CELERANETWORKS
Making Technology Work For You

TECHMinutes
July 2016
Making Technology Work for You

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Tweak These 5 Mobile Apps to Consume Less Data

Chances are that if you're using a smartphone, you'll have your WiFi turned on as often as you possibly can. This helps to keep data hogs (applications that use a ton of your monthly allotted mobile data) at bay...

Read the Rest Online!
http://bit.ly/1U6MJPF

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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How Can a Virtual Network Help Your Business?

Your network is arguably your business's most valuable asset. It keeps your team connected to critical information and applications that are imperative to the continued success of your company. With complex cabling, however, your workstation and network infrastructure can quickly grow uncontrollable. Isn't there an easier way to manage your network components that can help your business grow, unhindered by physical infrastructure?

One of the best ways that you can improve your business's infrastructure is by implementing a virtual network. Basically, this process entails taking your current physical network infrastructure, virtualizing it, and migrating it to the cloud, making the deployment and access of data much easier. Doing so allows you to tie all of your IT components together without having to go through the painful process of cabling. Furthermore, a virtual network provides the following benefits:

- **Mobility:** Most notable is the fact that virtual networks allow business owners and their employees to access data from anywhere with an Internet connection. This is particularly helpful while out of the office. If you're at a trade show or on a business trip, you can access data while on the road. Or, if you have a team of remote employees,

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3 Common IT Shortcomings and How You Can Overcome Them

Business owners expect a lot out of their IT network, and rightfully so. However, technology isn't perfect and can sometimes get in the way of these expectations. To overcome these technology shortcomings, IT administrators and business owners can benefit by outsourcing these expectations, especially when it comes to these three crucial aspects of IT.

IT Maintenances

IT administrators are often given lofty goals to improve the overall performance of their company's network and infrastructure. Yet it can be a struggle for them to actually get around to achieving these goals if they're tied down with routine IT maintenance, like applying security patches and upgrading software. What's worse, when your IT department is stretched thin, their work suffers, fatigue can set in, and morale can deteriorate.

How Celera Networks Can Help

When Celera Networks co-manages your IT, we work with your current IT staff to take care of the routine maintenances that are often responsible for tying them down. The beauty of this approach is that we're able to take care of these maintenances remotely. Essentially, we work behind the scenes so that your IT staff can have the support they need and be the rock stars you hired them to be.

IT Budget

In the same way that it's impossible to squeeze blood out of a turnip, an IT administrator can't implement the solutions they need if the money just isn't there. For those tasked

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Be Sure to Consider the Pros and Cons of Allowing Personal Devices in the Workplace

Bring Your Own Device, or BYOD, has grown significantly in the business environment. You might even have a couple practitioners of BYOD in your own office; people who use their personally-owned devices for work purposes. However, just like any potential benefit, it also has drawbacks that need to be considered. How can you implement BYOD without experiencing too many of its drawbacks?

Ownership

The Pro: If your business wants to save money, you can allow your team to use their own personal devices for their daily duties. This can be helpful if you don't want to purchase new devices and the required network attachments. For example, an employer and employee might be able to reach an agreement where some part of a smartphone's data cost is covered by the business. In this situation, both parties save money, making it an appealing choice.

The Con: If you can reach a decision on the ownership of the phone, that's great. However, can you answer who owns the data that's stored by the device? If an employee were to leave the company and take sensitive data with them, does the employer have the right to delete files from their personal device? What about the integrity of the device itself? Is the owner responsible for fixing the device, or is the employer? On top of that, who's responsible for private data?

Selection

The Pro: Under a BYOD policy, employees can select the technology that they feel most comfortable working with. This makes it easier to work than if you were to provide them with an operating system or a suite of applications that they're not familiar with. Giving them the ability to take initiative and upgrade their device as they see fit can be both empowering and helpful, as they won't have to jump through hoops with IT to get the devices they need.

The Con: When an employee is in control of their device selection, your IT department will probably be thrown into a frenzy. What level of responsibility and maintenance will they have over pain points like data access and security? If you let your team implement devices on a whim, it will be, more or less, impossible to standardize the applications and solutions you'll need to properly manage their devices.

Availability

The Pro: Employees using their mobile devices for work purposes can potentially use their device while away from the office to get more work done, or to receive important phone calls. This provides the opportunity for quicker response time, which can make all of the difference in the heat of the moment.

The Con: If communications are bound to the office, there are more clear boundaries between your employees' personal lives and their work duties. What's stopping the employees from receiving phone calls from needy clients in the middle of the night, when they're trying to rest up for the next workday?

Implementing a solid BYOD policy is no easy task, but it doesn't have to be difficult, either. We can help your business fully leverage mobile devices through a mobile device solution. To learn more, contact us at (617) 375-9100.

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3 Common IT Shortcomings and How You Can Overcome Them

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with overseeing technology, working with a budget passed on to them by their employer is often a major source of frustration. After all, they're trained to work with technology, not spreadsheets.

How Celera Networks Can Help

Celera Networks's managed approach to IT actually frees up money for IT budgets. By taking IT expenses that would normally be categorized as a capital expense and turning them into an operating expense, money will be freed up in the capital column. This means that your IT department will end up with more money to spend on the equipment they need to do their jobs and meet your expectations.

Security Breaches

Nothing can derail an IT objective quite like a security breach, hack attack, or computer virus. The worst thing about security breaches is that they always seem to happen at the worst possible time, like when progress is being made on an important IT project, or when you're up against a deadline. Anybody who's ever dealt with a security breach knows firsthand how frustrating it can be to resolve.

How Celera Networks Can Help

When it comes to protecting your company's data, you can benefit from having an extra set of eyes. Even if you already have an IT department in place, they would benefit from incorporating Celera Networks' assistance, expertise, and security solutions. One way that we can help is by remotely monitoring your company's network for any inconsistencies and fishy behavior. This is a surefire way to catch a security threat before it breaches your network and does any damage. To have a conversation about how we can help meet your expectations and IT goals, call (617) 375-9100.

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How Can a Virtual Network Help Your Business?

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they can access files that are critical to your company's success.

- **Flexibility:** Playing off of mobility, adding new network users can be a huge pain, especially when cabling is involved. Instead of physically being connected to a network, anyone with an Internet connection and proper credentials can access the network. This makes adding new users and connecting new workstations to your company's network much easier.

The Main Problem: Security

Of course, the biggest problem that faces virtual networks is by far security. If you're accessing your network through a local wireless signal, you're placing all of your faith on the wireless Internet connection to be secure. Particularly in public places, doing this can put sensitive data in the way of hackers. You need a virtual network solution that's capable of encrypting your data while it's in transit; otherwise, any hacker on the network can grab your data, which makes using public networks a liability.

A virtual private network (VPN) from Celera Networks provides a quality solution to this problem. A VPN encrypts data that's transferred along your business's virtual network, protecting it while it's in transit. This allows your business to send and receive information from your virtual machine without fear of it being compromised by hackers. It's an absolute must-have technology for business owners that are constantly on the move for work purposes.

To learn more about VPNs and other virtualization services, give Celera Networks a call at (617) 375-9100.

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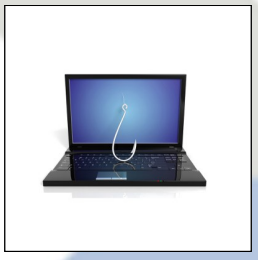
Scammers Use Whaling Attack Emails to Pose as Upper Management



The average business owner may already be aware of what are called phishing attacks - scams that attempt to deceive and trick users into handing over sensitive credentials. However, not all phishing attacks are of the same severity, and some are only interested in hauling in the big catch. These types of attacks are called "whaling," and are often executed in the business environment under the guise of executive authority.

Whaling attacks are designed to mimic the behaviors of CEOs or other members of upper management. This could be in the form of a manager, a COO, or even a CIO. Whaling attacks are often successful because they appear to come from a legitimate source; nobody expects their boss to get hacked, and naturally they will want to do as they say. It appeals to the nature of the office worker to want to avoid conflict with upper management, and the fear of getting in trouble for insubordination. In addition to looking like an official business email, some whaling schemes may even resemble documents from the FBI or other government institutions.

Once this fear has been instilled in the hearts of the average office worker, it's only a matter of time before one of two things happen: 1) The hacker gets what they want, be it sensitive credentials, a fraudulent wire transfer, or otherwise, or 2) The office worker realizes that they've been duped, and deletes the email. Unless the worker knows what to look for in a phishing message, however, the more likely scenario is the former.

> ***"Whaling attacks are often successful because they appear to come from a legitimate source; nobody expects their boss to get hacked, and naturally they will want to do as they say."***

In the face of any type of phishing attack, be it a spear-phishing attack or a targeted whaling attack, it's important to remember that you should always think with your brain first before immediately reacting to a message like this. Take a moment to consider how much sense it makes to follow the instructions in the email that you've received. By simply taking a deep breath and calmly analyzing the email, you could be saving yourself a lot of pain and frustration.

As is the case with any phishing attack, look for irregularities in both the message itself, and the address that the message came from. Does it come from a legitimate sender? If so, what's the email address? Look it over carefully and try to spot anything that's out of place. Are there any numbers or letters that are trying to mask the true email address? Is there anything suspicious about the contents of the email? Look for curiously repetitive or urgent requests. Hackers like to use time-sensitive language to rush users into making a decision.

In dangerous situations like this, wouldn't it be great if any whaling attacks and other phishing schemes stayed out of your inbox in the first place? With a spam blocking solution, your business will have little to fear from dangerous or fraudulent messages by eliminating them from your inbox entirely. We offer powerful enterprise-level spam blocking solutions that are designed to keep your business free of malicious or wasteful messages.

To learn more, give us a call at (617) 375-9100.

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You Won't Get This Kind of Personalized Care From Break-Fix IT

It's nice to do something and feel good that you're the one doing the work. This DIY approach provides you the satisfaction that you're doing the job yourself, and that you're doing it right. If you're the kind of person who gets nervous about others handling tasks, you fully understand how stressful it can be to have someone you don't know or trust working on important initiatives; particularly working with your company's technology.

This is the main advantage of working with Celera Networks to outsource your business's technology maintenance. We are willing to put in the extra effort to build a solid working relationship with your company, just so you can rest easy knowing that your IT projects are being done as per your specifications. While this might not feel like DIY, once you've grown to know us and trust the quality of our work, you'll know with confidence that you can count on us to get the job done properly. Plus, if you're trusting us with your IT projects, you won't have to invest precious time into the project yourself, meaning that it will likely be resolved faster and with less incident.

In other words, outsourcing your IT is like having a trusted friend help you with an important favor. We treat your technology like it's our technology, so you know that the quality of the service received is of the utmost importance.

The average break-fix IT company won't provide this kind of care and attention your business needs to ensure the proper functionality of your organization. A break-fix IT company is only going to look at your broken technology as a paycheck, when in reality it's your business's livelihood at stake. You want someone who understands the importance of technology to your business's workflow, and that's something that only Celera Networks can offer.

By having us manage your technology, we want you to know that we're invested in your business's success. When your business succeeds, we succeed, too. This type of working relationship is a far cry from anything that a break-fix IT company can provide.

Basically, Celera Networks provides a DIY experience for your business's IT, without the need for all of the labor and work on your part. Our proactive approach to IT means that we can remotely monitor and maintain your systems to prevent a major catastrophe from striking. By keeping an eye out for warning signs, we can effectively eliminate key issues that could result in wasteful downtime.

If you can trust and rely on us to provide quality services, then we can extend this service beyond just your IT maintenance and handle vendor management services. This is where we act as a single point of contact for all of your business's technology needs, which includes working with your vendors. If you need something that isn't covered by our IT agreement, like repair on a third-party printer or installing an Internet connection, just contact us. We have our own network of professionals that you can trust to handle your technology solutions. If you trust us, and we trust them, then by proxy you can view them as trustworthy resources, worthy of dealing with your technology.

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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

Motorola's DynaTAC was invented in the '70s and became the first cellphone available for the public to buy.

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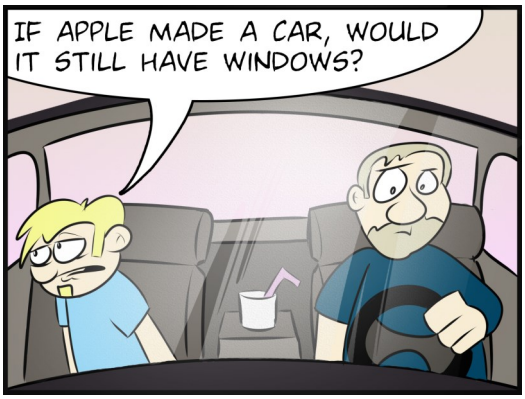
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