on

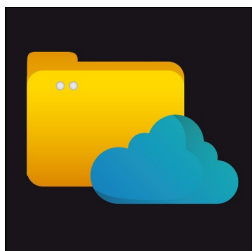
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About Celera Networks

We are a technology consulting firm specializing in technology implementation and management for businesses. We're known for providing big-business, Enterprise-Level IT services to small and medium-sized businesses.

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The Importance of Having a Secure File-Sharing Solution Cannot Be Overstated



In the business world, you rely on agile and secure access to critical documents on a number of different

devices. However, security can quickly become a problem, especially when your users have multiple devices. Is your file sharing service enough to keep your data safe? Or, if it's not, what are you going to do about it?

It's safe to say that most file-sharing solutions have their roots in the cloud. The cloud allows organizations to collaborate and share documents across devices and operating systems, to create a network that your staff can use to access important information and applications. A cloud solution is often used for hosting productivity suites and email systems, but most important of all is file sharing.

Many cloud solutions also offer applications that are designed for collaboration, which means that your team can create documents and communicate in real-time. Business applications like Google's

G-Suite and Microsoft OneDrive for Business can sync your files across your entire device infrastructure, so that all of your employees have access to the most recent version of a specific document. This is helpful if your business has many different people collaborating on the same project.

The only question that remains is how secure your cloud needs to be. Since you're storing your data in a cloud-based format online, you run the risk of hackers and user error bringing your business to its knees. Surprisingly, however, most file-sharing systems are relatively secure, and the main threat comes not from external threats, but from inside users. User error is a primary cause for data breaches, as they can accidentally expose files to dangerous circumstances or hand over credentials without realizing it. Therefore, something needs to be done in order to guarantee that your files aren't being exposed to more threats than necessary.

Depending on the type of cloud solution you implement, you can have full control over the user access and security permissions of your file sharing system.

A public cloud can provide the basic file storage and sharing services that you desire, but if you want maximum security, you'll want to invest in a private cloud, where your solution is stored on-site. The only problem is that private clouds require extensive management and maintenance that your business might not have time for.

Celera Networks can ease this pain point by offering our cloud management solution. If you want to get the most security out of your file-sharing in the cloud, you'll need expert technicians to monitor and maintain your private cloud server. However, the SMB's IT budget doesn't typically allow for this type of flexibility. Outsourcing this responsibility to Celera Networks makes your job much easier, as you don't have to invest the time and resources into it.

To learn more about file-sharing services and cloud computing, reach out to us at (617) 375-9100.



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How VoIP Can Enhance Your Company's Budget and Operations

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improving your Internet connection by either working with your Internet service provider or auditing your router's performance. We recommend contacting technology professionals before implementing major changes to your IT infrastructure--especially one such as VoIP.

VoIP is Flexible

When you add new users to your organization's network, it often entails some intensive cabling to ensure that the new user's technology is connected to the in-house network and the Internet. However, as the amount of technology you accrue increases, the amount of space that you have for new workstations and server units decreases. This results in

a complex network infrastructure that makes it difficult to effectively optimize operations. This is especially the case if your business is growing.

"VoIP uses your organization's Internet connection to transmit your call to the receiver. It's efficient because it provides a service via one that you already pay for, rather than adding an additional cost to your budget."

VoIP makes it much easier to provide new technology without all of the complex cables. Rather than set new

telephone cables for each and every new worker that you onboard, all you have to do is make sure that they have a steady Internet connection. This makes it much easier to provide phone systems to your employees. However, you still need to be mindful of bandwidth, as VoIP can put strain on an unprepared network.

Does your business need a reliable communications solution that's capable of improving operations? To learn more about VoIP, reach out to us at (617) 375-9100.



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Email Scams: A Gift You Do NOT Want To Receive This Holiday Season

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However, not all of these shipping notifications are legitimate.

Many online scammers have taken to fooling their victims into accepting viruses and other malware onto their systems through cleverly disguised emails, appearing to come from a shipping company. A victim will receive a message that claims to be a notification from the United States Postal Service, FedEx, UPS, or the like, allegedly providing information on a shipment's status. Banking on the fact that many consumers may not remember what they have bought during the hectic season, the legitimate-enough looking

link to check this status will allow malware to be downloaded to the user's system when clicked upon.

The new favorite malware found in an email scam is a recent variant of CryptoLocker, a virus which stays true to its name by encrypting any files the user can access. What's worse, since CryptoLocker utilizes components that are present on Windows machines, like BitLocker, antivirus solutions often cannot detect it. This isn't helped by the fact that this version of CryptoLocker is more recent, which means protective software solutions may not be able to defend against it.

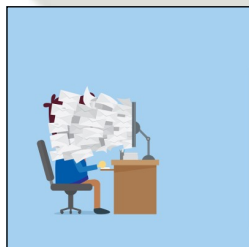
If you want to protect your system from infection by some malware this season, reach out to us at (617) 375-9100.

With a managed services solution in place, we can remove the virus and restore the encrypted files from your backup solution. It's always better to stop an infection like this before it strikes, so allow yourself some peace of mind in knowing that your data is safe by moving to our services today.



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Overwhelmed With Email? Try These 3 Helpful Tips



Email is a central part of any functional modern office, but if you aren't proactive in keeping your inbox under

control, you could be wasting time on unnecessary messages or spam. If you want to get the most out of your workday, it's imperative that you take back control of your business email inbox. Here are three ways that yourself and your employees can clean up your inboxes and waste less time throughout the work day.

Make Time to Read Your Inbox

One of the most surefire ways to clean up your inbox is to actually go through it and check the messages. However, we know that a lot of business executives receive countless emails on a daily basis. This can make cleaning it up challenging, as you have no clue what's important and what isn't. Unfortunately, there's no easy way to actually read all of your messages at once, so it's your responsibility to make time to go through it and clean it up yourself.

One way that you can do this is by only checking your email a couple of times per

day--once in the morning, and once near the end of the day. Set aside time where all you do is check and respond to emails. Eventually, you'll whittle down your immense stockpile of messages and get to a comfortable spot.

"Spam is a huge time-waster for any business, but more than that, it can be a security issue. Hackers like to spread malware through unsolicited messages filled with links and attachments. An unknowing user could accidentally click on them and infect..."

Unsubscribe to Email Listings

Another important way to clean your inbox is to limit new messages that are sent to it. You may have subscribed to several online news sources or other e-newsletter services that send you promotional messages through your email. To unsubscribe to these constant messages, just scroll down to the bottom of a message and there is often an "unsubscribe" link that will redirect you to the website account's settings.

You can then choose to unsubscribe from receiving further updates. Just make sure that the link you're clicking on looks legitimate first.

Implement a Spam-Blocking Solution

Spam is a huge time-waster for any business, but more than that, it can be a security issue. Hackers like to spread malware through unsolicited messages filled with links and attachments. An unknowing user could accidentally click on them and infect your organization's infrastructure with malware or a virus.

A spam blocking solution is the best way to keep your inbox free of dangerous and time-wasting messages. A good spam blocking solution should be able to keep any threatening messages from hitting your inbox in the first place.

If your organization is ready to eliminate spam and secure your email inboxes, wait no longer. Celera Networks can equip your business with enterprise-level spam filtering solutions designed to keep spam out of your inbox. To learn more, reach out to us at (617) 375-9100.



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Why a Major Internet of Things Security Breach is Inevitable



Whether we're ready for it or not, the Internet of Things is coming, and

soon. You might see all sorts of connected devices on the market today that you would never think to connect to the Internet, but it's our responsibility to inform you that these new devices could potentially put not just your business infrastructure at risk, but even your own life.

Security experts have long discussed the repercussions that the Internet of Things will have on the world of cyber security. It's been predicted by Gartner that an average of 5.5 million "things" are added to the Internet of Things every day. This could include anything that connects to the Internet, but usually only refers to consumer goods that wouldn't normally have any sort of wireless network connection built into them. By the end of this year, there will be approximately 6.4 billion IoT devices on the market.

The real problem here is that these numbers continue to increase by the day, and if the IoT's growth is any indication, it's not slowing down anytime soon. There were 3.8 billion in 2014, and 5 billion in 2015, so

it's not a stretch to suggest that the number of "things" connected to the Internet of Things will exceed 20 billion by the time 2020 runs around. Many researchers believe that the first major IoT data breach will happen sometime within the next few years.

The Risks

At first glance, it might seem like many IoT devices are of little consequence and shouldn't be worried about on a cyber security level. Appliances like blenders and toasters seemingly don't hold much value to hackers. The problem, however, comes not from the devices themselves, but the networks that they're connected to. If a hacker can bypass the security features of a smart device, they can potentially gain access to the network, and other devices connected to it.

Of course, the potential for damage extends far beyond the scope of just your own business. When you consider how computerized cars and physical infrastructure components, like dams and power plants, have become, you might realize that there is the potential for disaster, all thanks to the Internet of Things.

For example, what happens when a hacker disables a car's brakes, or they decide to override a system setting on a dam and flood the surrounding landscape? As the potential for damage increases, so too does the potential for a hacker to grow interested in a target.

Why Vendors Aren't Doing Anything About It

One of the major reasons why vendors are creating devices with security vulnerabilities is perhaps because of the lack of actual regulation and standards put into place to ensure quality of the device. In part, this is due to organizations refusing to spend money on devices that aren't guaranteed to turn a profit. Thus, popular devices from different markets --not just consumer electronics, but also appliances and other industries--may wind up being manufactured with major security flaws that can be exploited by hackers.

Then there's the problem with applying patches or updates to these IoT devices. When you think about it, there are two major ways to resolve a problem with your device; either download the patch, or replace it entirely. Considering...



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We partner with businesses in many different vertical markets throughout the New England area. The Celera team is focused on customer service and we strive to eliminate IT issues before they cause expensive downtime.

Our goal is for our clients to continue to focus on what's most important - their business.

Our dedicated staff is known for going the extra mile and doing what it takes for our clients to be successful with their technology investments.

Your firm's success is our success.

Tech Fun Fact

There are approximately 1.06 billion instant messaging accounts worldwide.

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